CHAPTER-IX

CONCLUSION

CONCLUSIONS

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The results of this survey underscore the need for businesses to take the online market seriously. The survey conducted revealed a positive attitude and behaviour toward online shopping even by those consumers who still like traditional stores. These consumers are mostly in low and high age groups. Those consumer groups have time to spend in traditional stores and malls and value the offline shopping experience for social reasons, such as meeting with friends. These consumers appear to be more knowledgeable by gathering information online and then purchase it from traditional stores. Rapid growth of e-commerce has resulted in a E-transformation in the global retail infrastructure. Internet has emerged as a cost effective means of doing business. Despite being faced with numerous bottlenecks, Thanks to rising internet and higher incomes and more savvy population. Secured online payments, better to Electronic Stores, return policies and exciting discounts could help the Perceptions of Shopping Benefits. Considering the demographic profiles of online users; gender, age and education have significant association to web shopping in the current Indian scenario. Online users are aware of the serviceable and
pleasure-seeking benefits of online shopping, they are reluctant to actually utilize internet for shopping purpose.

The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the country. However, the frequency of online shopping is relatively less in the country. Online shopping organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country. The organizations can prioritize the consumer implicit and explicit requirements in online shopping environment. The results can also be used by various organizations to identify their target customer segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. 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. With the advances in technology, more business opportunities will be discovered by companies. Electronic commerce will become an important part of the business in companies. Better understandings of consumer online shopping behaviour will help companies in getting more online consumers and increasing their e-business revenues. At the same time, as realized the benefits from E-commerce, consumers are more willing to make purchases online. With the popularity of Internet, the number of Internet users will continue to grow and more Internet users will become online consumers, even regular online buyers. However, the evolvement of E-commerce will bring new problems. The changes in business operation, business environment, and economic condition etc. will affect consumer online shopping behaviour. Therefore, continuous efforts have to be devoted to studying consumer online shopping
behaviour in a dynamic way. With the knowledge of consumer online shopping behaviour, it is believed that E-commerce will continue to grow and it will become not only an important business revenues channel, but also a part of people’s daily life. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India.

**IMPLICATIONS FOR FUTURE RESEARCH**

The present study has brought new dimensions and ideas to understand the online consumer behaviour and increase the market potential of online shopping in India. The implications of this study has indicated that for future studies, the other areas of the research could be done on the comparative study of male and females online consumers and identifying the online risk reduction factors so as to bring more new insights related to the online shopping buying behaviour. Future studies can extend the results of this study for investigating the online consumer buying behaviour that will help companies in relooking and revamping their strategies for online shopping.