CHAPTER–VI

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

The present study focuses the aspects of online marketing at two dimensions. Initially, the aspects in online marketing were discussed as per the view of the customers in online marketing. Secondly, the various aspects in online marketing was examined with the view of the marketers in the online marketing. The specific objectives of the study are: (1) to exhibit the profile of the customers and their online shopping behavior; (2) to examine the factors leading to online shopping; (3) to analyze the service quality and service loyalty in online shopping; (4) to identify the discriminant factors among the youngsters and elders in online marketing; (5) to show the profile of the marketers in online marketing; (6) to analyze the electronic commerce adoption among the marketers and its correlate; (7) to examine the marketers’ view on the service quality needed in online marketing; (8) to analyze the various causes for services failure in online marketing; and (9) to identify the marketers performance in online shopping.

The descriptive research design was followed to fulfill the objectives of the study. Initially, the marketers in online marketing were identified with the help of popular web service provider namely Pronet, Satyam, Aircell and BSNL. In total, 163 marketers were identified. Out of the 163 marketers only 117 marketers responded the questionnaire given to them. From each marketer, five customers’ email id had been collected. Hence, the sample size of customers came to 585 customers. Out of the 585 customers, only 417 customers responded the questionnaire at the reusable level. Hence, those 417 customers
were included as the present study. Two separate pre-tested questionnaires meant for marketers and customers had been used to collect the data. The collected data were processed with the help of appropriate statistical tools. The results of the study were discussed in the previous chapters. The summary of findings is given below.

The important age group among the respondents is 30 to 40 years. By age, the customers are classified into youngsters and elders. The youngster is the customers with the age up to 40 years whereas the elders are the customers with the age of above 40 years. The important gender among the respondents is a male customer which is commonly seen among youngsters and elders.

The dominant level of education among the customers is under graduation and post graduation. The important level of education among the youngsters and elders is under graduation. The dominant marital status of the customers is ‘married with kids’.

The important family size among the customers is 3 to 4 members and less than 3 members. The most important family size among the youngsters and elders is 3 to 4 members. The important number of earning members per family among the customers is only one and two.

The dominant family income per month among the customers is Rs.20001 to 250000 and above Rs.25000. The most important family income per month among the youngsters is Rs.20,000 to 25,000 whereas among the elders, it is above Rs.25000. The important family income per month among the customers is Rs.25001 to 30000 and
above Rs.30000. The most important family income per month among youngsters is Rs.25001 to Rs.30000 whereas among the elders, it is above Rs.30000.

The important level of media exposure among the customers is excellent which is commonly seen among youngsters and elders. The important level of sociability among the customers is high and very high. The most important level of sociability among the youngsters and elders is high. The important level of innovativeness among the customers is moderate. The most important level of innovation among the youngsters and elders is ‘Moderate’.

The important level of scientific orientation among the customers is ‘moderate’ and high. The most important level of scientific orientation among the youngsters and elders is ‘moderate’. The important computer orientation among the customers is high and very high. The most important level of computer orientation among the youngsters and elders is high.

The personality score of the customer is computed by the mean score of the various personality variables namely media exposure, sociability, innovativeness, scientific orientation and computer orientation. The important personality score among the customers is above 4.00 and 3.01 to 4.00. The most important personality score among the youngsters and elders is above 4.00.

The important level of optimism among the customers is moderate and high. The most important level of optimism among the youngsters and elders is moderate. The dominant level of comfort with new technology among the customers is very high and
high. The most important level among the youngsters and elders is very high and moderate respectively.

The important level of security attached with new technology among the customers is moderate and high. The most important level of security attended with new technology is very high and high respectively. The important technology readiness score among the customers is 3.01 to 4.00 and 2.00 and 3.00. The most important technology readiness score among the youngsters and elders is 3.01 to 4.00 and 2.00 to 3.00 respectively.

The dominant experience in internet access among the customers is 2 to 4 and 8 to 10 years. The most important experience in internet access among the youngsters and elders is 8 to 10 years and 5 to 7 years respectively. The important frequency of internet access among the customers is several times per week and daily. The most important frequency of internet access among the youngsters and elders is daily and several times per week respectively.

