IX. Concerned about private information and credit card security online
X. Concerned about e-security when purchasing online

The main concern of the respondents happens to be security of e-commerce websites and payment methods. If e-retailing should flourish these two reasons have to be addressed by the e-retailers.

6.1 INTRODUCTION

The present chapter focuses attention on the major findings of the study. The present study has been undertaken to study the consumer buying behaviour and market approach towards online retail trading in Madurai District. It presents the profile of the respondents and the factors influencing their behaviour as online consumers.

6.2. SUMMARY OF FINDINGS

1. The first rank is given to the other purposes, the second rank goes to chatting, the third rank goes to searching for product information and for looking for a job, the fourth rank is for shopping, the fifth rank is for surfing and the sixth rank is for researching a topic. (Page : 75)

2. The first rank is given to the apparels, cell phones, pen drive, and lap top, the second rank goes to consumer electronics, the third rank goes to house wares, the fourth rank is for gifts, the fifth rank is for CD/video, the sixth rank is for hotel/travel bookings, the seventh rank is for toys, the eighth rank is for flowers and the ninth rank is for software. (Page : 76)
3. The most important reason for undertaking internet shopping is the much easier shopping with a mean agreement value of 3.1820 and the least important reason for undertaking internet shopping is other reasons with a mean agreement value of 2.2980. The reason for undertaking internet shopping that had the highest variation in agreement is more relaxed shopping with a standard deviation in agreement value of 1.37018 and the least variation in agreement is for more efficient shopping with a standard deviation in agreement value of .90290. (Page : 78)

4. The agreement towards the reasons for using internet shopping does not vary with age of the respondents at 5 percent significance level. (Page : 80)

5. The agreement towards the reasons for using internet shopping does not vary with the gender of the respondents at 5 percent significance level. (Page : 82,83)

6. The agreement towards the reasons for using internet shopping varies with the education level of the respondents at 5 percent significance level. (Page : 84)

7. The agreement towards the reasons for using internet shopping do not vary with the religion of the respondents at 5 percent significance level. (Page : 86)

8. The agreement towards the reasons for using internet shopping do not vary with the occupation of the respondents at 5 percent significance level. (Page : 88)

9. The agreement towards the reasons for using internet shopping does not vary
with the income level of the respondents at 5 percent significance level. (Page: 90)

10. The agreement towards the reasons for using internet shopping do not vary with number of members in respondents’ family at 5 percent significance level. (Page: 92)

11. The agreement towards the reasons for using internet shopping does not vary with respondents’ place of residence at 5 percent significance level. (Page: 95)

12. Two hundred and thirty-nine respondents forming 47.8 percent use Google search engine, 210 respondents forming 42 percent use Yahoo search engine, 36 respondents forming 7.2 percent use MSN search engine, and 15 respondents forming 3 percent use other search engines. (Page: 96)

13. Two hundred and sixty seven respondents forming 53.4 percent felt that internet was secure, and rest of the 233 respondents forming 46.6 percent felt that internet was not secured. (Page: 96)

14. Regarding the various reasons for undertaking internet shopping, the reasons identified were internet shopping saves time, saves money, relaxed shopping, much easier shopping, efficient shopping and other reasons. (Page: 97)

15. Two hundred and sixteen respondents forming 43.2 percent use Personal cheque for making payments, 131 respondents forming 26.2% use the Third party (e.g.
PayPal / WorldPay) for making payments, 62 respondents forming 12.4% use Credit card for making payments, 46 respondents forming 9.2 percent use Cash on delivery for making payments, and 45 respondents forming 9 percent use Bank transfer for making payments. (Page : 97)

16. There is association between age of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 99)

17. There is association between gender of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 101)

18. There is association between education level of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 104)

19. There is association between religion of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 106)

20. There is association between occupation of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 108)

21. There is association between income of the respondents and opinion towards the security of internet at 5 percent significance level. (Page : 111)

22. There is association between number of members in respondents’ family and opinion towards security of internet at 5 percent significance level. (Page : 114)

23. There is no association between respondents’ place of residence and opinion towards the security of internet at 5 percent significance level. (Page : 116)
24. One hundred and thirty six respondents forming 27.2 percent use Master Card secure code, 131 respondents forming 26.2 percent use Verisign secured, 69 respondents forming 13.8 percent use Topten website hit wise, 64 respondents forming 12.8 percent use Microsoft gold certified, and 50 respondents each forming 10 percent use visa and American Express respectively. *(Page: 118)*

