Chapter – V
Findings, Suggestions and Conclusion
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FINDINGS, SUGGESTIONS AND CONCLUSION

The present study focuses the aspects of online marketing at two dimensions. Initially, the aspects in e-marketing were discussed as per the view of the customers in online marketing. Secondly, the various aspects in e-marketing were examined with the view of the multi channel retailers. The specific objectives of the study are:

7. To study the E-Marketing strategies for development of business of Chennai retailers in order to increase their sales.

8. To study the relationship between Customer Satisfaction and Repeated Purchases and Increase in E-Sales.

9. To analyse the factors threatening website security for making online purchases by e-shoppers.

10. To find out the stage of life cycle of e-marketing in Chennai conditions.

11. To find the retailers’ Perception of the future of e-marketing.

12. To find out whether there is any association between demographic factors like age, educational qualification of consumers and opinion regarding online shopping, physical store presence of retailers doing online sales.

The sample survey method was followed to fulfill the objectives of the study.

The schedule was distributed to 520 consumers and they were included in the present study.

The retailers in Chennai doing online marketing were identified with the help
of popular web service provider namely Pronet, Satyam, Aircel and BSNL and also personally visiting shopping hubs like T.Nagar, Parrys Corner and various malls in Chennai. In total, 180 retailers responded to the schedule.

Two separate pre-tested schedules meant for consumers and retailers 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.

A.) FINDINGS FROM CONSUMER POINT OF VIEW
   I) DEMOGRAPHIC PROFILE OF CONSUMERS
      i. Age
         Maximum of respondents (37.8 percent) are in the age group of 31 to 40 years. So, it is revealed that most of the online shoppers are in the age group of 31 to 40 years which is considered as an energetic group open to innovative ideas and new trends.

      ii. Gender
         Majority of the respondents (57.3 percent) are male.
         This indicates that online shopping is patronized more by male consumers.

      iii. Marital Status
         Majority of consumers (67.7 percent) are married.

      iv. Educational Qualification of consumers
         Maximum number of respondents (32.9 percent) are graduates and there is no illiteracy among the respondents.
v. Occupation of consumers
Maximum numbers of respondents have salaried employment as their occupation (45.6 percent).

vi. Income of consumers
Maximum numbers of respondents have a monthly income of Upto Rs.20000 (37.1 percent).

vii. Opinion of consumers regarding online shopping in comparison to traditional shopping
Majority of the respondents (59 percent) feel that online shopping is better than traditional shopping.

viii. Opinion of consumers regarding physical store presence is required for a retailer doing online sales.
Majority of the respondents (75.2 percent) feel that physical store presence is required for a retailer doing online sales.

ix. Perception of the consumers regarding the future of e-marketing
Majority of the respondents (63.8 percent) feel that both traditional and online sales will co-exist in a balanced manner in future.

II) Findings based on Mean and SD regarding factor on consumer purchases

i. Points of Advantages
Convenience is ranked as the most important Point of Advantage since its mean score is
4.22 while Safe and secure option is ranked as the last factor at a mean score of 3.24.

ii. Important factor for deciding on E-shopping

Trusted Website Security Certificate is ranked as the most important Factor for deciding on E-shopping since its mean score is 4.50 while Ratings given by customers is ranked last with a mean score of 4.10.

iii. Products mostly purchased Online

Travel and Entertainment is ranked as the most important Product mostly purchased online since its mean score is 4.33. Purchase of Jewellery online is given less importance since it is ranked last with a mean score of 1.83 proving that consumers have strong inhibitions for purchase of jewellery articles through online methods.

iv. Factors Important for Choosing an Online retailer

Recommendation by Friends is ranked as the most important Factor for choosing an online retailer since its mean score is 4.29 while Co-marketing (partnering) is ranked last with a mean score of 3.13.

