CHAPTER 5
CONCLUSIONS AND IMPLICATIONS
Conclusions and Implications
Chapter 5

5.1. Website Attribute Index (WAI)

The main purpose of the Internet is to make information readily available and a website should be designed so that finding the required information amongst the website content is as easy as possible. Since it is easy for consumers to move to other sites, website attributes assume substantial significance.

This study was used to identify the dimensions of Website Attributes that represent Online Shoppers’ Intentions for visiting product and brand websites and examine the relationship between their evaluations of the relative importance of various website attributes, with respect to the function performed by the attribute. Exploration, Shopping, Quest for Information and Task Directed Behavior other than Shopping are the primary consumer intents for Venturing Online and relevant Website Attributes cater to these Consumer Intents.

This research focuses on linking Consumer Intent to venture Online, with the Website Attributes across three different industry verticals. The objective is to aid organizations in matching Website Attributes with relevant Consumer Intentions and Consumer Behavior Typology. Detailed analysis of Consumer Behavior can not only aid manipulation of Website Attributes with more and more attributes catering to the relevant Consumer Intent, but also, aid organizations in choosing the right Website Visit Model, based on specific Consumer Behavior.
5.2. Website Brand Contribution Model (WBCM)

Websites are not about individuals, or organizations. They are about visitors. Building strong brands, differentiating them and maintaining them are critical marketing functions. Strong brands enter into consumers’ consideration sets, create confidence in purchases and positively influence product evaluation and choice. Today, the web plays a significant role in enhancing this brand equity.

Websites contribute to the proliferation of a brand in the Online Domain and brands will benefit by understanding the various dimensions of the websites which contribute towards this brand proliferation. It is in having the right mix of the parameters contributing to the Website Dimensions that organizations will benefit. Subsequently, when a brand manager’s goals escalate to the higher stage of brand response, the interactive and participatory power of the web becomes increasingly helpful. In this context, organizations can benefit substantially by making their sites compatible with other social networking sites. While Search Engine Optimization, Online Promotions and Viral Marketing provide new avenues for generation of Web Traffic for organizations, the website remains the most basic organizational entity that is the very basic component of any online traffic generation. It is in improving website attributes, navigability and search ability that consumer sensitivity to the websites is increased and while quenching his need for information, providing a good sensory experience, can engage the consumer to spend more time on the website. The result of the segmented profiles shows that the E-Commerce websites will be benefit with the contribution of the brand in the context of Popularity and Compatibility with Social Networking Sites.
5.3. E-Marketing and The Consumer Decision Making Process

As we all know, India presents unmatchable growth opportunities for the Internet Sector in the coming years and my research also concludes in the same way. Nowadays people are more involved in Internet Usage and Online Shopping because majority of the online consumers fall in the higher annual internet usage category.

1. The results show that 57.5% of Males were the heavier internet users, who were involved in online shopping and rest were the Females. Majority of the respondents belonged to the age group of below 30 years.

2. Nowadays, consumers are more involved in Online Shopping. Outcomes of the study show that 47.9% of the consumers have been using the Internet for more than 5 years with 95.9% of the Daily Frequency Usage for 2-4 hours a day (40.2%).

3. The Internet (40%) scores the Highest Information Search Source followed by Television and Peer Recommendation.


The results of the model highlight that the Website Characteristics will play a significant role in impacting the Consumer Pre-Purchase Information Search Process, especially in the case of a vulnerable consumer, who intends to make an informed Consumer Purchase Decision. Before purchasing any product, a consumer develops some pre-conceived notions in his mind, on the basis of the Need Recognition and Information Search phase in which he decides whether he will/will not proceed to make the purchase.
Conclusions and Implications

The findings of the model show that, Online Consumers were classified into four segments named: Cognizant Techno- Strivers, Conversant Appraisers, Moderate Digital Ambivalents and Techno Savvy Impulsive. After segmenting consumers, some visible implications are:

- **Peer Influence** is the most important variable for Consumer Need Recognition.
- **Faster Load Time / Response Time** is important for Website Characteristics Search
- **Brand Purchasing** and **Brand Loyalty** are the most important variables for Consumer Pre Purchase Judgment.

Classifying consumers into well defined segments can aid marketing in developing a more streamlined and focused consumer targeting process.

5. Consumer Traits and Online Shopping Issues Model (CTOIM)

This model concludes that consumers exhibit various traits while venturing online. Consumers with high traits are those who think online shopping is more Adventurous as compared to traditional shopping. They want an Easy Information Search Process and websites provide them with Up-To-Date Information. These are consumers who enjoy surfing online, but somehow, they have some Online Shopping Issues viz., while browsing online, some consumers don’t feel comfortable in showing their personal details, they cannot touch/feel the product at the time of purchase, may receive products which are different from what they ordered, complicated website layout, may not receive the product on time and may feel that the payment gateway being used is insecure.

