CHAPTER VII

FINDINGS, SUGGESTIONS AND CONCLUSION
CHAPTER - VII
FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

This study has been carried out meticulously to analyse the shoppers’ attitude towards online shopping. The widely merited and globally accepted sophisticated statistical tools such as Factor analysis by principal component method, K-means cluster analysis, Discriminant analysis Chi-square test, One-sample ‘t’ test, One-way Analysis of Variance, and Multiple regression analysis are used to analyse the attitude of the online shoppers. Hence, Structural Equation Modeling (SEM) is used to develop the model for shoppers’ attitude. The results of analysis has been given in the form of findings, and based on these findings, appropriate suggestions are made for the betterment of web stores.

7.2 MAJOR FINDINGS OF THE STUDY

The findings arrived from the chapters have been summarised below:

7.2.1 Demographic Profile of Online Shoppers

- 75.3 percent of the shoppers are male, and 24.7 percent of the shoppers are female.
- Maximum of 66.8 percent of online shoppers are unmarried.
- A maximum of 69.5 percent of the shoppers are under the age group of 21-30. It shows that mostly young people prefer online shopping when compared to old people.
59.9 percent of the shoppers are graduates and minimum of 3.5 percent of the shoppers are up to HSC. The shopping impulsiveness about online shopping is higher among the educated shoppers than the HSC level.

41.8 percent of the shoppers are students and minimum of 4.0 shoppers are professionals.

Maximum of 41.3 percent of the shoppers are in the family income group of Rs.10,001-Rs.20,000.

Maximum 49.5 percent of the shoppers’ family consists of 4-6 members and a minimum of 9.7 percent of the shoppers’ family consists of above 6 members.

7.2.2 Internet Access Pattern of Shoppers

Maximum of 57.2 percent of the shoppers are using internet for more than 3 years and a minimum of 11.1 percent are using less than 2 years.

A maximum of 41.2 percent of the shoppers are surfing the internet from 1 hour to 2 hours per day.

A maximum of 31.2 percent of the shoppers are access to the internet through mobile and a minimum of 17.5 percent access to internet at internet cafe.

A maximum of 45.8 percent of the shoppers are using internet daily and 30.8 percent browse internet whenever needed.
7.2.3 Online Shopping Pattern of Shoppers

- A maximum of 38.3 percent of the Netizens’ have online shopping experience between 1 year and 2 years whereas minimum of 11.2 percent have been shopping online for more than 3 years.

- A maximum of 56.3 percent of the shoppers need assistance while shopping online.

- A maximum of 32.5 percent of the shoppers spend less than Rs.1,000 and minimum of 16.0 percent of the shoppers spend of Rs.10,001 and above for online shopping.

- 37.0 percent of the shoppers have purchased many times through online and 13.8 percent have purchased only once.

- A maximum of 60.0 percent of the shoppers prefer ‘cash on delivery’ as preferred mode of payment for online shopping while a minimum of 17.2 percent prefer mode of payment through internet banking.

7.2.4 Online shoppers’ preference towards websites, product and services

- Majority of 84.2 percent of the online shoppers purchase through Flipkart.com.

- A majority of 80.3 percent of the online shoppers purchased electronic devices and accessories and a minimum of 15.2 percent of the shoppers purchased other type of products and services such as music/video/games, computer software, furniture/household appliance and toys, online ticket reservation, etc.
A maximum of 38.5 percent of the online shoppers prefer online products based on personal perception and a minimum of 3.7 percent of the online shoppers prefer online products based on the information through word of mouth.

Influence of ‘reference groups and popularity’ and ‘reputation of the web stores’ are the prime reasons for taking purchase decision through online. Further, shoppers tend to be more cautious while taking purchase decision through online.

**7.2.5 Shopping Impulsiveness**

Online shoppers make impulsive buying based on the availability of product, lowest price, convenience, easy payment options, discounts and offers and entertainment.

Based on the factors of shopping impulsiveness, it is found that 46.33 percent of the online shoppers are highly influenced by online shopping and they are called as ‘Erudite Shoppers’, 29.67 percent are influenced moderately and 24 percent are influenced with low level of online shopping hence, shoppers are named as ‘Mystery Shoppers’ and ‘Mechanical Shoppers’ respectively.

34.83 percent male shoppers are in the age group of 21-30 and they are highly influenced by shopping impulsiveness.

32.5 percent with graduation degree are highly influenced by shopping impulsiveness.

Students of 20.66 percent are highly influenced by shopping impulsiveness.
Family size of 4-6 members (23.5 percent) are highly influenced by shopping impulsiveness.

Clusters of shopping impulsiveness and demographic variables such as age, gender, educational qualification, occupation, family income, family size are not significantly associated with shopping impulsiveness.