25. The highest agreement level is for the aspect e-commerce website for large selection of products with a mean agreement score of 3.33, followed by e-commerce website for Delivery on time with a mean agreement score of 3.1160, and the third highest agreement is for the aspect e-commerce website for detailed product information with a mean agreement score of 3.0380. The lowest agreement level is for the aspect e-commerce website for speed of delivery with a mean agreement score of 1.9960, followed by e-commerce website for simplicity of purchase process with a mean agreement score of 2.1940, and the third lowest agreement is for the aspect e-commerce website for personalised offers/advertisements with a mean agreement score of 2.1942. The highest variation in agreement level is for the aspect e-commerce website for large selection of products with a standard deviation of agreement of 1.39771, followed by e-commerce website for website response speed with a standard deviation of agreement of 1.30843, and the third highest variation agreement was for the aspect e-commerce website for website security with a standard
deviation of agreement of 1.27714. The lowest variation agreement level is for the aspect e-commerce website for company profile & brand Identity with a standard deviation of agreement of 1.01297, followed by e-commerce website for terms and conditions with a standard deviation of agreement of 1.01320, and the third lowest variation in agreement is for the aspect e-commerce website for speed of delivery with a standard deviation of agreement of 1.01688. (Page : 123)

26. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ age at 5 percent significance level. (Page : 126)

27. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ gender at 5 percent significance level. (Page : 130)

28. The agreement towards the various features valued while visiting an e-commerce website vary with respondents’ education level at 5 percent significance level. (Page : 134)

29. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ religion at 5 percent significance level. (Page : 138)
30. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ occupation at 5 percent significance level. (Page: 142)

31. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ income at 5 percent significance level. (Page: 146)

32. The agreement towards the various features valued while visiting an e-commerce website do not vary with number of members in respondents’ family at 5 percent significance level. (Page: 150)

33. The agreement towards the various features valued while visiting an e-commerce website do not vary with respondents’ nature of residence at 5 percent significance level. (Page: 154)

34. The first ranked aspect to be improved is delivery on time with a mean of 3.1160 and the last ranked aspect to be improved is e-commerce website for after service with a mean of 2.7240. (Page: 157)

35. There is association between age and intention to purchase at 5 percent significance level. (Page: 159)

36. There is association between gender and intention to purchase at 5 percent significance level. (Page: 160)
37. There is association between education level and intention to purchase at 5 percent significance level. (Page : 163)

38. There is association between religion and intention to purchase at 5 percent significance level. (Page : 165)

39. There is association between occupation and intention to purchase at 5 percent significance level. (Page : 167)

40. There is association between income and intention to purchase at 5 percent significance level. (Page : 169)

41. There is association between number of family members and intention to purchase at 5 percent significance level. (Page : 171)

42. There is association between nature of residence and intention to purchase at 5 percent significance level. (Page : 173)

43. The statement “I have security concerns when purchasing from a new e-retailer” has the highest agreement score of 3.3300 towards e-retail consumer behaviour. The statement “I purchase only from e-retailers that also have offline presence” has the lowest agreement score of 2.7700 towards e-retail consumer behaviour. The statement “I am willing to give my credit card number only to online companies that use secure payment transactions (SSL)” has the highest variation with a standard deviation of 1.53831. The statement “It is easier to cancel orders placed with World Wide Web vendors” has the lowest variation
with a standard deviation of 1.20734.

44. The ten factors are able to explain 91.029% of the variance. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 8 iterations.

45. The ten factors extracted are

- XI. Fears of viruses and malware when purchasing online
- XII. Feels there is a choice of commodities
- XIII. Feels it easier to cancel orders placed
- XIV. Feels secure making payments
- XV. Wants laws to protect children's privacy
- XVI. Concerned about security
- XVII. Buys commodities from the same e-retailer
- XVIII. Wants new laws to protect privacy on the Internet
- XIX. Concerned about private information and credit card security online
- XX. Concerned about e-security when purchasing online

6.3 PROBLEMS AND SUGGESTIONS
With the increasing internet literacy, the prospect of online marketing is increasing in India. The consumers indulging in online shopping consider many factors. If companies analyse the factors affecting consumer behaviour towards online shopping and the relationships between these factors and the type of online buyers, then they can devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. This study focuses on factors which online buyers keep in mind while shopping online.

In case of online retailing, the consumers can see the product only after buying it. It is not possible to touch, feel or try the product before buying. Also, there is a serious problem of security involved while making transactions using credit or debit card while making online purchase.

If online retailing should flourish these reasons have to be addressed by the online retailers.

