CONCLUSION

Marketing trends over the world show a shift from a purely traditional store format to a mix of both physical and virtual stores. An important part of the gamut of services that a marketer has to offer is through the Internet. The number of people using the Internet as a medium to transact is growing exponentially the world over, and India is no exception. Today, access to services is facilitated through global technological networks. A wide assortment of goods and services can be accessed and compared with regard to attributes, features, and price, thereby affecting purchase decisions favorably.

It has become imperative that business organizations reorient their businesses to the new market paradigm. This thesis looks into critical success factors in online purchasing, marketing and retailing from a consumer’s perspective, since long-term success and survival depend on consumer satisfaction. Ease of navigation, quick loading times, and an accurate product/service delivery system were identified as drivers of the online retail system. Ease of navigation implies simplicity in use during the online shopping process, which can be facilitated by better Internet connectivity and improved website design and appearance. Speed, loading, navigation, and each such facets of computer technology are important and affect ease of use. The quantity, relevance, and authenticity of information make obtainable and provided regarding the product/service are essential. The delivery system should also be prompt and error free.

Clear transaction policies, online interactivity between buyer and seller, transaction safety, and transaction privacy were identified as facilitators/enablers of the online retail system. The retailer's Website acts as a platform for interaction between an online retailer and a buyer. The audiovisual impact of the website and its product or service is crucial for efficient and effective performance, both for functional and hedonic benefits. Website design elements and aesthetics, the audiovisual impact, and customization affect consumer psychographics and consumer interest in buying online. The retailer should make obtainable and provide details about the product/service alternatives obtainable, features, and price, as well as information about delivery schedules, warranty services, return and exchange policies, post-sales service, and related technical support. Establishing, communicating, and maintaining consumer trust and confidence on issues of personal information are
critical to an online retail business. The retailer should strive to cultivate consumer feelings of safety, security, and trust in the system. The retailer, for instance, may encourage consumers to make a trial purchase initially, with the goal of securing a repeat purchase if the consumer is satisfied. A simple and unambiguous purchase transaction process was identified as a major driver, which will necessarily impact the facilitators and the dependents. Consumers are often apprehensive and wary of shopping online because of computer illiteracy, technological complexity, or a lack of understanding of the buying/transaction process via the Internet. A consumer should be able to search the Web and transact with ease.