v. Factors threatening website security

Online Debit or Credit Card Fraud is ranked as the most important Factor threatening website security since its mean score is 4.50 while Wrong e-mail and contact address is ranked last with a mean score of 3.78.
vi. Factors to overcome Online threats and frauds
High penalty for cyber crime is ranked as the most important Factor to overcome Online threats and frauds since its mean score is 4.61 while Strengthening Website Design and Features is ranked last with a mean score of 4.43.

vii. Factors on Delivery and Return Policy
Prompt Delivery Pattern is ranked as the most important Factor on Delivery and Return Policy since its mean score is 4.63 while Matching Specification is ranked last with a mean score of 4.45.

viii. Factors regarding Trust building measures
Immediate response to Complaints is ranked as the most important Factor regarding Trust building measures since its mean score is 4.64 while Reduce Cyber Threats is ranked last with a mean score of 4.40.

ix. Factors on Customer Satisfaction and Repeated Purchases
E-products & e-services standards is ranked as the most important Factor on Customer Satisfaction and Repeated Purchases since its mean score is 4.14 while Readiness to give Word of Mouth Referrals is ranked last with a mean score of 3.72.
III) Findings based on t-test for significant difference between demographic profile and factor on consumer purchases

Significant difference between demographic profile like gender, marital status and factor on consumer purchases like Advantages, Important factors for deciding on e-shopping, Product Selection and Quality, Medium to choose Online retailer, Website Security, Remedial measures to overcome Online Frauds, Trust, Customer Satisfaction and Repeated Purchases, Perception of the future of e-marketing and Delivery and Return Policy are given below:

i. Gender and Factor on consumer purchases

There is a significant difference between male and female consumers with regard to Advantages, Important factors for deciding on e-shopping, Website Security, Remedial measures to overcome Online Frauds, Delivery and Return Policy, Trust and Customer Satisfaction and Repeated Purchases. But, there is no significant difference between male and female consumers with regard to Perception of the future of e-marketing, Product Selection and Quality and Medium to choose Online retailer.

ii. Marital Status and Factor on consumer purchases

There is a significant difference between Single and Married consumers with regard to Product Selection and Quality, Remedial measures to overcome Online Frauds, Delivery and Return Policy and Trust, Medium to choose Online retailer and Website Security. Both perceive good future for online shopping in future. But, there is no
significant difference between male and female consumers with regard to Perception of the future of e-marketing, Advantages, Important factors for deciding on e-shopping and Customer Satisfaction and Repeated Purchases.

IV) Findings based on one way ANOVA for significant difference between demographic profile and factor on consumer purchases

i. Age group and Factor on consumer purchases
One way ANOVA shows that there is a significant difference between Age Group of consumers with regard to all factors on consumer purchases namely Perception of the future of e-marketing, Advantages, Customer Satisfaction and Repeated Purchases, Important factors for deciding on e-shopping, Product Selection and Quality, Medium to choose Online retailer, Website security, Trust, Remedial measures to overcome Online Frauds and Delivery and Return Policy.

ii. Educational qualification and Factor on consumer purchases
One way ANOVA reveals that there is a significant difference between Educational Qualification of consumers with regard to all factors on consumer purchases except Medium to choose Online retailer and Customer Satisfaction and Repeated Purchases.

iii. Occupation and Factor on consumer purchases
One way ANOVA shows that there is a significant difference between Occupation of
consumers with regard to Medium to choose Online retailer, Website Security, Trust and Customer Satisfaction and Repeated Purchases, Product Selection and Quality and Remedial measures to overcome Online Frauds. Consumers pursuing various occupations feel positive about the future of e-marketing. But, there is no significant difference between Occupation of consumers with regard to Perception of the future of e-marketing, Advantages, Important factors for deciding on e-shopping and Delivery and Return Policy.

iv. Income of the consumers and Factor on consumer purchases
One way ANOVA shows that there is a significant difference between Monthly Income of consumers with regard to all factors on consumer purchases except Perception of the future of e-marketing and Product Selection and Quality. Consumers of all income groups feel optimistic about the future of e-marketing.