The important frequency of online purchases among the customers is weekly and monthly. The most important frequency of online purchases among the youngsters is weekly whereas among the elders, it is monthly. The important average expenditure in online shopping per attempt among the customers is Rs.2000 to 4000 and Rs.4001 to 6000. The most important average expenditures among the youngsters are Rs 6001 to 8000 whereas among the elders, it is less than Rs.2000.
The total amount spent in online purchase doing the last year among the customers is Rs.20001 to 30000 and Rs.10000 to 20000. The most important total amount spent in online purchase during last year among the youngsters and elders is Rs.20001 to 30000. The important product purchased by the youngsters is travel reservation, computers and software and services whereas among the elders, these are travel reservation, services and computers and software.

The important score on online shopping behavior among the customers is above 4.00 and 2.00 to 3.00. The most important score on online shopping behavior among the youngsters is above 4.00 whereas among the elders, it is less than 2.00. The online shopping behavior among the youngsters is higher than among the elders. The significantly associating profile variables with the online shopping behavior among the customers are age, level of education, marital status, personal income, family income, personality score and technology readiness score.

The significantly and positively influencing profile variables on online shopping behavior among the youngsters are level of education, personal income, family income, personality score and technology readiness score whereas among the elders, these are level of education, personal income, family income, personality score and technology readiness score. The changes in profile variables explain the changes in online shopping behavior to a higher extent among the youngsters than among the elders.

The important motivators to buy in online are friends and advertisement. The most important motivator among the youngsters and elders is friends and advertisement respectively. The important variables leading to choose online marketing among the
youngsters is brand selection and customer support whereas among the elders it is product information and security. Regarding the perception on variables leading to choose online marketing, the significant difference among the youngsters and elders has been identified in the perception on 13 variables out of 17 variables leading to choose online marketing.

The important factors leading to choose online marketing identified by the factor analysis is convenience, merchandize, interactivity, reliability, navigation and promotion. The included variables in above said factors explain it to a reliable extent. The discriminant validity among the factors has been confirmed. The highly viewed factor among the youngsters is interactivity and merchandize whereas among the elders, these are reliability and interactivity. Regarding the level of perception on important factors, the significant difference among the youngsters and elders has been noticed in the case of merchandize, interactivity, nativity and promotion.

The significantly and positively influencing factor on online shopping behavior among the youngsters is convenience, interactivity and navigation whereas among the elders, these are convenience, merchandize, reliability and promotion. The changes in the perception on factors leading to choose online marketing explain the changes in online shopping behavior among the youngsters to a higher extent. The important discriminant factor among the youngsters and elders is merchandize and navigation which are higher among the youngsters than elders.

The service quality of online marketing as per the customer’s perspective has been measured with the help of 41 variables. The identified service quality factors in
online marketing by the factor analysis are reliability, ease of use, communication, responsiveness, personalization, convenience, credibility, courtesy, continuous improvement, access and security. The included variables in each service quality factors explain it to a reliable extent. The discriminant validity among the service quality factors have been confirmed.

The highly perceived service quality factors of online marketing among the youngsters are continuous improvement and convenience whereas among the elders these are credibility and reliability. Regarding the perception on service quality factors, the significant difference among the youngsters and elders has been noticed in the case of reliability, communication, personalization, convenience, credibility, courtesy, continuous improvement, and access.

The significantly and positively influencing service quality factors on the online shopping behavior among the youngsters are communication, personalization, convenience, continuous improvement, access and security whereas among the elders, these are reliability, ease of use, responsiveness, convenience, credibility, access and security. The changes in the perception on service quality factors explain the changes in online shopping behavior among the youngsters to a higher extent than among the elders. The important discriminant service quality factor among the youngsters and elders is personalization and continuous improvement which are highly perceived by youngsters than by the elders.

The highly perceived hurdles limit to have online marketing among the youngsters are effort of going to a store and going to store as a chance of searching new
product whereas among the elders, these two are accuracy of delivery and effort of waiting. Regarding the perception on hurdles to have online marketing, the significant difference among the youngsters and elders has been noticed in 19 variables out of 21 variables limit to have online marketing.

The important hurdle towards online marketing identified by the factor analysis is inconvenience, risk, in store-effect, environment and cost. The variables in each important hurdle towards online marketing explain it to a reliable extent. There is a mutual exclusiveness among the various important hurdles towards online marketing. The highly perceived important hurdle among the youngsters is in store – effect and enjoyment whereas among the elders, these two are cost and risk. Regarding the perception on hurdles to have online marketing, the significant difference among the youngsters and elders has been noticed in the case of inconvenience, risk and cost.

The significantly and negatively influencing important hurdle on the online shopping behavior among the youngster is inconvenience, and in store-effect whereas among the elders, these are inconvenience, risk and cost. The changes in the perception on important hurdles explain the change in online shopping behavior among the youngsters to a higher extent compared to elders.

