

Consumer Behavioral Intention towards Order Returns in E-Commerce

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E-commerce is a developing sector throughout the world; as the orders increase, it increases order returns which is considered a managerial issue for the retailers. Free order returns is a facility provided by the e-commerce platform to reduce the perceived risk of consumer purchases. It is found that free return policies do not benefit long-term profitability for retailers (Klas Hjort and Bjorn Lantz, 2016). It is also found that there is an impact on the environment due to double transportation (order returns) (Dimitri Weideli, 2013). All the recent researchers spoke in the industrial perspective to attain optimum e-commerce and seen insufficient focus showed on overall stakeholder's perspective or particularly consumer's perspective. Thus, this study involves exploring various attributes that contribute to consumer behavioral intention towards order returns. A survey is conducted by distributing the structured questionnaire by selecting non-probability convenience samples. Hypotheses have been developed regarding the consumer behavioral intention to use the order returns facility of e-commerce for various reasons using the UTAUT model.

Keywords: *Consumer Behavioral Intention, E-commerce, Order Returns*