CONCLUSION

While demographic indicators such as age, gender, marital status, and income have been traditionally used in the study of consumer behavior and market segmentation, shopping orientations have also emerged as reliable discriminators for classifying different types of shoppers based on their approach to shopping activities (Gehrt and Carter, 1992; Lumpkin and Burnett, 1991-92). Researchers have tapped into shopper orientations to study patronage behavior among elderly consumers, catalog shoppers, out-shoppers, and mall shoppers (Bloch et al., 1994; Evans et al., 1996; Gehrt and Shim, 1998; Korgaonkar, 1984; Lumpkin, 1985; Lumpkin et al., 1986; Shim and Mahoney, 1992). By extending this shopping behavior construct to online shopping, our study aimed at contributing to the knowledge and understanding of consumer response to electronic modes of shopping.

It is becoming increasingly clear that in order to survive and more importantly to succeed, online merchants should embrace and actively pursue fundamental principles of good retailing that apply to any medium. One of these principles is knowledge about existing and potential customers and their preferences and behaviors. In this study shopping orientations were shown to be reliable predictors of customer patronage behavior in online shopping context. Based on the findings from this study, it is expected that the study of shopping orientations can also help electronic retailers identify and understand those consumers who prefer to shop online and the reasons why. Further, shopping orientation could be used to segment customers and formulate different strategies based on each segment’s relative propensity to adopt and use online shopping.
The study also validated Technology Acceptance Model (TAM) in a developing country. Overall the proposed model provides a robust framework for exploring online shopping behavior in a developing country.

Overall, the research can be utilized by corporates for developing and implementing an effective e-tailing strategy and for targeting the right types of consumers for getting a bigger bang for their buck. At the same time, academicians can revalidate and extend the findings of the research for contributing to the development of an effective e-marketing model for India and for other developing countries.