This chapter discusses the finding of the research in more details. This discussion is divided in three sub-sections. First is the theoretical implications, which discusses the robustness of the proposed model and depth of the proposed constructs from empirical and theoretical point of view. Second section of the chapter discusses the methodological implications, which shows the method used throughout the research has deep roots in line with sound research methodology. For any research to be meaningful, its contributions to the practical life and industry is most important. Therefore, the last section of this chapter focuses on the practical implications of the research.

7.1 Theoretical Implications

First, the model of online shopping behavior presented in this study is supported by the empirical results. All the shopping orientations are significantly related to Perceived Usefulness (PU) and Attitude towards using (A) online shopping and the same holds for the relationship among Technology Acceptance Model (TAM) and the proposed outcomes. Thus, we can say that the model is relevant for online shopping in India, though the causal direction of the relationship would be better established through longitudinal research.

Second, the findings clearly show that traditional variables such as Perceived Usefulness (PU) and Attitude towards using (A) continue to be significant predictors of Behavioral Intention to Use (BI) of doing online shopping and Behavioral intention to be a significant predictor of Actual Behavior (B) of online shopping even in the developing country like India. These variables are more significant than newer variables such as
Knowledge (K) and Shopping Orientations which are considered to be quite prominent in an innovative technology experience like online shopping, credit-cards, etc.

Third, the findings of the study help to clarify the mixed findings with respect to the detrimental effects of Security/Privacy (S) on online shopping. Security/Privacy (S) concerns do emerge as significant factor negatively impacting actual behavior of online shopping.

Fourth, the study highlighted the important role of shopping orientations as proposed construct to explore compatibility in depth. The study also validated evidence from earlier research that compatibility has a positive impact on PU (eg. Chen et al., 2003) and on A (Chen at al., 2003 and Chen et al., 2002). For precisely evaluating compatibility, with the most aspects of shopping and product information seeking, lifestyles and shopping preferences, an elaborated shopping oriented scale, which can also identify various shopping orientations was used. Once the shopping orientations of respondents were identified, based on their shopping behavior, respondents were classified according to shopping orientation and then impact of each shopping orientation on PU and A was evaluated, which in turn enabled us to better evaluate the compatibility construct for acceptance and diffusion of internet shopping. The results were quite revealing. Home shopping orientation was a significant predictor of both perceived usefulness and attitude towards using online shopping. This was in line with the earlier research Vijayasarathy (2001).

The last and most important outcome of the study is the scientific testing of the reliability and validity of an instrument to identify shopping orientations through a rigorous process of scale validation. Using the instrument, the study has identified four shopping
orientations; Home, Economic, Mall-Socializing and Personalizing and their causal relationships with Perceived usefulness (PU) and Attitude towards using (A).

7.2 Methodological Implications
The model of online shopping behavior tested in this study is quite comprehensive. Both traditional variables such as the constructs of Technology Acceptance Model (TAM), which have found consistent support in the prior literature as well as newer variables such as shopping orientations which become relevant in the present context have been examined. An attempt has been made to include relevant variables in the model to avoid specification error\(^1\) in multiple regression analysis (Hair et al, 1998).

The study is also methodologically sound in terms of representing the concept of ‘triangulation’. The study uses a combination of qualitative and quantitative methodology (survey research and data from secondary sources), so as to supplement the findings through different sources of data.

7.3 Practical Implications
An important contribution of the study is that it examines online shopping behavior in India. The potential of this sector in the Indian economy cannot be underemphasized. Indian e-tailing market was Rs 4000 million and was expected to be a market worth Rs 8000 million by the end of 2005. In 2006, the size was expected to increase to Rs 12,000 million, in 2007 to Rs 20,000 million. By 2008, the market is estimated to grow to Rs 50,000 million, while by 2010, the size would increase to as much as Rs 100,000+ million (Adesara, 2005).

\(^1\) specification error concerns the inclusion of irrelevant variables or the omission of relevant variables from the set of independent variables.
As already outlined, there is a lack of research in the Indian context specifically exploring the applicability of the internet for shopping. However, sellers have already moved online with their internet shopping malls. In such a scenario, systematic research aimed at identifying and understanding potential and actual internet shoppers is of utmost importance for the success of internet shopping and for providing strategic guidelines to marketers and internet sellers.

The most important finding as revealed through the study is that shopping orientations and in that sense personality fit are very important for targeting online shoppers. India has been known as a collectivistic country wherein social interaction has a big impact in most of the shopping decisions. Therefore, in Indian context e-tailers’ strategic alignment from marketing point of view and from the point of view of targeting the right customers is of utmost importance. Home shopping orientation had highest impact on perceived usefulness and attitude towards using online shopping. Based on this, identifying a way to know the shopping orientation of a particular shopper and targeting the shoppers with high potential of doing online shopping is really important.

The study also evaluated applicability of Technology Acceptance Model (TAM) in Indian context. TAM has evolved as a very relevant model for predicting adoption of innovative technologies. For India as a developing country, TAM is very important for industries specializing in technological advancements (like Electronics, Cellular, Auto, Airlines etc.). As new technological innovations are invented, before commercializing them and incurring high risk of investments, it is critical to identify the potential for their adoption. TAM provides exactly the same framework for studying the potential for commercializing technological innovations. A further deep dive into the attributes of TAM could also help
in studying the relative importance of each construct in TAM and marketing strategy could be streamlined accordingly.

Last but not the least, the study revealed Security/Privacy concerns as important in converting Behavioral Intentions to actual use of online shopping. This is very important considering the fact that the internet infrastructure of India is still in its initial stages and knowing that online shoppers are concerned about their security/privacy necessitates the need to consider legal infrastructure for addressing these issues in the early stage of the infrastructure development is even more crucial. This could become quite challenging if it had been identified at a later stage when the infrastructure has matured and adding robustness in terms of Security/Privacy (S) concerns could have necessitated a huge expense. Therefore, e-tailers should put emphasis on developing secured transactions over the web and put equal emphasis on communicating the Security/Privacy (S) policies of their online presence. In the absence of this, the marketing efforts spent on generating behavioral intention will not result into actual behavior of online shopping, which in turn will impact the potential adoption of e-tailing.