

Review of buy orders and returns from Amazon.in in India: Implications for Amazon and its vendors

1) Dr. Meena Goyal,

Associate Professor

Indira School of Business Studies

‘Abhinavan’, 89/2A New Pune – Mumbai Highway

Tathawade, Pune, India

Pune – 411033

2) Dr. Yogesh Mahajan (**Corresponding Author**)

Associate Professor

Indira School of Business Studies

‘Abhinavan’, 89/2A New Pune – Mumbai Highway

Tathawade, Pune, India

Pune – 411033

Abstract

Online shopping has become the order of the day for Gen Z and millennial in India and around the world. As the number of online shoppers are increasing in India, it is becoming increasingly complex to track the buying habits of this online shoppers and derive meaningful insights. Online buying is convenient to the customers as it can be done from your office or home. Also many products are returned or exchanged due to lenient policy of online retailers. This paper studies the online products purchase, return and exchange behaviour of customers. The data was collected from customers who brought products from Amazon.in directly. The study found a strong association between type of vendor and the goods purchased or returned on Amazon. Also association between category of goods and the count of goods purchased or returned on Amazon was found. Average ticket size of goods purchased from Amazon was approx. only Rs.1000. Implications for vendor and Amazon has been studied.

Keywords: Online shopping, product return, product exchange, Amazon, Amazon seller

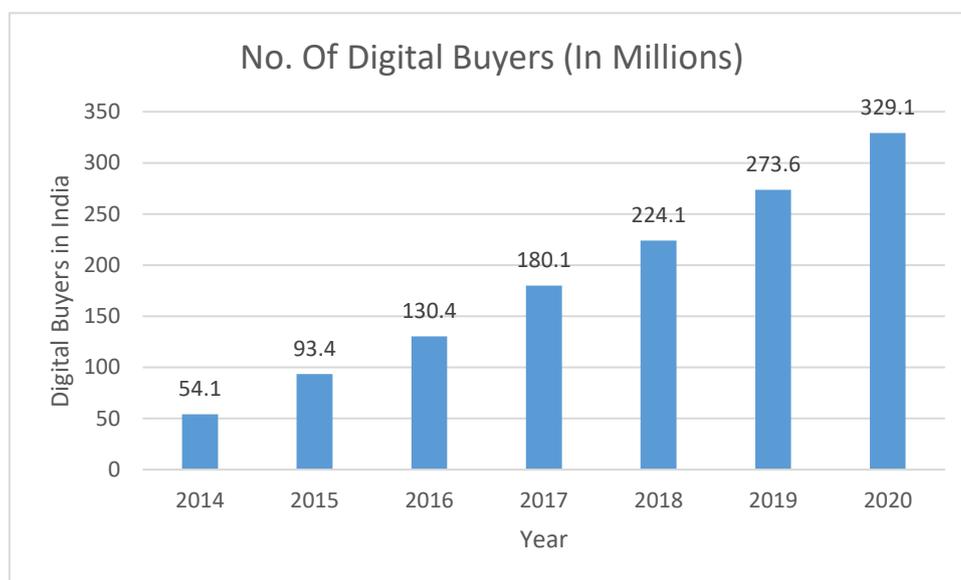
JEL Classification: M1

Type: Research Paper

Introduction

Today, almost all millennial's and Gen Z are always online. Be it for social media interaction on Facebook, Instagram or e-commerce sites like Amazon, Flipkart in India to browse through products, read the reviews, and buy the products. Also Gen Y and baby boomers, are helped by millennial and Gen Z to be online and buy products online. In recent years the e-commerce market has witnessed a boom in the Asian region. In 2019, India, had the fastest growing retail online market. As of 2020, the number of digital buyers across the country was estimated at around 150 million. The figure indicates that for the aforementioned period, approximately 71 percent of the region's internet users will have purchased products online (Statista) . The sector is powered by targeted ads, competitive discounts, fast delivery and return infrastructure and a strong smartphone penetration rate. Combined with the convenience of being at home and getting all your options shipped to your doorstep, this retail environment has turned the tables very dramatically for e-commerce market.