V) Findings based on the association between Demographic factors and other variables
The association between Demographic factors like age group, educational qualification and occupation and other variables like online Shopping is better than traditional shopping, physical store presence is required for a retailer doing online sales and perception of the future of e-marketing are analysed in this study. Chi square test shows the following:
i. **Age group and Online Shopping is better than traditional shopping**

There is an association between Age Group in years and consumers having opinion that Online Shopping is better than traditional shopping. Youth feel more confident about the goodness of online shopping than older consumers who are little apprehensive.

ii. **Educational qualification and Physical store presence is required for a retailer doing online sales**

There is an association between Educational Qualification and consumers having opinion that physical store presence is required for a retailer doing online sales. Qualified Youth feel that physical presence of a store would be an added advantage while shopping on the internet.

iii. **Occupation and Perception of the future of e-marketing**

There is an association between Occupation and Perception of the future of e-marketing. Majority of salaried customers, professionals, business people and others like housewife and retired people have the opinion that both online and traditional sales will co-exist in a balanced manner in future.

VI) **Friedman’s test shows the significant difference between mean ranks towards the Factors on consumer purchases**

i. **Points of Advantages**

There is a significant difference among mean ranks towards Points of Advantages. Based on mean rank, Convenience is ranked first with a mean value of 4.52 followed by other points of advantages. Lower prices is the last point and convenience is the leading point of advantage.
ii. Factors Important for deciding on E-shopping

There is a significant difference between mean ranks towards Factors Important for deciding on E-shopping. Based on mean rank, Trusted Website Security (4.48) is ranked first. Ratings given by Customers (3.37) is ranked last showing that consumers care less for other’s opinion while deciding on online shopping.

iii. Factors showing Products mostly purchased Online

There is a significant difference between mean ranks towards Factors showing Products mostly purchased Online. Based on mean rank, Travel and Entertainment (4.93) is ranked first. Jewellery (1.52) is ranked last proving that consumers are slightly apprehensive while purchasing high value jewels by online methods.

iv. Factors Important for Choosing an Online retailer

There is a significant difference between mean ranks towards Factors Important for Choosing an Online retailer. Based on mean rank, Recommendation by Friends (4.74) is ranked first. Co-marketing(Partnering) (2.65) is ranked last showing that consumers do not consider joint ads given by retailers very seriously for making purchase decisions.

v. Factors threatening website security

There is a significant difference between mean ranks towards Factors threatening website security. Based on mean rank, Online Debit or Credit Card Fraud (4.42) is ranked first. Wrong e-mail and contact address (3.02) is ranked last since consumers are less worried about the incorrect mail identity.
vi. Factors to overcome Online threats and frauds

There is a significant difference between mean ranks towards Factors to overcome Online threats and frauds. Based on mean rank, High penalty for cyber crime (3.72) is ranked first. Strengthening Website Design and Features (3.24) is ranked last since it is inherently done by all e-tailers at the time of entry into e-marketing.

vii. Factors on Delivery and Return Policy

There is a significant difference between mean ranks towards Factors on Delivery and Return Policy. Based on mean rank, Prompt Delivery Pattern (3.18) is ranked first. Matching Specification (2.78) is ranked last since the mismatch is slightly uncommon in this competitive e-marketing sphere,

viii. Factors regarding Trust building measures

There is a significant difference between mean ranks towards Factors regarding Trust building measures. Based on mean rank, Immediate response to Complaints (2.79) is ranked first. Reduce Cyber Threats (2.38) is ranked last since a consumer checks the website certificate and then only decides on an online retailer.