The significant mean difference among the youngsters and elders has been noticed in the perception on important hurdles namely inconvenience, risk and cost. The higher discriminant power is identified in the case of risk. The important discriminant hurdles among two groups of customers are risk and inconvenience which are highly perceived by the elders than by the youngsters.
The customer satisfaction among the customers is measured with the help of nine variables. The highly perceived variable among the youngsters is personalized service and ease of use whereas among the elders, these are personalized services and ease of use. Regarding the perception on customer satisfaction variables, the significant differences among the youngsters and elders have been identified in the case of eight variables out of nine variables. The included nine variables in customer’s satisfaction explain it to a reliable extent. The customer satisfaction among the youngsters is higher than among the elders.

The service loyalty of the customers has been measured with the help of four important construct namely word-of-mouth, purchase intentions, price sensitivity and complaining behavior. The included variables in the four construct explain it to a reliable extent. The highly perceived loyalty construct among the youngsters and elders is price sensitivity. Regarding the perception on various constructs in service loyalty, the significant difference among youngsters and elders has been noticed in the case of all four constructs.

The service loyalty among the youngsters is identified as higher than among the elders. The significant mean differences among the youngsters and elders have been noticed in all five outcome variables namely customers satisfaction, word-of-mouth, purchase intention, price sensitivity and complaining behavior. The important discriminant outcome variable among the youngsters and elders is word-of-mouth and purchase intention which is higher among the youngsters than the elders.
The significantly and positively influencing service quality factors of online marketing on the customers satisfaction among the youngsters is ease of use, responsiveness, personalization, credibility, continuous improvement, access and security. Among the elders, these service quality factors are reliability, ease of use, and access. The changes in the perception on service quality factors of online marketing explain the changes in customer’s satisfaction to a higher extent among the youngsters than among the elders.

The significantly and positively influencing service quality factors of online marketing on the service loyalty among the youngsters is personalization and continuous improvement whereas among the elders, these are reliability and ease of use. The changes in the perception on service quality factors of online marketing explain the changes in service quality to a higher extent among the youngsters than among the elders.

On the basis of business experience the marketers are classified into ten experienced (who has the experience of less than equal and 9 years) and higher experienced (who has an experience of more than 9 years). The important type of marketers in the present study is trader and service provider. The most important type of marketers among the less experienced (LE) and higher experienced (HE) marketers is traders and producers.

The dominant age group among the marketers is 30 to 40 years and 41 to 50 years. The most important age group among the LE and HE marketers is 30 to 40 and 41 to 50 years respectively. The important level of education among the marketers is
professional and post graduation. The most important level of education among the LE and HE marketer is under graduation and professional education respectively.

The important level of economic motivation among the marketers is high and very high. The most important level of economic motivation among the LE and HE marketers is very high and high respectively. The dominant level of scientific orientation among the marketers is high and low. The most important level of scientific orientation among the LE and HE marketers is low and moderate respectively.

The dominant level of innovativeness among the marketers is moderate and high. The most important level of innovativeness among the LE and HE marketers is ‘moderate’. The dominant level of market orientation among the marketers is moderate and high. The most important level of market orientation among the LE and HE marketers is moderate. The important personality score among the marketers is 3.01 to 4.00 whereas it is commonly identified among the LE and HE marketers.

The important number of products dealt by the marketers is three and two. The most important number of products dealt by the LE and HE marketers is one and three respectively. The important business turnover per annum among the marketers is 24.01 to 36.00 lakhs and 12.00 and 24.00 lakhs. The most important business turnover among the LE and HE marketers is 12 to 24 lakhs and 24.01 to 36.00 lakhs respectively.

The important market coverage among the marketers is at national level. The most important market coverage among the LE and HE marketers is at Zonal and National level respectively. The technology adoption among the marketers is measured
with the help of optimism, level of comfort with new technology and level of interest
with new technology adoption. The important level of optimism among the marketers is
high and moderate. The most important level of optimism among the LE and HE
marketers is moderate and high respectively.

The dominant level of comfort with new technology among the marketers is
moderate and high. The most important level of the comfort with new technology among
the LE and HE marketers is at moderate level. The important level of interest in new
technology adoption is high and moderate. The most important level among the LE and
HE marketers is moderate and high respectively. The important technology readiness
score among marketers is 3.01 to 4.00 and above 4.00. The most important technology
readiness score among the LE and HE marketers is 3.01 to 4.00 and above 4.00. It reveals
that the level of technology readiness score among the HE marketers is higher than
among the LE marketers.