Number of digital buyers in India from 2014 to 2020 (in millions)



(Source: www.statista.com)

The online shoppers purchase a great volume of items online. Out of them, many are returned or exchanged. The product categories ordered by the online shoppers need to be researched. The number of items bought online, the number of products returned and the number of goods traded by the online shoppers must also be studied. This will help amazon-listed online vendors understand the factors behind returned and exchanged products, the costs incurred as a result of selling and returned products. This study will examine the buying habits of online customers, which will benefit existing vendors as well as new vendors interested in launching their goods through any e-commerce website in India, due to increased competition and need to economically satisfy customer needs.

Last decade saw tremendous growth in e-commerce. The customers have now switched from personal computers to smart mobile phones for online shopping. It is expected that 36 percent of the country's mobile phone users would use a smartphone by 2022, up from 26 percent in 2018. The global smartphone penetration forecast indicates that by 2018 roughly 50 percent

of mobile users worldwide are expected to own a smart device. By comparison, it is estimated that 59 per cent of Chinese mobile users and 87 per cent of U.S. mobile users will use a smartphone by 2018.

Android became India's most widely deployed operating system in December 2016, with the Google-backed business having approximately 77 per cent of the country's market share of smartphone OS. This increase in smartphone penetration in India is reflected by the fact that India's share of the global smartphone market is expected to more than triple to more than 10 percent between 2013 and 2017. More than 45 million smartphone units were delivered in India 3rd quarter of 2019 alone (Statista). Consumer returns and customers exchanges have also been constantly increasing across select categories. Globally, the total sum of returns is valued at about \$100 billion in US alone (Grey, 2019). Customers return goods because of online retailers' lenient return policy. In the case of product returns and exchanges, they rarely charge customers. There are number of reasons for product returns or exchanges. The prominent among them are incorrect size ordered, product no longer needed, product does not match description on website etc. Research on product returns is incomplete and inconclusive. There has been research on returns from the retailer side on product returns and exchanges. But, from the consumer side, hardly any research has been done.

Review of Literature

Online shopping has become the order of the day for Gen Z and millennial in India and around the world. As the number of online shoppers are increasing in India, it is becoming increasingly complex to track the buying habits of this online shoppers and derive meaningful insights. Online buying is convenient to the customers as it can be done from your office or home.

The number of consumers using the online channel for shopping purposes is rising and the revenue of e-tailers continues to rise rapidly. Comfort is the most well-known incentive that inspires customers to shop online. Online shopping provides a broader range of opportunities and greater access to information, access to an online store is accessible 24/7 and the user has the opportunity to compare sellers' deals worldwide. (Kim). Unlike traditional retailers, online stores are not limited by opening and closing times, physical locations or, to a great extent, quality of items. In addition to these incentives to shop online, there is a lack of social pressure and a lack of delivery initiatives that allow customers to act impulsively while making online decisions (Verhagen and Van Dolen). Mittal studied the impulse buying tendencies among Indian consumers. They developed a two dimensional measure to study Indian buying tendency in India (Sheetal Mittal, 2016). Arun, in their paper, tried to identify the determinants of online purchase intention among youth in the Indian context. They found that impulse purchase orientation, prior online purchase experience and online trust have significant impact on the customer purchase intention. Males are found to have more intention to shop online than females (Arun Thamizhvanan, 2012).

Shopping in an online store is like shopping through a paper catalog, as both require the delivery of orders by mail and in both cases consumers can not touch or smell the products (Spiller and Lohse). The promise of electronic commerce and online shopping therefore depends to a large extent on user interfaces and how people interact with computers. In addition, the information presentation, navigation, and order fulfillment characteristics in an interactive shopping medium are considered more important in building trust in electronic commerce than in traditional retailing(Reynolds). In the electronic commerce literature, there

has been extensive research into the shopping experience of customers and their assessment based on impressions of online shopping websites (Szymanski and Hise).

Khare researched the purpose of Indian students to buy from online shopping web sites. The findings indicate that the intention of Indian students to buy online is affected by utilitarian value, attitude towards online shopping, knowledge availability and hedonic values. Male students have a more optimistic approach to shopping online than female students did (Khare and Rakesh). In recent years, customer return rates have been steadily rising, resulting in increasing costs for retailers who have to handle the return process and disposal of returned goods. This cost burden is motivated in part by highly generous return policies, such as offering full refund upon return to the consumers. Interestingly, this common retail practice of full refunds is inconsistent with the recommendations of many analytical return models which almost always show optimum partial refund. Such inconsistencies between theory and practice may occur when the decision drivers included in the theoretical models do not conform in practice to the decision drivers. It could also be the case that retailers are overly optimistic about the interest consumers are giving to a full refund, and thus conclude that the appeal of such a program outweighs its costs.

