LITERATURE REVIEW

1  **Lubeck, Wittmann and Battistella, (2012)**: The definitions of e-tickets and e-ticketsing provided in the literature clearly suggest that e-ticketsing has a host of implications. are able to examine these issues by tracing the evolution of e-tickets and efforts by the organization to improve efficiency in ticketing operations. According to these authors, e-tickets have evolved to address concerns associated with “inefficiency in information management and control of operations”.

2  **Alfawaer, Awni and Al-Zoubi, (2011)**: The Railway Minister, Lalu Prasad’s budget for 2007-08 was termed as positive and one that can serve as an example for the other public sector units. The budget’s basis was to bet on a buoyant economy and not to tinker with freight charges. The main thrust is on modernisation, technical innovation and better resource utilization.

3  **Sujay Mehdudia (2007)**: Presently, the scenario is so encouraging with a growth rate of almost 300 percent per month that (IRCTC) has decided to further reduce the service charges. Moreover, to meet the demand of approximately 40,000 tickets on a daily basis, IRCTC has appointed more than 8,000 booking agents including the Rail Travellers Service Agents (RTSA).

4  **Gustafsson, (2005)**: Customer satisfaction is one of the most important issue concerning business organization of all types, which is justify by the customer oriented philosophy and the principles of continues improvement in modern enterprise. For the reason, customer satisfaction should be measured and translated into number of measurable parameter.

5  **Teo & Yu (2005)**: Consumers’ inability to be sure whether online store will stick to contractual agreement or not, is referred to as behavioral uncertainty of online stores. In case of online buying, what consumers worry that online store may offer poor after sale services or dismiss their inquiries. If consumers are assured that defective good could be returned and they will continue getting after sale services then the behavioral uncertainty can be reduced.

6  **Teo & Yu (2005)**: According to Teo & Yu (2005) performance uncertainty of products refers to the difficulty faced by consumers in ascertaining the quality in online retail environment. Consumers feel uncertain that whether purchased products will meet their expectation and whether they will perform well or not.
7 Nelmapius et al. (2005): The online environment also lacks in basic stimuli of touch, smell and taste as compared to the offline environment. This lack of stimuli is a significant source of differentiation between the two competing retail-environments.

8 Nelmapius et al. (2005): The authors argued that in online retailing a consumer sits in front of his computer that is connected to internet, in familiar environment (home or office) and do the shopping. Therefore, most of the buying decision making is done in isolation with little or no interaction with others.

9 Lim & Dubinsky (2004): According to Lim & Dubinsky (2004) there is difference in online and offline environments on reliability of seller. The requirement of credit card in online payment system and submission of personal information by customer over the Internet made reliability a major issue.

10 Lim & Dubinsky (2004): In case of offline shopping, the convenience is measured by ease of locating a product in a store, ease of locating a store and finding a parking space. Timely delivery, ease of ordering, and product display are dimensions of online shopping convenience, observed by Lim & Dubinsky (2004).

11 Lim & Dubinsky (2004): According to Lim & Dubinsky (2004), due to the unique nature of the online shopping environment, consumers’ evaluation criteria for e-tailer merchandise is somewhat different form those for offline retailers. (Merchandise can be defined as either goods or services).

12 Rohm & Swaminathan (2004): The instantaneous delivery of products and services purchased by the consumers is termed as immediate possession. The authors say that online environment can not provide instantaneous delivery of ordered products. However, if the delivery is efficient then consumers can be more attracted to online buying.

13 Rohm & Swaminathan (2004): Shopping Convenience is defined as time and effort savings in the process of buying products and services. The authors argue that online consumers are motivated by the convenience inherent with online retail environment in terms of placing orders from home or office at any time.

14 Burgess (2003): Time risk is the feelings of consumers as to waste of time in waiting to receive products ordered in non-store shopping environments.

15 Burgess (2003): It is defined as the uncertainty regarding the ‘fashion-appeal’ of the products purchased through catalog. The consumers perceive that they may socially suffer if the products are not socially desired.
16 Feathermana & Pavloub (2003): Social risk is related with one’s reference group. The chances of loss of status in one’s social group, as a result of buying a product or service, are called social risk. The chances of looking foolish or un-trendy add to social risk.

17 Feathermana & Pavloub (2003): Time risk is defined as the loss of time in performing purchase activities. The consumers may lose time when making a bad purchasing decision by wasting time. The time spend on researching and making the purchase, learning how to use a product/service may be lost if the purchase decision turns out to be a bad one and consumer has to replace it if it does not perform according to expectations.

18 Forsythe & Bo Shi (2003): Product performance risk is defined as the perception of loss in case a product does not perform as expected by the consumers. The consumers’ inability to judge product quality in online retail environment may be limited due to touching, feeling, and trying restraints resulting in increased product performance risk is the most significant one.