The highly adopted e-commerce components among the LE marketers are extent
of deployment and range of enablement whereas among the HE marketers, these two are
dimensions of sophistication and integration and level of usage. Regarding the level of
adoption of e-commerce components, the significant difference among the LE and HE
marketers has been noticed in the case of extent of deployment, level of usage, level of
satisfaction, dimension of sophistication and integration; and range of enablement. The
level of e-commerce adoption is identified as higher among the HE marketers than the LE
marketers.
The important antecedents of EC adoption among the LE marketers are communication, amount, competitive pressures and non-trading institutional influence whereas among the HE marketers, these are firm size, communication and perceived government policies. Regarding the perception on antecedents of EC adoption, the significant difference among the LE and HE marketers has been noticed in the case of firm size, complexity, international orientation, communication channels, management support, compatibility and perceived government policies.

The important antecedents of EC adoption among the marketers by the factor analysis are organization, innovation, communication, industry and national factors. The included variables in the above said important antecedents of EC adoption explain it to a reliable extent. The significantly associating profile variables with the state of EC adoption among the marketers is their age, level of education, personality score, business turnover, market coverage and technology readiness score.

The significantly and positively influencing antecedents of EC adoption on the state of EC adoption among the LE marketers is organization and innovation whereas among the HE marketers, these are innovation, communication and national. The changes in perception on antecedents of EC adoption explain the state of ECA to a higher extent among the HE marketers than among the LE marketers.

The highly perceived role and responsibilities of marketers in online marketing among the LE marketers is availability of FAQ and availability of list of related products whereas among the HE marketers, these are easy searching of product in website and ease of product review. Regarding the perception on role and responsibilities of
marketers in online marketing, the significant difference among the LE and HE marketers have been noticed in 16 variables out of 19 variables.

The important role and responsibilities of marketers in online marketing identified by the marketers is ease in searching, availability of additional services, availability of personalized shopping, ease of comparison in shopping, availability of services information and availability of product updation.

The included variables in each important role and responsibilities of marketer explain it to a reliable extent. The highly viewed role and responsibilities among the LE marketers are availability of personalized services whereas among the HE marketers, it is availability of product updation. Regarding the perception on role and responsibility of marketers in online marketing, the significant difference among the LE and HE marketers has been noticed in the case of ease in searching, availability of personalized services, ease of comparison is shopping and availability of product updation. The important discriminant role and responsibilities among the LE and HE marketers are availability of product updation and availability of personalized services.

The highly perceived success variables in online marketing among the LE marketers is online community and useful website content whereas among the HE marketers, these are competitive environment and effective traffic management. The significant difference among the LE and HE marketers has been noticed in the perception in all success variables in online marketing.
The important success factors for online marketing identified by the factor analysis are website quality, business model, service quality and management. The included variables in the above said factors explain it to a reliable extent. The highly viewed factor by the LE marketers is business model whereas by the HE marketers, it is website quality. Regarding the perception on important factors leading to the success of online marketing, the significant difference among the LE and HE marketers have been noticed in all four factors. The important discriminant factor among the LE and HE marketers is service quality and management.

The highly needed service quality variable among the LE marketers is customer service and human interactivity whereas among the HE marketers, it is navigation and links; and attention to detail. Regarding the perception on the importance of service quality variables, the significant difference among the LE and HE marketers has been noticed in 16 variables out of 22 service quality variables.

The important service quality factors needed by the marketers are design, functionality, content, originality and professionalism. The included variables in the above said factors explain it to a reliable extent. The highly perceived factor among the LE marketers is content and originality whereas among the HE marketers, these are functionality and professionalism. Regarding the perception on factors, the significant difference among the LE and HE marketers has been identified in the perception on design, functionality and professionalism. The important discriminant factor among the two groups of marketers is professionalism.
The highly viewed variable for service failure among the LE marketers is difficulties in collection and incorrect information at site whereas among the HE marketers, these two are credit card fund and delivery of damaged goods. Regarding the perception on the variables for service failure, the significant difference among the LE and HE marketers has been noticed in the case of 18 variables out of 23 variables. The important problems for service failure identified by the factor analysis are navigation, delivery, customer service, security, collection and others. The included variables in each important problem for service failure explain it to a reliable extent. The highly viewed problem for service failure among the LE marketers is collection and navigation whereas among the HE marketers, these are security and navigation. Regarding the perception on important problems for service failure, the significant difference among the LE and HE marketers has been noticed in the case of navigation, customer’s service, collection and others. The important discriminant problem for service failure among the LE and HE marketers is navigation and collection.