On the basis of their Traits and Shopping Issues, Online Consumers were classified into 4 segments: Apprehensive Conservatives, Flamboyant Conservatives, Internet Savvy Risk Avers and Internet Moderates and their segmented profile will definitely help the organizations address the issues according to the traits of the consumer, who can be targeted for greater success.
Chapter 5

6. Majority of the consumers prefer Online Services for purchasing. Results reveal that:

- 61-80% of the consumers browse online for Computer/Game Software, Apparel/Accessory/Shoes/Jewellery, Travel Service Reservation (Flight/Train/Ship/Car), Books/Newspaper/Magazine/eBooks and Entertainment Tickets (Movies/ Performance/ Exhibition/ Games).

- 41-60% of the consumers look for Video / Music Publication, Digital Camera, Flower/ Gift/ Toy, Computer/Game Hardware, Skin Care/ Cosmetics and Mobile Phones.

- 21-40% for Health Products, Food & Beverages, Office & School Supplies and Household Appliances.

- 0-20%, least preference goes for Pet Products, Baby Products, Car/Motor Cycle Accessories and Industrial Products.

7. Consumers nowadays behave very intelligently when they browse online and make their purchase decisions. They consider all the important factors before deciding to shop online. The results show that the majority of the consumers think that Free Trial (29.5%) is an extremely important factor for online shopping followed by Cash on Delivery (COD- 28.1%), Special Offers (27.7%). Detailed Product Information (30.7%) is the extremely important Website Characteristic affecting consumer behavior.

8. Initially people did not want to use Online Shopping because of Security Issues. However, gradual adoption has changed the mindset of the consumers and the outcome of the study also proves the same ie. Now, 59.6% of the consumers feel secure when they shop online.
9. *Cash on Delivery (COD)* (61.4%) is the most preferred *Online Mode of Payment* opted by the online users followed by *Debit Cards* (49.7%) and *Billing through Mobile Phones* (48.6%).

10. If we look at the Post Purchase Worries/ Benefits for the consumer, 20.4% of the online consumers are worried about whether they will be satisfied with the online services or not, and 13.8% of the online consumers stated that their repurchase is the result of their satisfaction with the last purchase.

11. 30-40% of the consumers believe that if they would be a part of any *Online Product / Brand Community*, the associated company will react immediately to solve their problems. They can discuss their problems, have a lesser feeling of distrust, will develop a sense of belongingness with the company, and their insecurities will reduce with access to company related information.

12. The Internet is a key influencer in the Consumer Decision Making Process.
In summary, the thesis concludes the following:

1. The entire research study was focused on developing a series of models to link two vital domains for organizations.

   (i) The opportunity offered by the virtual medium and,

   (ii) The consumer decision making process and characteristics; an understanding of which will make organizations leverage the opportunities offered by the web to their advantage.

2. It is important for organizations to recognize the value of the relevance of website attributes in the context of their ability to cater to appropriate Consumer Intent for venturing online.

3. It is important for organizations to understand the Website Attributes, Navigability and Search ability in impacting consumer sensitivity for a brand visible online and also increase the value of the brand in the online sphere by engaging the consumers to spend more time on the website.
Conclusions and Implications

4. Classifying consumers into well defined segments on the basis of their Prepurchase Behavior can aid marketing in developing a more streamlined and focused Consumer Targeting Process.

5. An analysis of Consumer Characteristics and specific traits can enable organizations to segment consumers and design targeting strategies appropriately.
LIMITATIONS

AND

FUTURE DIRECTIONS
Conclusions and Implications

5.4.1. Website Attribute Index (WAI)

*The Website Attribute Index (WAI)* has been developed only for specific sectors and refers only to online purchasing and the website visit intent of the user. The results need to be further validated by using a greater sample size.

This research study aims at addressing Consumer Intent and linking it to the types of consumers’ behavior. It will be significant to perform future research in the direction of contribution of a website towards the value of a brand.

5.4.2. Website Brand Contribution Model (WBCM)

*The Website Brand Contribution Model (WBCM)* study can be expanded by including a large number of organizations across each vertical and can also be used to educate organizations with respect to the performance of their website vis-à-vis their competitors. A comparison of site performance across website dimensions in the context of competition will help companies improve website effectiveness and efficiency considerably.

5.4.3. E-Marketing and The Consumer Decision Making Process

In a view to maintain a focused approach, the study has not focused on the use of Social Media and its impact on the Consumer Purchase Process. The entire research study can now be focused on one specific industry vertical to study the consumer decision making process. Same set of consumers can be examined and their online purchase behavior can be compared in the context of two different industry verticals.