Chao-Min lets consumers understand the purpose of buying back in online shopping. This research expands the Technology Acceptance Model (TAM) by incorporating dimensions, confidence and enjoyment of e-service quality in the creation of a theoretical model for researching customers to repurchase intentions within the context of online shopping. The study shows that confidence, perceived user-friendliness, perceived usefulness and satisfaction are significant positive predictors of consumer intentions to buy back. Customer loyalty is essential to the sustainability and growth of online vendors. The study provides proof of the building of online trust through order fulfillment, anonymity, responsiveness and communication (Chiu et al.).

The literature on product returns, however, is sparse, particularly in relation to the study of the return actions of individual customers. While the magnitude of product return value is known to be very high (\$100 billion per year), it is not understood how it affects consumer purchasing behavior due to a lack of data availability and understanding of the role of product returns in the company–customer exchange process. Considering that product returns are considered a problem for the supply chain management of a company and a drain on overall profitability, studying product return behavior is important. The authors thus empirically demonstrate the role of product returns in the exchange process by evaluating the process factors for exchange that help explain product return actions and the effects of product returns on potential consumer and firm behavior. The authors show that product returns are inevitable but by no means bad (Petersen and Kumar).

Zhi Pei studies the online return habits of customers. They have categorized the return behaviors of customers into two specific categories-legitimate return behaviors and opportunistic return behaviors and found that certain factors such as impulsiveness, desire for individuality, product quality, perceived risk and social influence lead to legitimate return behaviors, whereas certain factors such as immorality, self-monitoring, and socio-economic behaviors lead to opportunistic return behaviors. Their findings also suggest that legitimate return behaviors that increase the intention of consumers to repatriate, but opportunistic return behaviors reduce the intention of consumers to patronize (Pei and Paswan). Managing the flow of product returns is increasingly recognized as an activity of strategic importance that spans various functions within and across organizations, especially in terms of marketing and operations. Specifically, there was emphasis on maximizing returns in the shoes industry. A qualitative research approach was chosen to produce an in-depth analysis in order to explore the phenomenon of returns management, despite the currently limited understanding of the current research topic. The findings indicate that return control is recognized as a

greater role in inter functional alignment and that this trend is related to various elements of the relationship value (Ivan Russo).

Shang obtained data from eBay to address these open questions in the literature, in which similar goods are sold with specific return policies. The results suggest that the benefit to customers of a full refund policy may not be as high as one might anticipate, and it also shows a great heterogeneity among buyers with different levels of online buying experience. Authors also provide empirical evidence for what online retailers have long suspected is that a non-refundable forward shipping fee quickly erodes whatever interest customers attribute to return policies. (Shang et al.).

Klas empirically analyses and explains the influence of return policy on consumer behavior, as well as the moderating effects of productivity policies. The method involves an analysis of a Swedish online fashion retailer's transactional results. The results of the regression analysis show that repeat customers produce a slightly higher contribution per order with a lenient return policy, while returners and consumers seeking free returns generate a relatively lower contribution per order. Additionally, returners and repeat customers produce a slightly higher total contribution, while consumers enjoying free returns generate a relatively lower total contribution. Consequently, gratuitous return policies do not necessarily benefit retailers in terms of long-term productivity. The findings offer advice from a management viewpoint on how to handle recent changes in European consumer legislation (Hjort and Lantz).

Most Internet businesses invested heavily in the late 1990s, doing whatever it could take to lure clients to their sites. It soon became clear that the problem was not just to get the customers in the door but also to keep those customers for future purchases. The hunt was on to discover which techniques appealed most to internet shoppers. This study reveals survey and behavioral data from internet customers showing what was most important to internet shoppers and contrasting attraction to retention factors. Because many have interpreted the Internet as providing more perfect information for the consumer, the question arises as to how relevant the purchase process will be in price. What becomes apparent from the review is that what draws users to the web is not the same aspects that are important in long-term customer retention. (Reibstein).

Lenient return policies allow consumers to return or swap goods with which they are unsatisfied, thereby boosting sales. Wagner created a search system where customers sequentially learn about the true worth of the goods and determine whether they should be kept, sold or returned. We consider that where prices and selection can be optimized together, the size of the variety also increases when customers pay a higher share of the cost of return. Lastly, retailers prefer to pass on all cost of return to customers, which not only increases social welfare but can also increase sales surpluses. (Wagner and Martínez-de-Albéniz).

