CHAPTER-VIII

FINDINGS AND SUGGESTIONS

The present study has brought some novel contributions towards the knowledge of online shopping and found the reasons for the shift in buying behavior from the traditional shopping to online shopping among Indian Consumers.

FINDINGS OF THE STUDY

1. The consumer behavior of Indian consumer is changing dramatically. Online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Anytime anywhere, 24x7 availability, variety, choice, availability, convenience, quick and better services, schemes, offers and discounts, value for money are some of the significant reasons in online shopping that influenced Indian consumers to prefer online shopping.

2. Online shopping is growing in Indian culture because of the shift in modern culture. Now in the Indian culture, no male dominating tendency is found in the present study. This is because of awareness, dual spousal income and increasing role of females in the society. In Indian culture, Youngers whether it is male or female do prefer more online shopping than others. They do not hesitate in placing the order of products through online shopping.
3. Youngers do prefer more online shopping because they are risk takers and know the procedure of online shopping whereas the old age persons are risk averse and likes physical shopping.

4. Marital status play a significant role in buying behavior related to purchase of goods through online. The study found that young and single prefer more online shopping than married persons because they do online shopping for fun and enjoyment.

5. The demographic factors like age, income, occupation, education and ability to use the internet is having a significant association with online shopping. There is a positive relationship between occupation, education with online shopping.

6. Gender has no significant association with online shopping. The reason being the females are now getting importance, dual spousal income and more educated. They are also working in the various good positions in the job as like men. Hence both males and females do prefer online shopping in India.

7. The social factors like occupation, income, influence of family and friends do have significant association with online shopping. Online consumers tends to be younger, better off and better educated.

8. Online shopping provides the most satisfying experience and provides unique shopping experience. The reason being the online shopping sites offer attractive offers, free cash on delivery, free gifts, ease of use in comparing the prices and features of the products etc. That is why people are shifting from traditional shopping to online shopping channels.
9. Ability to use the internet makes internet shopping more attractive. Their familiarity with the internet also makes them better placed to identify and take advantage of shopping.

10. Seeing the bold consumer behavior, more and more online shopping sites are offering different promotional schemes like discounts, free gifts, free shipping, pay cash on delivery, combo packs, and value for money schemes to attract and retain the customers.

11. Because of the growing potential, the online shopping sites upgrading their sites by way of providing attractive graphics, looks, design, features, navigation, user friendly and downloading speed so as to make it more convenient for customers to place online purchase orders.

12. Online Shopping is growing bigger and more popular each passing day. It gives you the ability to search for the products you like in a flash from the comfort of your home and availability of 24x7. It is convenient and time saving.

13. Moreover the lifestyles of the Indian families have been changing because of the trend of dual spousal income. Husband and wife both working have less time to go in real stores and they try to find the quick and easy way to shop. These reasons have brought the shift in Indian consumers from traditional shopping to online shopping.

14. Not only does online shopping channels offer really good deals, but also brings optimum convenience, benefits, ease of use and provides satisfaction to the consumers. More Internet users are becoming comfortable to shop online. The consumer perceive that two most commonly cited reasons for online shopping have been convenience and price.
15. In India, still people are averse to online shopping because of various reasons like product delivery, see and touch before buy, online frauds, shipping charges, difficulty in returning faulty products, bargaining reasons etc.

16. In the present study, the online buying behaviour in Punjab and Chandigarh is same whereas it is different in Haryana. So people have different buying behaviour in different geographical location. The reason being that in Punjab and Chandigarh, there is high literacy rate and modern life-style is found here.

17. People perceive that online shopping provides most satisfying and unique shopping experience than traditional shopping. The online shopping is a new experience for the Indian consumers. They get huge discounts, offers on the products which the same they do not receive in traditional shopping. Now days, the online shopping sites offers attractive packages on buying.

18. The main reason why Indians don’t shop online is that they are worried about online frauds, delay in delivery, try and buy facility is not available etc. A number of them are reluctant to use online shopping with the fear that their bank/credit card details might be stolen.

19. Many consumers who buy online for the sake of convenience have not had very pleasant experiences. There are too many cases of delayed delivery, damaged or inferior goods, quality issues and even instances of cheating where the goods were never shipped.

20. The promotional strategies and methods do influence and motivate the buyer towards online shopping. These promotional strategies create excitement about the brands and entice the consumer to visit a shopping site.

21. Almost all the people are aware of the online shopping. The prime motive for surfing the net remains checking the products before to buy. The reason being the issues concerning the security of the credit cards.
SUGGESTIONS OF THE STUDY

1. Companies should have more risk reduction activities as perceived risk could strongly influence consumers’ online purchase decisions. And specific types of perceived risk like online frauds should be taken care of in different scenarios. Hence, the shopping sites should sport a Certificate of Authenticity (a seal or small sticker designed to demonstrate that the item is genuine and risk free) and should have a security symbol in order to safe shopping.

2. Companies should improve consumers’ value perceptions about the products and reduce consumers’ perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations. Also the companies should make their website easy in use and risk reduction activities should be taken care.

3. The study suggests that the Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.

4. The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping. So the companies should devise certain strategy so as to reduce the scams. The Indian customers want to experience the product before to buy the product. So, online stores selling customized products should stress more on providing this facility and provide better communication with the customers through telephone or online salesperson.
5. People are averse to online shopping because there is a difficulty in returning the faulty products. Hence the companies should make the arrangement so that try and buy facility is available at the customer doorstep and one can return if the product is faulty.

6. Online stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the consumers and subsequently enhance purchase intention.

7. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also the online purchases take a longer time in shipments and deliveries.

8. One of the most reason for not doing online shopping is that there is a less chance of making reasonable negotiations and bargaining. It has been found that Indian Consumers are price sensitive. Hence the price sensitive consumers do not take much interest in online shopping. So the companies should allow considerable bargain for the customers.

9. Most of the people feel that products available through online shopping are costly because of the shipping charges whereas in the traditional shopping there are no such charges. So the companies should provide the facility of free delivery in order to create excitement among non users.
10. Companies should provide the personal service to the customers by way of salespersons because Indian consumers are likely to deal with sales person before to buy. A salesperson provides a wide range of services and satisfies the customer by giving the detailed study on the usage of products and educates them in deriving maximum benefits from their products.

11. Online retailers should also look into the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. Through this way, the online shopping companies will be able to tap those customers who believes in experiencing the salespeople and products before to purchase.

12. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also.

13. There is a need for research to recognise that internet shopping is not necessarily completely governed by rational human motives, any more than offline shopping is. This implies a need to research the roles of emotion and interpersonal relationships in buying online.

14. Websites should be made more attractive and appealing to the buyer in order to retain the potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets to the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.
15. There is still low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier in experiencing online shopping. Hence the companies should make the people aware through different ways.

16. Further, some kind of legal framework should be setup in order to check online frauds. Moreover, the complaints related to online shopping should be heard by setting up some body.