ix. Factors on Customer Satisfaction and Repeated Purchases

There is a significant difference between mean ranks towards Factors on Customer Satisfaction and Repeated Purchases. Based on mean rank, E-products & e-services standards (3.94) is ranked first. Readiness to give Word of Mouth Referrals (2.95) is ranked last since consumers will apply their own minds while deciding on online shopping weighing the pros and cons.
VII) Relationship between Factors on Consumer Purchases using Pearson’s Correlation Coefficient

a. Delivery and Return Policy and Trust

The Correlation Coefficient between Delivery and Return Policy and Trust is 0.691 which indicates a 69% positive relationship between Delivery and Return Policy and Trust. Hence, it is concluded that trust increases in the minds of consumers with proper delivery and return policy norms.

b. Trust and Customer Satisfaction and Repeated Purchases

The Correlation Coefficient between Trust and Customer Satisfaction and Repeated Purchases is 0.406 which indicates a 41% positive relationship. Hence, it is concluded that Customer Satisfaction and Repeated Purchases moderately enhance on account of Trust.

VIII) From the Model Fit summary table on consumer purchases, it is found that the calculated P value is 0.095 which is greater than 0.05 which indicates that the model is a perfectly fit one.

B. FINDINGS FROM RETAILER POINT OF VIEW

I) PROFILE OF RETAILERS

i. Number of years pursuing the line of business

Majority of the respondents (40.6 percent) are retailers doing retail business up to 10 years.
ii. Awareness of shoppers in Chennai regarding e-marketing

Majority category of the respondents (92.2 percent) feel that there is awareness regarding e-marketing among Chennai shoppers.

iii. Number of years pursuing Internet Marketing

Majority of the respondents (54.4 percent) are retailers between 4 to 6 years pursuing internet marketing.

iv. Stage of life cycle of e-marketing

Majority of the respondents (72.3 percent) feel that the life cycle of e-marketing is in medieval stage.

v. Age Group of consumers having more inclination towards online shopping

Majority of the respondents (62.2 percent) feel that the consumers belonging to the age group of 26 to 40 years have more inclination towards online shopping.

vi. Category of people interested in online shopping

Majority of the respondents (46.1 percent) feel that the Educated and Employed Youth consumers show more interest towards online shopping.
vii. Opinion of retailers regarding physical store presence is required for a retailer doing online sales.

Majority of the respondents (77.8 percent) feel that physical store presence is required for a retailer doing online sales.

viii. Rating of customers regarding online services

Majority of the respondents (54.4 percent) feel that the Rating of customers regarding online services is good in Chennai as per this study.

ix. Perception of the retailers regarding the future of e-marketing

Majority of the respondents (50.6 percent) feel that both traditional and online sales will co-exist.

II) Findings based on Mean and SD regarding factor on consumer purchases in the view of retailers

i. Factors of Convenience

Convenience is ranked as the most important Point of Advantage since its mean score is 4.63 while Lower prices is ranked as the last factor at a mean score of 3.20.

ii. Important factor Factors Important and convenient in E-Marketing for deciding on E-shopping
Trusted Website Security Certificate is ranked as the most important Factor for deciding on E-shopping since its mean score is 4.81 while Ratings given by customers is ranked last with a mean score of 4.12.

iii. Products mostly purchased Online

Travel and Entertainment is ranked as the most important Product mostly purchased online since its mean score is 4.63 while Jewellery is ranked last with a mean score of 2.53.

iv. Factors Important for Choosing an Online retailer

Social Networking Ads (Facebook, Blog) is ranked as the most important Factor for choosing an online retailer since its mean score is 4.73 while Co-marketing (partnering) is ranked last with a mean score of 3.30.

v. Factors threatening website security

Online Debit or Credit Card Fraud is ranked as the most important Factor threatening website security since its mean score is 4.66 while Wrong e-mail and contact address is ranked last with a mean score of 3.21.

vi. Factors to overcome Online threats and frauds

High penalty for cyber crime is ranked as the most important Factor to overcome Online threats and frauds since its mean score is 4.68 while Stringent punishments for cyber
frauds is ranked last with a mean score of 4.23.

vii. Factors regarding Trust building measures
Immediate response to Complaints is ranked as the most important Factor regarding Trust building measures since its mean score is 4.74 while Genuine Products and Discounts is ranked last with a mean score of 4.14.

viii. Factors on Customer Satisfaction and Repeated Purchases
Good Feedback on Social Networking Sites is ranked as the most important Factor on Customer Satisfaction and Repeated Purchases since its mean score is 4.53 while Increase in number of customers is ranked last with a mean score of 4.26.