Intensive competition between online retailers and high customer expectations drive product returns which eat into the profits of online retailers. Online retailers therefore need to find ways to reduce rates of return without triggering a concomitant decrease in sales. Using a validated approach to analysis that incorporates literature-based perspectives and in-depth qualitative interviews with managers from major online retailers, the authors built a structure for understanding the backdrop to the decision to introduce a product return management system (PRMS). However, the system recognizes three types of online preventive instruments employed by retailers to minimize product return rates as well as moderators of the correlation between the decision to implement a PRMS and the type of instruments chosen. (Walsh et al.).

Research Gap

From the review it is clear that, return and exchanged goods adds to cost of the online retailers. Intense competition does not allow the online retailers to pass on this cost to the customers. Most of the literature is studied from supply side i.e. data from vendors. It is also necessary to study the data from customer side. This paper tries to fill this gap and studies customer buying and product return behavior.

Based on above literature, following hypotheses have been developed:

- 1) There is no association between type of vendor and the goods purchased or returned on Amazon.
- 2) There is no association between category of goods and the volume of goods returned on Amazon.
- 3) The average ticket size of each transaction of all categories on Amazon is not more than Rs.1000.
- 4) The average ticket size for clothing range is not more than Rs. 1000.

Objectives of the study:

- 1) To study and analyse purchase orders of customers from Amazon.in.
- 2) To analyse product returns and exchanges of customer orders.
- 3) To study the relation between category of goods and returns made online
- 4) To study the average ticket size of product purchased on Amazon in clothing category
- 5) To study implication for vendors and Amazon due to product returns and exchanges.

Research Methodology

The research is descriptive and exploratory in nature. The data collected is primary in nature. The data was collected from the buyers who buy regularly from Amazon. We studied 800 buy orders of those customers who buy from Amazon.in. Amazon.in is the Indian market place of the global aggregator. Convenience sampling was used to collect data from customers. Total 10 regular prime customers were selected. Data was collected from last 2 years 2018 and 2019. The data was then divided according to different product categories such as clothing, footwear etc. The data was analysed using advanced excel tools like pivot table. Statistical tools such as Chi-square test for association and one sample T test was used to test the hypothesis. SPSS was also used to test the hypotheses.

Data Analysis

The data was collected from Amazon customers for the last two years. The customer was asked to share their buy orders from Amazon.in. The customers shared their orders data, which was then analysed using MS Excel. Table 1 shows the various categories of product ordered from Amazon. It can be seen that, out of 800 orders, Home and Kitchen is the highest with 113 orders, followed by clothing. Beauty products, health and personal care, and electronic products also form significant orders from Amazon.in.

Table:1

Category	Count of Purchased	Count of Returned	Count of Exchange
Accessories	17	4	0
Amazon pay balance	46	0	0
Apps and games	3	0	0
Baby	3	0	0
Beauty	48	1	0
Books	13	0	0
Car and Motorbike	4	0	0
Clothing	68	59	2
Computers and accessories	4	0	0
Electronic	51	8	0
Footwear	40	16	0
Furniture	1	1	0
Grocery	32	2	0
Handbags	13	5	0
Health and Personal care	44	3	0
Home and Kitchen	113	9	0
Jewelry	28	10	0
Music	1	1	0
Office Products	2	0	0
Phone Bill and DTH	124	0	0
Sports and fitness	1	1	0
Stationery	12	1	0
Watches	7	2	0
Grand Total	675	123	2

Table 2 shows products /services purchased through various vendors over a period of 2 years. Amazon wallet is the wallet to deposit money to buy products from Amazon. Bill payments and recharges are done directly on the website of Amazon. Purchased products are divided in two categories viz. Cloudbtail and Non Cloudbtail. Cloudbtail is the subsidiary of Amazon itself. It can be seen that maximum products are Non-cloudbtail vendors. But Cloudbtail alone caters to 50% of the products purchased from Amazon.in. The table also shows the number of products returned and exchanged from Amazon. The number of products returned are more from Non-cloudbtail vendors. Almost 30% of the products are returned from Non-cloudbtail vendors in India. And 16% are returned from Cloudbtail. The return percentage is very high. The number of products exchanged are very less.

