

Author's Accepted Manuscript

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PII: S2352-9148(17)30025-4
DOI: <http://dx.doi.org/10.1016/j.imu.2017.03.003>
Reference: IMU36

To appear in: *Informatics in Medicine Unlocked*

Received date: 10 January 2017
Revised date: 27 February 2017
Accepted date: 15 March 2017

Cite this article as: Priya Vedhanayagam, S. Subha and Balamurugan Balusamy. Analysis of performance measures to handle Medical Ecommerce shopping cart abandonment in cloud, *Informatics in Medicine Unlocked*. <http://dx.doi.org/10.1016/j.imu.2017.03.003>

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Analysis of performance measures to handle Medical Ecommerce shopping cart abandonment in cloud

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Abstract

The E-commerce zone is crowded with many Internet users. Medical E-commerce has had significant growth in part because of a great deal of growth in the Indian E-commerce field. Medical E-commerce sites use cloud computing to guarantee a high quality of service anywhere and anytime in the world. For online access, the customer's expectations are very high. Medical E-commerce retailers are directed towards cloud service providers based on their quality of service. During online shopping, impatient customers may abandon a specific medical E-commerce shopping cart due to slow response. This is quite difficult to endure for a medical E-commerce firm. The research described herein observed the effect of shopping cart abandonment on medical E-commerce websites deployed in cloud computing. The impact of the idle virtual machine on customer impatience during medical E-commerce shopping was also studied. The ultimate aim of this study was to propose a stochastic queueing model and to yield results through probability generating functions. The results of the model may be highly useful for a medical E-commerce firm facing customer impatience, so as to design its service system to offer satisfactory quality of service.

Keywords: Cloud computing, Queueing, Virtual machine, E-commerce, Cart abandonment, Quality of Service.

1 Introduction

Compared to 2015, the current year has a growth of 6.8% in accessing the World Wide Web and about 47% of the world's population will be associated with the Web before the year end. A large portion of the world's populace will be online in 2018 and before that year is over, 3.82 billion individuals or 51.1% of the populace will utilize the web. World Wide Web clients will beat the present world populace, evaluated at 7.3 billion, within next five years [1].

As per the current statistical data, India is the second-largest country in Internet usage with more than 460 million Internet users, in which it has more than 50 million of online shoppers and it is predictable to be 320 million in 2020 [2]. Increase in the usage of Internet leads to an increase in the number of online shoppers. Internet users are currently more aware of the different worldwide design and latest patterns and more motivated to allow these patterns in their everyday life. Simple online access enables people to become more aware of every product in the market. With the perpetually developing E-trade market, all brands have

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