III) Findings based on one way ANOVA for significant difference between Number of years doing the line of business and factor on Retailers

i. Number of years doing the line of business and factor on Retailers
One way ANOVA reveals that there is a significant difference between Number of years doing the line of business and factor on Retailers except Important and convenient in E-Marketing, Product Value and Range, Overcoming Online Frauds and increasing website security, Trust and Increase in E-Sales.
ii. Number of years pursuing Internet Marketing and factor on Retailers

One way ANOVA reveals that there is a significant difference between Number of years pursuing Internet Marketing and factor on Retailers except Overcoming Online Frauds and increasing website security and Increase in E-Sales.

iii. Stage of life cycle of e-marketing and factor on Retailers

One way ANOVA reveals that there is a significant difference between Stage of life cycle of e-marketing and factor on Retailers except Perception of the future of e-marketing, Convenience, Product Value and Range and Community Involvement and Awareness.

iv. Age Group having more inclination towards online shopping and factor on Retailers

One way ANOVA reveals that there is a significant difference between Age Group having more inclination towards online shopping and factor on Retailers except Overcoming Online Frauds and increasing website security and Increase in E-Sales.

v. Category of people interested in online shopping with respect to Factors on Retailers

One way ANOVA reveals that there is a significant difference between Category of people interested in online shopping and factor on Retailers except Convenience, Product Value and Range, Overcoming Online Frauds and increasing website security.
and Customer Satisfaction and Repeated Purchases.

IV) Findings based on t-test for significant difference between Shoppers in Chennai being aware of e-marketing and Physical store presence is required for a retailer doing online sales with respect to Factors on Retailers.

i. Shoppers in Chennai being aware of e-marketing and Factors on Retailers

There is a significant difference between awareness levels of consumers with regard to Website Security, Overcoming Online Frauds and increasing website security and Increase in E-Sales. But, there is no significant difference between awareness levels of consumers with regard to Perception of the future of e-marketing, Convenience, Important and convenient in E-Marketing, Product Value and Range, Community Involvement and Awareness, Trust and Customer Satisfaction and Repeated Purchases.

ii. Physical store presence is required for a retailer doing online sales and Factors on Retailers

There is a significant difference between physical store presence is required for a retailer doing online sales with regard to Perception of the future of e-marketing, Customer Satisfaction and Repeated Purchases and Increase in E-Sales.

But, there is no significant difference between physical store presence is required for a retailer doing online sales and Factors on Retailers with regard to Convenience, Important and convenient in E-Marketing, Product Value and Range, Community Involvement and Awareness, Website security, Overcoming Online Frauds and
V) Findings based on the association between Demographic factors and other variables

The association between variables like age group and physical store presence is required for a retailer doing online sales with relation to Rating of customers regarding online services. Chi square test shows the following:

i. Age group and Rating of customers regarding online services

There is an association between Age Group in years and Rating of customers regarding online services saying that Online Shopping is better than traditional shopping. Youth feel and matured adults feel more confident about the goodness of online shopping than older consumers who are little apprehensive.

ii. Physical store presence is required for a retailer doing online sales and Rating of customers regarding online services

There is no association between physical store presence is required for a retailer doing online sales and Rating of customers regarding online services.