Table 2: Purchased Data from Amazon

Row Labels	Count of Purchased	Count of Returned	Count of Exchange	Total
Amazon Wallet	46	0	0	46
Recharge/Bill Payments	124	0	0	124
Cloudtail India	163	27	0	190
Non-Cloudtail	342	96	2	440
Grand Total	675	123	2	800

Chi Square test was carried out to test the hypothesis. The observed and expected value table was developed from the data.

Hypotheses Testing:

Null Hypothesis 1: There is no association between type of vendor and the goods purchased or returned on Amazon.

Alternative Hypothesis 1: There is association between type of vendor and the goods purchased or returned on Amazon.

The vendors have been divided into two categories – Cloudtail India Seller (owned by Amazon) and Non-Cloudtail India Seller. The count of purchased and returned products have been given below:

Table 3: Observed Frequency Table

Row Labels	Count of Purchased	Count of Returned / Exchanged	Total
Cloudtail India	163	27	190
Non-Cloudtail	342	98	440
Grand Total	505	125	630

Table 4: Expected Frequency Table

Row Labels	Count of Purchased	Count of Returned / Exchanged	Total
Cloudtail India	152	38	190
Non-Cloudtail	353	87	440
Grand Total	505	125	630

Chi-Square test was carried out to check the association between the two factors.

Chi-square formula used was

$$Chi - Square = \sum \frac{(O_i - E_i)^2}{E_i} = 5.71$$

Degree of freedom = (row-1)*(column-1) = (2-1)*(2-1) = 1

Level of significance = 5%

At 5% level of significance, tabulated value of Chi-Square is 3.841. Since the calculated value is greater than tabulated value the null hypothesis is rejected. The alternate hypothesis is accepted. There is association between the type of vendor and goods purchased or returned on Amazon. We can further study the details by comparing the observed and expected frequencies.

Table 5

Observed frequency of goods purchased from Cloudtail Vendor	>	Expected frequency of goods purchased from Cloudtail Vendor
163	>	152
Observed frequency of Count of Returned / exchanged from Non-Cloudtail Vendor	>	Expected frequency of Count of Returned / exchanged from Non-Cloudtail Vendor
98	>	87

This shows that customers buy more from Amazon owned Cloudtail than other vendors on Amazon. Also the return percentage is high in case of non-cloudtail vendors

Null Hypothesis 2: There is no association between category of goods and the volume of goods purchased or returned on Amazon.

Alternative Hypothesis 2: There is association between category of goods and the volume of goods purchased or returned on Amazon.

The 5 categories having major number of purchases have been taken for this hypothesis. The count of purchased and returned products has been given below:

Table 6: Observed Frequency Table

Categories	Count of Purchased	Count of Returned/Exchanged goods	Total
Clothing	68	61	129
Footwear	40	16	55
Electronic	51	8	59
Beauty, health and personal care	92	5	97
Home and Kitchen	113	9	122
Total	363	99	462

Table 7: Expected Frequency Table

Categories	Count of Purchased	Count of Returned/Exchanged goods	Total
Clothing	101	28	129
Footwear	43	12	55
Electronic	46	13	59
Beauty, health and personal care	76	21	97
Home and Kitchen	96	26	122
Total	363	99	462

Chi-Square test was carried out to check the association between the two factors.

Chi-square formula used was

$$Chi - Square = \sum \frac{(O_i - E_i)^2}{E_i} = 84.9$$

Degree of freedom = (row-1)*(column-1) = (5-1)*(2-1) = 4

Level of significance = 5%

At 5% level of significance, tabulated value of Chi-Square is 9.48. Since the calculated value is greater than tabulated value the null hypothesis is rejected. The alternate hypothesis is accepted. There is association between category of goods and the count of goods purchased or returned on Amazon. We can further study the details by comparing the observed and expected frequencies.

Table 8:

Observed frequency of Returned/Exchanged goods in Clothing category	>	Expected frequency of Returned/Exchanged goods in Clothing category
61	>	28
Observed frequency of Returned/Exchanged goods in Footwear category	>	Expected frequency of Returned/Exchanged goods in Footwear category
16	>	12

This shows that Vendors will have more returns in Clothing and Footwear category as compared to other categories. Also, it can be seen that in case of clothing it is very high almost twice the expected returns. The highest products that were returned belong to clothing category. Out of 68 ordered, 59 were returned, which is 87% of orders. Also footwear is the second category of products that are returned by the consumers.

