

LIST OF TABLES

Table	Page No.
1.1 Top 6 reasons given by Shoppers in Buying through Internet	9
2.1 e-SQ Variables Adapted for the Study	47
3.1 Place of Residences of the Samples	59
3.2 Family Income of the Respondents	60
3.3 Education Profile of the Respondents	61
3.4 Last Online Purchase of Shoppers	65
3.5 Highest Rated Dimensions	67
3.6 High Rated Dimensions	67
3.7 Low Rated Dimensions	67
3.8 Lowest Rated Dimensions	67
3.9 Medium Rated Dimensions (Range of Mean: 3.87-3.85)	68
3.10 Medium Rated Dimensions (Range of Mean: 3.81-3.73)	68
3.11 Medium Rated Dimensions (Range of Mean: 3.69-3.62)	68
3.12 Medium Rated Dimensions (Range of Mean: 3.59-3.47)	68
3.13 Mean of Importance across Cities for Highest Rated e-SQ Dimensions	70
3.14 Mean of Importance across Cities for High Rated e-SQ Dimensions	71
3.15 Mean of Importance across Cities for Medium Rated e-SQ Dimensions (Overall Range 3.87 to 3.85)	71

LIST OF TABLES Contd.

3.16	Mean of Importance across Cities for Medium Rated e-SQ Dimensions (Overall Range 3.81 to 3.73)	72
3.17	Mean of Importance across Cities for Low Rated e-SQ Dimensions	73
3.18	Mean of Importance across Cities for Lowest Rated e-SQ Dimensions	73
3.19	Similarly Rated e-SQ Dimensions across the Cities	74
4.1	Total Variance Explained	77
4.2	All Nine Factors and Underlying Dimensions (Items)	78
4.3	Partial Agglomeration Schedule (From the Bottom)	82
4.4	Final Clusters	83
4.5	ANOVA across the e-SQ Factors	86
4.6	ANOVA Post-hoc Multiple Comparison of the Segments	87
4.7	Pearson's Chi-square for Demographic Variables	91
4.8	Place of Residence and Segments	91
4.9	Age and Segments	92
4.10	Education and Segments	93
4.11	Occupation and Segments	93
4.12	Family Income and Segments	94
4.13	Family Life Cycle Stage and Segments	95
4.14	ANOVA for Psychographic Variables	96
4.15	Shopping Time & Segments' Mean	97
4.16	Trying New Things & Segments' Mean	98

LIST OF TABLES Contd.

4.17	Technology Savvy-ness & Segments' Mean	99
4.18	Comfort & Segments' Mean	100
4.19	Sense of Accomplishment & Segments' Mean	101
4.20	Excitement & Segments' Mean	102
5.1	Top & Bottom Five e-SQ Dimensions for Bangalore	114
5.2	Top & Bottom Five e-SQ Dimensions for Delhi	114
5.3	Top & Bottom Five e-SQ Dimensions for Guwahati	114
5.4	Top & Bottom Five e-SQ Dimensions for Kolkata	115
5.5	Top & Bottom Five e-SQ Dimensions for Mumbai	115
5.6	Top rated e-SQ Dimensions for the Cities	116
5.7	Bottom rated e-SQ Dimensions for the Cities	116
5.8	A Comparative Summary of the Shopper Segments	122

LIST OF FIGURES

Figure	Page No.
1.1 World Internet Penetration Rates by Geographic Regions- 2011	6
1.2 Asia Top Internet Countries December 31, 2011	7
1.3 E-commerce Market Growth in India	8
1.4 Components of e-Commerce Market in India, 2009	11
2.1 Plan of Research	38
2.2 Number of Samples from the Five Study Locations	42
2.3 Location Map of the Five Cities	43
2.4 No. of Questions in Different Scales	56
3.1 Age Profile of the Respondents	60
3.2 Gender Profile of the Respondents	61
3.3 Occupation of the Respondents	62
3.4 Family Life Cycle Stage of the Respondent	63
3.5 What is Shopped Online?	64
3.6 Items Exclusively Shopped	65
3.7 Frequency and Monetary Value of a Single Purchase	66
4.1 Distinct Groups of Time Spending Behavior	98
4.2 Distinct Groups of Technology Savvy-ness	99
4.3 Distinct Groups of Comfort Seeking Behavior	100

LIST OF FIGURES Contd.

4.4	Distinct Groups of Sense of Accomplishment	101
4.5	Distinct Groups of Excitement	102
5.1	Importance Assigned to the e-SQ Variables	112