

# [4 of the study for online shoppers it](https://assignbuster.com/4-of-the-study-for-online-shoppers-it/)

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4 Implications of the study                                   The study has strategicand practical implications for online retailers, online shoppers, academiciansand researchers. The implications of the study are mentioned below 6. 4. 1 Implicationsof the study for researchers and academicians The study has implications foracademicians and research scholars in terms ofresearch scope in this area ofonline retailing. Although this research has addressed some major issues onconsumer behavior of online shoppers in Kerala, this field of research hasample opportunities for further explorations. Studies need to be conducted fromtime to time to track changes in the perception and behavioral patterns ofonline shoppers.

6. 4. 2 Implicationsof the study for online Shoppers  It was seen that the onlineshoppers in Kerala are not so aware about cash saving options like Cashback Sites, e-wallets , Reward points and card cashbacks. These options can save substantial money, ifused wisely. Hence price cautious shoppers of Kerala need to understand and usesuch cash saving options. It seems that, most of the Kerala online shoppers arenot using the online selling options.

Websites like OLX, Quikr, ebay etcprovides services to sell our used / unused items, and capitalizing on this opportunity, may help us to get rid of unwanted items and earn some money as well.   6. 4. 3 Implicationsof the study for online retailers Online shopping is appealing tothose consumers who seek price advantage, convenience and perceive greateradvantages in online shopping over shopping in traditional stores.

Marketersmust communicate consumers that online shopping can be convenient, safe andsimple to use and also saves money. It is found through this studythat online shoppers in Kerala are predominatelyMale, young and educated . Promotionalstrategies can be targeted like wise. There is also a need to promote onlineshopping among the other segments like mid and old age people, females and lesseducated peoples so as to increase the sales. Building online trust is anessential component for ecommerce companies to succeed in their endeavors, as transactionsare more impersonal and anonymous and this affects consumer’s purchaseintentions. Thus online retailers should build web sites that are not onlyuseful, secure and respect privacy, but are also trustworthy.

There should be apromise to safeguard personal information. There is a need for online retailersto develop a comprehensive privacy policy for their customers on the disclosureof personal information in order to lessen their concerns for privacy. Thereshould also be an option for customers to request for the removal of theirpersonal information from online retailer’s databases.

Credibility is extremelyimportant in online businesses as people buy mainly onthe basis of information given inthe websites. It is important to incorporate maximum information about the product, seller rating, Guarantee / Warranty, expiry date, Return / Refund Policy etc. Frequently asked questions (FAQ) canbe incorporated. More information on the security of consumer’s transactions, payment methods / policies, shipping and handling costs etc. should also begiven. It was seen that more than 85% of online shoppers in Kerala prefers to” Serach Online and buy online” . Hence, providing a provision to compare pricesand features with competing products becomes an important feature for onlineretailers to satisfy information needs .

In addition, online businesses can increase consumer’s confidence byincluding customer support options like email / Chat / Call / Call back, sothat consumers can easily communicate with the retailers. The study indicatedthat a Key factors that prompts to shop the desired product from a particularWebsite are better Customer Support and Website reputation To handle security and trustconcerns, etailers would offer Cash on Delivery (COD) options, Free Trailperiod, money back guarantees etc. These approaches would help reduce the fear buyingfrom a new website . Further association with rating agencies would help to gaintrust and acceptance. As the Internet users miss the opportunity to directlyjudge the quality of the merchandise, Option for experiencing the product, atleast for high value items will also reduce the perceived risk in purchasing ofa new item like jewelry.

Providing the opportunity to ‘ feel’ the product likeshowing three dimensional pictures and integrating online and brick &mortar operations are some other methods to build confidence. It can beconcluded that the design of the online store environment must be able todeliver higher levels of trust, which are associated with higher willingness toshop online.  It is important to reduce post-purchasedissonance and make customer do repeat purchase and to become even a regularonline shopper. After-sales service is also important.  Price, Offers and Discounts areone major criteria for consumers preferring to buy online. Appropriate offersshould be planned and to be communicated well. Since information search andsocial media usage are an important activity of respondents in the Internet andSearch Engine  , Social media areidentified as the major factors that prompts to identify a new website foronline shopping, targeted advertisements through Google and social medias canbe done effectively .

However , as the Promotional emails  , Blogs and SMS has comparatively less influence among shoppers  on identifying a new website , it can reduced. Willingness to customize is considered as an indication of company’sbenevolence and consideration of consumers’ needs and requirements.  As the usage of Mobile phones foronline shopping is increasing drastically, apps and appropriate contents formobile phones should be made available. It was found that one of the mainreasons for purchasing online was to buy thingsthat were not available in thenearby places.

. Another reason for purchasing online found was to tryinnovative products. As a result rare and innovative products could prove to beanother key to success for online retail outlets.

In the event of a problem withthe item as if the product received is not what the consumer ordered or whatthey expected, consumers are concerned with the ease with which they can returnan item for the correct one or for a refund. By providing superior return facilities, online retailers can encourage online shopper’s especially first time shoppersto do repetitive purchasing and may be able to convert them into loyal onlineshoppers.