Null Hypothesis 3: Average ticket size of all sample transactions on Amazon.in is not more than Rs. 1000 (The population mean \leq Rs. 1000)

Alternate Hypothesis 3: Average ticket size of all sample transactions on Amazon.in more than Rs. 1000 (The population mean $>$ Rs. 1000)

The third hypothesis was tested using Excel and t-test tables. One sample T-test was performed to test the hypothesis. As the calculated t-value is less than table t-value, null hypothesis is accepted. The average ticket size is significantly less than Rs. 1000 per order.

Calculated t-value = - 0.58

Table t-value = 1.65

d.f. = 628

One tail t-test at 5% significance level

Calculated Value $<$ Table value

Hypothesis is accepted

The average ticket size of the purchased goods on Amazon is less than Rs. 1000

Null Hypothesis 4: Average ticket size of all sample transactions in clothing category is not more than Rs. 1000 (The population mean \leq Rs. 1000)

Alternate Hypothesis 4: Average ticket size of all sample transactions in clothing category is more than Rs. 1000 (The population mean $>$ Rs. 1000)

The fourth hypothesis was tested using Excel and t-test tables. One sample T-test was performed to test the hypothesis. As the calculated t-value is less than table t-value, null hypothesis is accepted. The average ticket size of clothing category is significantly less than Rs.1000.

Calculated t-value = - 10.295

Table t-value = 1.65

d.f. = 127

One tail t-test at 5% significance level

Calculated Value $<$ Table value

Hypothesis is accepted

The average ticket size of the purchased clothing on Amazon is less than Rs. 1000

Discussion

As can be seen from the analysis, Cloudtail (Amazon partner), cater to approx. 50% of purchased orders including services like Amazon wallet and various bill payments. Remaining orders are catered by non-cloud tail vendors. It means, there is strong presence of Cloudtail (Amazon partner) in vendor category also, in addition to being a platform for online

shopping. The products returned are more in clothing and footwear category. It is important for vendors to study this critically because, return goods puts the burden on supply chain management and increases the cost of servicing for vendor. Vendors should keep track of such orders and connect with consumer to find out the reason for return of product. It will help them to reduce the cost of return. Also the vendor can calculate total return cost for one year and divide equally among future orders for the next year. So the burden on return products is reduced for the vendor. The cost distribution over future orders for cost recovery seems to be difficult with intense competition.

As a support from its side, Amazon can give access to such vendors to connect directly to the consumers. Amazon can also put ban on such customers; whose return rate is more than a threshold like 20-25%. Also the average ticket size for all categories is close to Rs.1000 per transaction. The average ticket size for clothing on Amazon is only approx. 500. Which is very less compared to other online stores. It means Amazon is not the preferred store for clothing. It is important for Amazon to develop a special online store or acquire an existing online retailer for clothing to compete in the Indian market. Indian consumer perceives amazon.in as a website to buy daily need products like electronic goods, cosmetics and hardware products. It is necessary for Amazon to change this perception as the clothing market in India is lucrative and happening in India. People prefer to buy low price items, jewellery, and household products from Amazon. The benefits of Amazon are that, the website is very fast, easy to search products and lot of variety is available to choose and also has a good user interface compared to other online retailers.

Conclusion

The research studied the buy orders of customers from Amazon.in. The research analysed the purchased, returned and exchanged data of various products from Amazon.in website in India. It was found that clothing and footwear has the highest percentage of returned products. Out of 800, only 2 were exchanged by the customers. This research gives suggestions to vendors of Amazon and Amazon, to reduce the percentage of returned products. There is strong association between the vendor and the returned products. Also the ticket size of each category was studied. The ticket size of buy orders from Amazon is very small. Amazon has to improve its marketing efforts to improve ticket size per customer. The research will definitely help vendors to understand the behaviour of customers in terms of their buying habits while buying online.

Limitations and Future Research

The research was done by studying and analysing purchase orders of customers. The orders were from two years only viz. 2018 and 2019. The research only studied the purchased, returned, and exchanged orders of customers during this period. The study is limited to only 800 orders collected from over 10 customers in India. More orders should have been considered for the analysis. Further research can be carried for each category separately. Because it will be helpful to the respective vendors. Also the product returns and exchanges can be studied for each category. Future research can also have been done in the area of financial implications of product returns and exchanges for vendors and Amazon.

