

FACTOR DETERMINANTS OF E-CONSUMERS' SHOPPING CART-DROPOUTS IN DEVELOPING ECONOMIES

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ABSTRACT

With emerging e-marketplace incurring huge transaction losses, there is a need to expand research in the online non-buying behaviour especially with respect to Indian online consumers with their cultural influences being our frame of reference. India's buzzing e-commerce space has huge potential and its consumer base has its own socio-cultural preferences that creates a distinct gap well in need of research in the area of online shopping. This empirical paper is an attempt to understand the non-buying behavior, mainly the factors, that determine the online cart-abandonment by e-consumers in developing economies.

KEYWORDS: E-Consumers, Economies