VI) Friedman’s test shows the significant difference between mean ranks towards the Factors on Retailers

i. Factors of Convenience

There is a significant difference between mean ranks towards Factors of
Convenience. Based on mean rank, Convenience-24*7 is ranked first with a mean value of 5.06 followed by other Factors of Convenience. Lower prices is the last point and Convenience-24*7 is the leading point of convenience.

**ii. Factors Important and convenient in E-Marketing**

There is a significant difference between mean ranks towards Factors Important and convenient in E-Marketing. Based on mean rank, Trusted Website Security (5.32) is ranked first. Ratings given by Customers (2.95) is ranked last showing that consumers give more importance to website certificate while deciding on online shopping.

**iii. Factors showing Products Value and Range**

There is a significant difference between mean ranks towards Factors showing Products Value and Range. Based on mean rank, Travel and Entertainment (4.92) is ranked first. Jewellery (1.54) is ranked last proving that consumers are slightly apprehensive while purchasing jewels by online methods.

**iv. Factors Showing Community Involvement and Awareness**

There is a significant difference between mean ranks towards Factors Showing Community Involvement and Awareness. Based on mean rank, Social Networking Ads (Facebook, Blog) (4.89) is ranked first. Co-marketing(Partnering) (1.89) is ranked last showing that consumers rely more on social networking ads for making purchase decisions.
v. Factors threatening website security

There is a significant difference between mean ranks towards Factors threatening website security. Based on mean rank, Online Debit or Credit Card Fraud (5.25) is ranked first. Misleading bogus advertisement (2.34) is ranked last since consumers are not easily carried away by false propaganda through advertisements.

vi. Factors for Overcoming Online Frauds and increasing website security

There is a significant difference between mean ranks towards Factors for Overcoming Online Frauds and increasing website security. Based on mean rank, High penalty for cyber crime (4.47) is ranked first. Stringent punishments for cyber frauds (3.11) is ranked last.

vii. Factors regarding Trust building measures

There is a significant difference between mean ranks towards Factors regarding Trust building measures. Based on mean rank, Immediate response to Complaints (3.21) is ranked first. Genuine Products and Discounts (2.06) is ranked last since consumers their problems and queries to be sorted immediately.

viii. Factors on Customer Satisfaction and Repeated Purchases

There is a significant difference between mean ranks towards Factors on Customer Satisfaction and Repeated Purchases. Based on mean rank, Good Feedback on Social Networking Sites (3.32) is ranked first. Increase in number of customers (2.63) is ranked last since consumers are more connected and influenced by social networking sites.
ix. Factors on Increase in E-Sales

There is a significant difference between mean ranks towards Factors on Increase in E-Sales. Based on mean rank, Increase in Online Customers (6.29) is ranked first. Increase in Overseas customers (3.22) is ranked last. This shows retailers concentrate more on domestic online sales compared to overseas customers.

VII) Relationship between Factors on Consumer Purchases using Pearson’s Correlation Coefficient

a. Community Involvement and Awareness and Trust

The Correlation Coefficient between Community Involvement and Awareness and Trust is 0.681 which indicate 68 percentage positive relationship between Community Involvement and Awareness and Trust. Hence, it is concluded that trust increases in the minds of the consumers with the influence of social networking ads and awareness campaign messages.

b. Customer Satisfaction and Repeated Purchases and Increase in E-Sales

The Correlation Coefficient between Customer Satisfaction and Repeated Purchases and Increase in E-Sales is 0.581 which indicate 58 percentage positive relationship. Hence, it is concluded that Customer Satisfaction and Repeated Purchases brings an increase in e-sales for the retailers.

VIII) From the Model Fit summary table on consumer purchases, it is found that the calculated P value is 0.019 which is greater than 0.05 which indicates that the model is a perfectly fit one.
IX) Findings based on Discriminant analysis for retailers and consumers

The table suggests that Community Involvement and Awareness is best, followed by Customer Satisfaction and Repeated Purchases, Website Security, Product Value and Range, Overcoming Online Frauds and increasing website security, Convenience, Trust and Important and convenient in E-Marketing. Of the cases used to create the model, 154 of the 180 Retailer Factors related to E-Marketing (85.6 percent) are classified correctly. 426 of the 520 Consumer Factors related to E-Marketing (81.9 percent) are classified correctly. Overall, 83.7 percent of the cases are classified correctly based on their reliability for increasing the sales.