References

- Chiu, Chao Min, et al. "Determinants of Customer Repurchase Intention in Online Shopping." *Online Information Review*, vol. 33, no. 4, 2009, pp. 761–84, doi:10.1108/14684520910985710.
- Hjort, Klas, and Björn Lantz. "The Impact of Returns Policies on Profitability: A Fashion e-Commerce Case." *Journal of Business Research*, vol. 69, no. 11, Elsevier Inc., 2016, pp. 4980–85, doi:10.1016/j.jbusres.2016.04.064.
- Ivan Russo, Silvio Cardinal. "Product Returns and Customer Value: A Footwear Industry Case." *Modelling Value. Contributions to Management Science. Physica-Verlag HD*, 2012, doi:10.1007/978-3-7908-2747-7_5.
- Khare, Arpita, and Sapna Rakesh. "Antecedents of Online Shopping Behavior in India: An Examination." *Journal of Internet Commerce*, vol. 10, no. 4, 2011, pp. 227–44, doi:10.1080/15332861.2011.622691.
- Kim, Youn Kyung. "Consumer Value: An Application to Mall and Internet Shopping." *International Journal of Retail & Distribution Management*, vol. 30, no. 12, 2002, pp. 595–602, doi:10.1108/09590550210453075.
- Pei, Zhi, and Audhesh Paswan. *Consumers' Legitimate and Opportunistic Product Return Behaviors: An Extended Abstract*. no. 4, 2017, pp. 1405–08, doi:10.1007/978-3-319-47331-4_278.
- Petersen, J. Andrew, and V. Kumar. *Petersen&Kumar_2009_Are Product Returns a Necessary Evil; Antecedents and Consequences_fm.Pdf*. no. May, 2009, pp. 35–51.
- Reibstein, David J. "What Attracts Customers to Online Stores, and What Keeps Them Coming Back?" *Journal of the Academy of Marketing Science*, vol. 30, no. 4, 2002, pp. 465–73, doi:10.1177/009207002236918.
- Reynolds, Jonathan. "ECommerce: A Critical Review." *International Journal of Retail & Distribution Management*, vol. 28, no. 10, 2000, pp. 417–44, doi:10.1108/09590550010349253.
- Shang, Guangzhi, et al. "How Much Do Online Consumers Really Value Free Product Returns? Evidence from eBay." *Journal of Operations Management*, vol. 53–56, 2017, pp. 45–62, doi:10.1016/j.jom.2017.07.001.
- Spiller, Peter, and Gerald L. Lohse. "A Classification of Internet Retail Stores." *International Journal of Electronic Commerce*, vol. 2, no. 2, 1997, pp. 29–56, doi:10.1080/10864415.1997.11518307.
- Statista. "Smartphone Penetration as Share of Mobile Phone Users in Indonesia 2014-2019." *Statista Research Department*, 2019, p. 1, <https://www.statista.com/statistics/257046/smartphone-user-penetration-in-indonesia/>.
- Szymanski, David M., and Richard T. Hise. "E-Satisfaction: An Initial Examination." *Journal of Retailing*, vol. 76, no. 3, 2000, pp. 309–22, doi:10.1016/S0022-4359(00)00035-X.
- Verhagen, Tibert, and Willemijn Van Dolen. "The Influence of Online Store Beliefs on Consumer Online Impulse Buying: A Model and Empirical Application." *Information and Management*, vol. 48, no. 8, Elsevier B.V., 2011, pp. 320–27,

doi:10.1016/j.im.2011.08.001.

Wagner, Laura, and Victor Martínez-de-Albéniz. "Pricing and Assortment Strategies with Product Exchanges." *Operations Research*, no. January, 2020, doi:10.1287/opre.2019.1871.

Walsh, Gianfranco, et al. "Preventive Product Returns Management Systems - A Review and Model." *ECIS 2014 Proceedings - 22nd European Conference on Information Systems*, 2014, pp. 1–12.

Arun Thamizhvanan, M. X. (2012). Determinants of customers' online purchase intention: an empirical study in India. *Journal of Indian Business Research*, 5(1), 17-32.

Grey, A. (2019, December 28). Retailers grapple with \$100bn returns problem. *Retailers grapple with \$100bn returns problem*. New York: Financial Times.

Sheetal Mittal, D. C. (2016). Impulse buying tendencies among Indian consumers: scale development and validation. *Journal of Indian Business Research*, 8(3), 23.