The positive association exists among shopping impulsiveness and service quality, shoppers’ satisfaction, behavioural intention, problems in online shopping and shoppers’ expectation.

The ‘Erudite shoppers’ are highly influenced with shopping impulsiveness factors compared with the mystery and mechanical shoppers.

Gender, marital status, age, educational qualification, occupation and size of the family of the shoppers do not influence shopping impulsiveness.

Internet usage and amount, time spent on online shopping does not influence the shopping impulsiveness among online shoppers.

### 7.2.6 Service Quality

The study has indentified that service quality in online shopping includes various dimensions such as tangibility, reliability, responsiveness, assurance, empathy, shoppers’ protection, trust, prompt product delivery, e-loyalty and e-communication.

The three clusters formed as to service quality are Quality Seekers (46.50 percent), Reluctant Shoppers (37 percent) and Unambitious Shoppers (16.50 percent).
Male shoppers (35.16 percent), unmarried (30.16 percent) in the age group of 21-30 (31.33 percent) graduates (29.16 percent), and are students (21 percent), living in family size of 4-6 members (22.16 percent), having monthly income between Rs.10,0001 and Rs.20,000 (18.66 percent) are Quality Seekers.

The study found that there is no association existing between the clusters of service quality and demographic variables of online shoppers with regard to age, gender, marital status, educational qualification, occupation, family income and family size.

There is a positive association existing between the clusters of service quality and shoppers’ satisfaction, behavioural intention, problems in online shopping and shoppers’ expectation.

Clusters of quality seekers (27.2 percent), impulse shoppers (30.3 percent), arctic shoppers (19.3 percent) and the convinced shoppers (20.7 percent) are highly satisfied shoppers.

Demographic factors such as gender, marital status, age, educational qualification, family size, occupation and family income of the shoppers do not influence on service quality.

Internet usage, time and amount spent on online shopping do not influence on service quality.

7.2.7 Problems in Online Shopping

The online shoppers have encountered many common problems with respect to returning the product purchased from the e-retailers and non-verification of the product physically before purchasing.
The two major problems encountered by online shoppers are with respect to ‘returning the product purchased through the online shopping and ‘non-verification of the product physically before purchasing’.

Demographic profile of the online shoppers i.e., age, gender, marital status, educational qualification, occupation, family income and family size are not associated with the problems of online shopping.

There is a significant association existing between problems in online shopping and the expectation of online shoppers.

Internet usage, time and amount spent on online shopping does not influence any problem in online shopping.

7.2.8 Shoppers’ Expectation

Online shoppers expect the assurance of transaction security and confidentiality in maintaining their personal details.

Clusters of expectations of online shoppers and demographic variables of shoppers reveal that male shoppers (31.16 percent), unmarried (27.83 percent), age group of 21-30 (31.33 percent), graduates (25 percent) and students (18 percent), family size of 4-6 members (21.33 percent) and monthly income between Rs.10,0001-Rs.20,000 (18.16 percent) are optimistic shoppers and they are highly influenced by the factors of shoppers expectations.

Demographic profile of the online shoppers is not associated with online shoppers’ expectations.
Multiple regression analysis results reveals that expectation of the online shoppers are positively correlated with shopping impulsiveness, service quality, shoppers’ satisfaction, behavioural intention and problems in online shopping.

7.2.9 Shopper’s Satisfaction

- The shopping pattern of online shoppers is mostly influenced by the quality of website, information provided and visual rendering.

- Online shoppers are highly satisfied with packaging, product delivery system, discounts and offers, mode of payment, protection and security.

- 56 percent of the netizens are highly satisfied online shopping.

- Demographic profile of the online shoppers such as age, gender, marital status, educational qualification, occupation, family income and family size is not associated with shoppers’ satisfaction.

- There is significant association found among clusters of shoppers satisfaction, behavioural intention, problems in online shopping and shoppers expectation.

- The impulse shoppers with a maximum frequency of 224 (37.3 percent) are highly satisfied shoppers.

- Internet usage, time and amount spent on online shopping do not influence with the shoppers’ satisfaction.
7.2.10 Behavioural Intention

- Factor analysis depicts that site dependability, word of mouth, revisit intention and possession explaining as factors of behavioural intention of online shoppers.

- Based on behavioural intention shoppers are classified into meticulous shoppers (24.67 percent), impulse shoppers (58.33 percent) and mistrust shoppers (17 percent).

- Demographic profile of the online shoppers such as age, gender, marital status, educational qualification, occupation, family income and family size are not associated with behavioural intention.

- There is a positive association existing among the clusters of behavioural intention, problems in online shopping and shoppers’ expectation of online shopping.

- Family size of the shoppers is significantly influence with the behavioural intention.

- There exists high degree of positive relationship between behavioural intention of online shoppers and shopping impulsiveness, service quality and problems in online shopping.