19 Forsythe & Bo Shi (2003): It is defined as the loss of money to a buyer due to misuse of transaction information (credit card). In online environment, consumers unwillingness to provide their credit card information has been cited as a major problem to buying and consumer believe that it is too easy to have a credit card stolen in online retail environment.

20 Laroche et al. (2003): It is defined as how general or specific a consumer perceives a particular product. A product is considered as general one, if consumer can not refer precisely to identifiable definitions, features and outcomes. For instance, hotel is a place where we can sleep.

21 Laroche et al. (2003): In case a consumer lacks knowledge of a product then even physical tangible product may not ensure a clear, mentally tangible representation of an object. As an example the authors argued that in the mind of a consumer a car and service of pump attendant may be equally intangible.

22 Laroche et al. (2003): According to authors, a thing is set to be called physically intangible if it cannot be touched.

23 Cai & Jun, (2003): Online environment differs in terms of access and usage of transaction and privacy information exchanged during buying and selling. Online
environment has access to personal privacy information and transaction (credit card) information. (Elliot and Fowell, 2003)

24 **Straits Times, (2002)**: The rapid growth of internet users globally provides a bright prospect for e-marketers. According to a study from International Data Corp (IDC), more than 600 million people accessed the internet globally by the end of 2002 and spent more than US$1 trillion buying goods and services online.

25 **Dholakia and Uusitalo, (2002)**: It is possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. The online marketing networking that allows the quick and easy dissemination of information and miss-information is in part a product of changes in online communication channels, but these communication channels are in part enabled by such marketing networking.

26 **Childersa et al. (2001)**: Childersa et al. (2001) observed that online retail environment lacks in certain sensory elements especially touch. They argued that among the benefits of physical retail store is the ability to experience a product on a multi-sensory basis before purchase.

27 **Childersa et al. (2001)**: The convenience is defined as a combination of both when a consumer can shop and where a consumer can shop. The online environment provides the opportunity to consumers to shop at home 24 hours and 7 days a week. This leads to consumers perceptions of convenience both in accomplishment of the shopping task as well as the process of shopping.

28 **Shelly, G.B., Cashman (2001)**: One of the faster-growing business sectors is Internet-based commerce, commonly called e-commerce (electronic commerce) or I-commerce (Internet commerce). E-commerce includes both B2C (Business-to-Consumer) and B2B (Business-to-Business). The demand for e-commerce systems will translate into career opportunities and new challengers for systems developers. Advances in technology have greatly expanded the role of e-commerce in business.

29 **Strauss et al. (2001)**: According to Strauss et al. (2001) information displayed by an online seller, somehow, has become an integrated part of brand’s evaluation process. The information presentation aspects of online environment made it easier for an online seller to present technical specification in a more understandable format. The consumers can be educated bout products’ origin.
30 Strauss et al. (2001) : In online environment it is difficult to control the products, contents and surroundings of context by the brand leader. The online environment has made buyers, active buyers by placing control of interface in their hands. The recipients of marketing activities have become part of interactive communication processes, able to exchange experiences about the product directly with other stakeholder like customers.

31 Ibid : It’s been years since Indian Railways introduced e-ticketing with the intention of doing away with the need for carrying a physical ticket. All one has to do is log on to www.irctc.co.in and book the ticket(s) just like any normal booking, after giving details of photo identity card details of any one of the passengers. After getting confirmation of the booking, one takes a printout of the Electronic Reservation Slip (ERS) and can perform the journey with the ERS and the photo identity card.

32 Gustafsson, A at al (1999) : Broad Vision Inc, a provider of enterprise business portal applications based in California, USA, runs the IRCTC site on its BroadVision e-commerce platform. A big challenge for Broad Vision was integrating the legacy system with the existing reservation system, and verifying credit card information in real-time as bookings had to be confirmed on the Passenger Reservation System (PRS) of the railways immediately. At the start, the PRS had to handle about six lakh reservations per day. Internet connectivity at that time was poor, and pages took a lot of time to load.

33 Komenar, M. (1999) : In India, e-ticketing is the fastest growing e-commerce category. The railways have sold over Rs. 700 crore worth of e-tickets in 2006-07. This constitutes about 30% of the Rs 2,300-crore estimated online transactions by Internet and Mobile Association of India.

34 Gerson, (1993) : People are now buying many types of goods and services on the internet. With the growing numbers and changing trends of buying behavior, an increasing number of companies are also finding it attractive to join the bandwagon and offer the consumers online shopping facilities.

35 LaTour and Peat, (1979) : Operationally, satisfaction is similar to an attitude, as it can be assessed as the sum of the satisfactions with the various attributes of the product or service (Churchill and Surprenant, 1982). However, while attitude is a pre-decision construct, satisfaction is a post decision expectation construct.