SUGGESTIONS

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

A.)TO CUSTOMERS:

1. E-shoppers should purchase from retailers who have trusted website security since the findings of the study state that customers choose a retailer based on their trusted website certificate.

2. The e-shoppers should check whether there is comprehensive contact information on the website before buying the online products & services. Customers should read the terms and conditions properly before making online purchases.

3. The customers should scrutinize the delivery and return policy carefully before making any high value purchases since that was found to be a major factor on deciding on an e-tailer.

4. Before buying from a new company, the shoppers have to evaluate
the website by considering issues such as the professionalism and user-friendliness of the site, whether or not the company lists a telephone number or street address along with e-contact information.

5. Customers can check on the product recommendation in Social Networking sites since this was found to be the most influential medium in attracting e-shoppers.

6. They have to ensure that the vendor address is protected with SSL when entering credit card information. In such cases, the address on the credit card information entry screen will start with "HTTPS" since cyber fraud was the most threatening factor preventing online purchases in this study.

7. To avoid all kinds of cyber threats like phishing, hacking and stealing of passwords, the customers should use strong passwords without any personal information.

8. The customers should check whether the retailers respond immediately to their complaints since it was found that trust was built due to this kind of action by e-tailers.

9. Majority shoppers felt that physical store presence of a multi channel retailer would be a boon for making product purchases by the online shoppers which are of high value since they could always go to stores in case of unsolved buying problems and faulty deliveries.

10. Since, service industry like travel and entertainment was ranked high, the shoppers can buy more services online compared to other products and durables.
B.) TO RETAILERS:

1. The important factors creating customer satisfaction and repeated purchases include Trust, Website Security and Immediate response to Customer Complaints. The retailers should build trust and engage in relationship marketing to increase their sales and profits.

2. Online debit and credit card fraud creates fear in the minds of shoppers and keeps them away from online shopping. The retailers should work with Government to enact laws to keep away fraudulent companies in entering the retail business.

3. The retailers should try to protect their customer safety and never disclose their personal information at any point of time.

4. The expectations of the young customers are differing from the elder customers. Hence, the retailers should focus on designing novel marketing strategies to satisfy the needs of these two different groups of customers.

5. Community involvement and awareness was the most important factor improving e-sales and hence the retailers should track their popularity by checking the social networking sites on a regular basis.

6. The retailers should concentrate more on retaining existing customers and get good online ratings. This would help in acquiring new customers. Increase in number of online customer improves e-sales volume and thereby increases the business profitability.

7. Physical store presence of a retailer adds increases the confidence and trust
levels of the consumers. Hence, multi channel retailers can effectively increase their online sales by maintaining websites with good navigation and support services.

8. The multi channel retailers dealing with services were found to be doing more business and hence they ensure that promised services are delivered as per the terms & conditions.

9. The retailers should immediately respond to customer complaints by having online support staff services and approachable grievance redressal cells.

10. In this study, it was found that educated youth were more interested in online shopping. Hence, the retailers should have good website design and navigation which offer hassle free purchase experience for the online shoppers.

C.) TO GOVERNMENT

1. The Government should educate the people about the various types of cyber crimes.

2. Cyber law safety tips should be intensively propagated by the Government Security Cell.

3. It should ensure effective implementation of cyber laws.

4. The Government has to punish the technologically versatile criminals by using the provisions of the cyber laws.

5. The Government should check the inflated discounts, offers and other promotional campaigns of the e-tailers which are not foolproof and practically
feasible.