**Security**

Security of internet purchases is improved, due to safe payment gateways like PayPal. So, the environment is more conducive for online retailing. Online retailing is now in growth stage, so it is the right time for online retailers to offer more products and move into more markets. Consumers prefer online retailers because of the enhanced service offered by online retailers compared to traditional retailers. These points can be highlighted in the promotion activities of online retailers. The main concern of the
respondents happens to be security of e-commerce websites and payment methods. However in this present study 233 respondents forming 46.6% felt that internet was not secured and out of 500 total respondents, 267 respondents have given green signal for the security. It consists of 53.4%. Hence, it is inferred from the study that majority of the people are having favourable opinion on security. However, 233 (46.6%) respondents are having negative opinion on security.

**Solution for Security Problem**

The online retailers can use online transition protection software from leading global security services providers. Also they have to educate their customers regarding safety and precautionary measures to be taken for safe online trading. Online retailers can also use cash on delivery system to drastically reduce the security problems and to enhance the trust and confidence level of the online buyers.

It is suggested by the researcher that the retailers selling products through online basis must take necessary steps to create more awareness among the prospective customers regarding security by means of presenting all details (such as name, address, email etc) of existing customers of their business in the web site.

**Large Selection of Products**

Online retailers theoretically have unlimited trading area. For many items that are bought online, a retailer might not stock it or need not be sold by the company a customer buys from. It may be fulfilled and shipped by a vendor under agreement with these major
online retailers. This allows the big online retailer to carry hundreds of thousands of products with the entire inventory management and fulfilment being provided by these vendors.

In the present study the researcher has selected 500 on-line customers in their the Madurai city. Different kinds of products have been purchased by these customers such as books, 10/video, software, toys, tickets, flowers, gifts, consumer electronics, house wares, hotel or travel bookings cell phones, apparels, pen drive, lap top, camera and the like. Among the 500 respondents, 62 (12.4%) of respondent have given concentration on purchase of consumer electronics, 52 (10.4%) respondents have given concentration on house wares, 50 (10%) of the respondents have preferred to buy books and gifts, 43 (8.6%) of respondents have preferred on CD/video products, 7 (14%) respondents have gone for purchasing software products.

**Solution for Large Selection of Products Problem**

Online retailer has to keep on looking for vendors to supply wide assortment of goods. The can employ supply chain management professionals to constantly look for increasing the supplier base. The online retailers can hire vendor management professionals from industries like automobile, where relationships has to be maintained with hundreds of vendors and at the same time they have to look for new vendors on a continuous basis.
It is suggested by the researcher that the retailers must given more concentration on advertisements not only on websites, but also on dailies. Now-a-days the advertisements only create more awareness and influence the customers to buy the products through on-line.

**Easier Shopping**

In the present study out of 500 respondents 295 (68.0%) of the respondents have agreed that internet shopping is saving more time out of 500 respondents 358 (71.6%) respondents have agreed that internet shopping is saving more money out of 500 respondents, 362 (72.4%) of the respondents have opinioned that interest shopping is a more relaxing shopping. Out of 500 respondents 374 (74.8%) of the respondents have stated that interest shopping is much easier shopping 119 (23.8%) respondents have felt that it is not a easy shopping. Hence, it is treated as one of the problems and out of 500 respondents 441 (88.2%) of the respondents have highlighted that interest shopping is more economic and efficient.

**Solution for Easier Shopping Problem**

The researcher has suggested that the retailers should continuously retain all existing customers adopting various incentives, cash back policies, and other types of encouragements. This will also attract the prospective customers.
6.4 CONCLUSION

The main concern of the respondents happens to be security of e-commerce websites and payment methods. If e-retailing should flourish these two reasons have to be addressed by the e-retailers.

The present study has made an attempt to assess the reasons for Internet shopping, to find the type of goods people buy on the internet, payment method used and consumer perception in Madurai District. The present study is an initial attempt to build and test a conceptual framework for consumer behaviour towards online retailing. With more research, it is expected that a more comprehensive conceptual framework related to consumer behaviour towards online retailing can be developed.

Based on the experience gained through the present study, the following issues are identified and suggested for future investigation.

(i) “A comparative study on consumer behaviour towards online retailing and traditional retailing”
(ii) “A study of consumer buying behaviour and market approach towards online retail trading in India”

(iii) “A study on analysing key determinants of online repurchase intentions in Tamil Nadu"

(iv) "A study on post-adoption online shopping continuance in Tamil Nadu"

(v) “A study on determinants of customer repurchase intention in online shopping in Madurai District”