normal shopping which lacks in e-tailing. For e-tailing, the product brand, view in webpage, presentation and display in digital world wide would be more important. Most internet retail shop use English as their mode of communication. English may not be comprehensible and comfortable to the majority of Indian population. According to the data captured from the major e-tailing sites and their report, e-tailing has increased by 58 percent to 76 percent in varieties of shopping as graph below:

![Overview of e-tailing progress in graphical view in 2013-2014 year](image)

**RESEARCH METHODOLOGY:**

*The Problem:*

Following gaps were identified while going through pertinent literature review submitted by research scholars:

The studies carried out in Indian context are very less. The consumers based in USA or UK have provisions to eliminate the risk involved in e-transaction. Their cyber law is very effective and consumers are very much aware about the risk during pre and post transaction. Shopping transactions and return satisfaction with repurchase intention is explored and studied but equally risks are involvement is not studied in depth (Wagh, 2013).
E-tailing research is carried out on e-fulfilment and success transactions. Groups of customers who encountered problem not on transactions but encountered problem like quality of product, delay in shipment and return or replacement of product, short shipping of product and undelivered product needs to be deeply studied.

E-tailing is done with debit card, credit card, bank money transfer, e-wallet, and online banking. But mostly Indian villages do e-tailing by cash on delivery. Pertinent literature review does not explain about cash on delivery product system. Previous researches were focused on metropolitan cities and urban areas people. The rural area of people like villages in Nepal, Bhutan and Indian rural state like Uttar Pradesh, Bihar and Uttarakhand not considered for research.

Almost all the research is conducted either for trust or risk in e-tailing but not on both. Neither research is conducted how to manage to reduce the risk in customer’s perspective. The goal of the research process is to produce new knowledge or deeper understanding about the e-tailing.

Objective of the Study:

The present study has been undertaken with an objective to understand the consumer’s behavior to use internet for online shopping. Various studies conducted earlier and the review of literature proves the need for a more detailed study on consumer’s behavior towards intention to use internet as a medium for shopping in India. The present study was conducted to add to the extant literature and aims to understand the nature of e-tailing and analyze risk factors involved in e-tailing and suggest safety measures to Indian customers. The objectives of the study are:-

1) To understand e-tailing and analyze the factors that attract customers towards e-tailing.

2) To analyze risk factors involved in e-tailing and suggest a safety measures to customers to avoid risk during e-tailing.