6. The Government can set up a Fast track court for speedy trial of cyber fraud cases.

SCOPE FOR FURTHER RESEARCH

1. The comparative study on customer’s perception on online shopping in different states of India may be studied.

2. The study comparing online sales and traditional sales profitability with respect to any industry may be done in future.

3. There is further scope for analysing the methods of improving E-SCM (Electronic Supply Chain Management) to provide prompt and quick services in e-marketing.

4. The comparative study on performance of pure e-tailers and multi channel retailers could be researched in future.

5. A separate study on importance of trust building and customer loyalty in e-marketing could be undertaken in future.

6. The important hurdles and problems faced by e-shoppers may be elaborately studied in future.
CONCLUSION

The study based on primary data of selected retailers and e-shoppers was done to find out whether e-marketing strategies would increase the sales of Chennai retailers, whether there is relationship between Customer Satisfaction and Repeated Purchases and Increase in E-Sales, to analyse the factors threatening website security for making online purchases by e-shoppers and to find out whether there is any association between demographic factors like age, educational qualification of consumers and opinion regarding online shopping, physical store presence of retailers doing online sales.

The study shows that e-marketing strategy of creating more community involvement and awareness by giving social networking ads would increase the sales. Customer Satisfaction and Repeated Purchases has a positive correlation with Increase in E-Sales. Increase in Customer Satisfaction and Repeated Purchases will automatically lead to increase in E-Sales. By having prompt delivery and refund mechanisms, the retailers can create customer satisfaction and build trust in the e-shoppers’ mind.

Online debit and credit card fraud was the major factor threatening website security for making online purchases by majority of e-shoppers. The retailers can have a strong website security system with firewall protection to avoid misuse of data. Majority of the retailers feel that that the stage of life cycle of e-marketing in Chennai conditions is medieval and they perceive that it will mature soon with various promotional and awareness campaign initiatives. The majority of the retailers perceive that both
traditional and online sales will co-exist in future and there is a great role to be played by multi channel retailers in balancing both trades.

There is an association between age and attitude to make online purchases among the shoppers in Chennai. The youth falling in the age group of 26 to 40 years show more interest in shopping online. Therefore, the retailers should take steps to have well designed websites capturing the attention of these youth who comprised a majority. There is an association between physical store presence of retailers doing online sales and educational qualification of consumers in Chennai. The majority of the online shoppers are qualified youth. They feel that physical store presence would be an added advantage creating more confidence and security about the credentials of the retailer.

The increased use of Internet throughout India, more usage of smart mobile phones and the tech savvy online shoppers give a fillip to the e-tailing industry in India. Changing demographics with youthful India, changing lifestyles and exposure to the developed markets give a robust energy to this fledgling industry.

Online retail in India has seen rapid growth over the past one year with increasing population of shoppers on the internet. The confluence of increasing incomes, a growing online population, improving connectivity, and more businesses starting up on the net will lead to what would be “stupendous” year-on-year growth figures.

The retailers also need to understand that prompt delivery, genuine products, proper information and support guidance, clear cut return policies, secured payment methods for e-shoppers could go a long way in sustaining e-sales and find new customers barring
physical boundaries.

There are many great cyber citizens who use the Internet for positive change. Online communities are devoted to a positive social change which will drive the future into an era of e-tailing with paperless exchanges.

Online shopping is truly catching on in India, traditional brick and mortar stores are also getting the hand of doing business online. The trends demonstrate that traditional stores will keep on doing sufficient business while the online stores increase their virtual presence on the internet.

Even though, E-tail is growing, Mom-and-Pop stores will stay.

In the growing competition space, companies with good delivery services score points over others. Keeping in mind this kind of growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders.

Thus, it can be concluded that e-marketing improves the business for the retailers both online and offline. The tech savvy consumers prefer the convenience and 24*7 shopping facility offered by e-tailers. Thus, we can conclude that e-marketing is the backbone for any retail business development in order to stay fit and profitable in this competitive business world.