POLICY IMPLICATIONS

Based on the findings of the study, the following suggestions are drawn.

Since the important factors leading to choose the online marketing among the customers are convenience, merchandize, interactivity, reliability, navigation and promotion, the marketers have to give more importance on the above said factors in order to extend than customers. Since the expectations of the young customers are differing from the elder customers, the marketers are advised to design appropriate marketing strategies to fulfill the needs of these two different customer segments.
The study shows how the process quality of online marketing plays a crucial role in the customer’s satisfaction. Based on the analysis of the study, the study reveals that customer’s evaluation of process quality can bias future evaluations of outcome of service quality. The marketers should aware of the importance of process quality and provide better interactivity and functionality of the website to the customers.

The customers are concerned with the order’s accuracy, conditions of delivery and timeliness in the outcome a evaluation. The marketers need to be aware that simply fulfilling an order is not enough; they need to be concerned with all the details of how an order is received by the customer. This means paying close attention to how, when, and where a package is delivered to a customer. This outcome of the service has a significant impact of how consumers judge the quality of online marketers.

The analysis of service quality and service loyalty allows the marketers a way to assess the quality of the online service experience. Not only can it evaluate the overall service quality experience, but it can also evaluate the quality evaluations that take place in the process, outcome and recovery dimensions. The ability to dissert the quality experience will allow the marketers more control and faster response to areas that are weakening the service experience. As well, the dimensions of process quality, outcome quality and recovery can help marketers not only in the evaluation of service quality but also in the design of e-service experience that are tailored to the customers’ needs and wants.

Since the highly influencing service quality of online marketing on the customers satisfaction are reliability, ease of use, personalization, credibility, access and security,
the marketers are advised to give more importance on the above said service quality factors in online marketing. The service loyalty among the customers is less than the customer’s satisfaction; the marketers are advised to generate the service loyalty since the cost of retaining customer is lesser than the cost of acquiring new customers. The marketers are advised to take the weapons namely reliability and continuous improvement in the website quality to generate the service loyalty among the customers.

The service failure of marketers is mainly caused by the delivery problems and navigational problems. Hence, the marketers should avoid these two problems in order to satisfy their customers. Apart from this, they have to establish successful logistics plans and also the improved interaction between service personnel and their online clientele. The personalized messages and customized recoveries may provide a better customer trust and commitment.

Since the important role and responsibilities of the online marketers are to provide the factors namely ease in searching, availability of additional and personalized services, ease of comparison in shopping, availability of service information and product updation, the marketers are advised to concentrate on the above aid factors to succeed in the online marketing. The highly experienced marketers are better performing than the lesser experienced marketers. Hence, it is advised that the lesser experienced marketers are advised to learn the things from the highly experienced marketers.

The important reason for service failure among the marketers is navigation, delivery, poor customer service, security and collection. The online marketers are advised to analyze the way through which they can solve the above said problems in a successful
manner. Since the problems among the lesser experienced marketers are higher than among the lesser experienced, marketers are advised to learn the way and means to solve the problems with the help of highly experienced marketers.

**CONCLUDING REMARKS**

**Gist of the Findings**

The present study concludes that the online shopping behavior is a growing aspect among the customers especially among young customers. The service quality of the online marketing plays an important role in the determination of customer’s satisfaction and service loyalty. The marketers are trying to perform more in online marketing but they are having some problems related to navigation, interactivity, logistics and payment. The highly experienced marketers are having lesser problem than the lesser experienced marketers. The marketers in online marketing are having a better scope in near future. They have to estimate their customers needs and wants properly at each segment. The marketers should design appropriate strategies to satisfy their customers at various segments simultaneously. The lesser experienced marketers should learn the prospects and problems in online marketing through the stories of successful marketers in online marketing.

**Scope for Future Research**

The present study will be the base for future researchers. The service quality of online marketing and the behavioral intention among the customers may be studied in future. The role of demographic profile of the customers in online marketing may be
focused in near future. The comparative study on customer’s perception on online shopping in India and western countries may be studied. The service failure and recovery in online marketing may be examined in future. A separate study on service quality and service loyalty in online marketing may be examined in near future. The marketers view on online marketing; linkage between the adoption of electronic version in marketing and business performance may be focused in future. The important hurdles in online marketing may be studied in near future.