- Access to the internet and number of times purchase through online influences the behavioural intention of the online shoppers.

7.2.11 Attitudinal Variance among the Online Shoppers

- Service Quality in online shopping is first ranked attitudinal variance among the online shoppers followed by behavioral intention and problem in online shopping. The fourth and fifth ranked attitudinal variances are shopping impulsiveness and
shoppers expectations respectively. The shoppers’ satisfaction is the least ranked attitudinal variance among the online shoppers.

7.3 SUGGESTIONS

- Online stores should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So online stores should devise the policies and strategies to attract more number of people in this segment in future also.

- There is still low level of computer accessibility and lack of awareness of online shopping even among the educated people. There is a barrier in experiencing online shopping. Hence, the online stores should walk extra mile to create awareness among the people and instill a sense of confidence about online shopping in the minds of the people.

- Online stores should have more risk reduction activities to bring more customers to the stores as risk could strongly deter consumers from shopping online. Hence, online stores should initiate steps on real time basis to mitigate the risk as for as practicable so as to have continued customers patronage.

- Online stores should improve consumers’ satisfaction through providing quality products, timely delivery and fulfill their expectations. Also the online stores should make their website easy to access and operate in a hazard-free manner.

- The study suggests that the Indian customers give most importance to security and privacy to generate trust. Hence, online stores should maintain secrecy and confidentiality in keeping
customers’ data base especially with regard to information of debit/credit card intact. At no point of time their privacy and security should be compromised.

- In order to attract and retain the customers, the sample of product displayed on the website must exactly tally with the product ordered. Based on the sample this is to be maintained all times by online stores. In case of inadvertent discrepancy taking place in this regard, customers should be adequately compensated for loss of time, energy and mental stress.

- People are averse to online shopping because there is a difficulty in returning the faulty products. Hence, the online stores should make necessary arrangements for replacing the faulty products with no loss of time.

- Online stores should load their websites with full of information in an attractive member about the clear display of products and services, authentication of safety and security and make a promise with pleasurable shopping experience in order to win over the minds and hearts of customers. This in turn, can stimulate impulsiveness on the part of even a netizen who casually views the websites of online stores without having any real intention of buying.

- One of the reasons for not doing online shopping is that there is less chance of making reasonable negotiations and bargaining. It has been found that Indian consumers are price sensitive. Hence, the price sensitive consumers do not take much interest in online shopping. So the online stores should allow considerable bargain for the customers through attractive offers and discounts but not at
the cost of quality of products and services.

- Most of the netizens feel that products available through online shopping are costly because of the shipping charges whereas in the traditional shopping there are no such charges. So, the online stores should make sound logistics at their own cost without passing on this burden to the customers.

- Online retailers should set up customer care centres at various points so that the customers can have their grievances redressed. Moreover the centres should be set up in such places where customers can access them very easily without wasting their precious times.

- Websites of online stores should be made more attractive and appealing to the buyer in order to retain the potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets into the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.

- Arrival of new brands do not reach to the notice of the customers often. So, the online stores should make concerted efforts in strengthening their advertising apparatus.

- The customer expects different quantity of package for all kind of goods. Hence, quality of package material is important for electrical products. The online shoppers have to keep this in mind while packaging such fragile goods.

- Customer relationship management needs to be paid attention, necessitating getting feedback from the customers regularly, only
to establish and maintain strong customer base for the online shoppers especially for food and beverages.

- The Government should strengthen the teeth and nails of legal framework very stringently so that online shopping frauds do not raise their heads time and again.

- In order to maintain the net neutrality, the government should provide a level playing field for all online stores to play their part fairly and legally. Online stores will not be allowed to sell the products and services at rock bottom prices at any single day to avoid pooling of customers through this kind of unfair means.

7.4 CONCLUSION

Online shopping in India is growing leaps and bounds and there is enormous potential in this space to tap with by online stores. As customers’ needs and wants for products or services are increasing rapidly, coupled with changing mind sets of the customers to go shopping online, it is the responsibility of the online stores to cater to these customers satisfactorily. This requires understanding the needs, preferences and attitudes of netizens towards online shopping. In this direction, a holistic effort has been made in this study meticulously to analyse and interpret the retail shopping consumers’ behavioural pattern. This study addressed this in a very comprehensive and fulfilling manner. The outcome of this research will act as a catalyst for all the stakeholders of the online shopping arena so that a situation can be created for all stakeholders to reap immense benefits with a tag of win-win situation for all.
7.5 SCOPE FOR FUTURE RESEARCH

Further research can be attempted in the following areas:

- Research can be done in problems and prospects of online shopping.

- A comparative study on the pros and cons of online shopping Vs. offline shopping can be attempted.

- Research can also be carried out by comparing the attitudes of shoppers of urban and rural areas.

- Research can also be carried out on brand equity of online stores among the netizens.