

4 of the study for online shoppers it

Psychology, Behaviorism



4 Implications of the study

The study has strategic and practical implications for online retailers, online shoppers, academicians and researchers. The implications of the study are mentioned below.

6. 4. 1 Implications of the study for researchers and academicians
The study has implications for academicians and research scholars in terms of research scope in this area of online retailing. Although this research has addressed some major issues on consumer behavior of online shoppers in Kerala, this field of research has ample opportunities for further explorations. Studies need to be conducted from time to time to track changes in the perception and behavioral patterns of online shoppers.

6. 4. 2 Implications of the study for online Shoppers
It was seen that the online shoppers 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, if used wisely. Hence price cautious shoppers of Kerala need to understand and use such cash saving options. It seems that, most of the Kerala online shoppers are not using the online selling options.

Websites like OLX, Quikr, ebay etc provide 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 Implications of the study for online retailers
Online shopping is appealing to those consumers who seek price advantage, convenience and perceive greater advantages in online shopping over shopping in traditional stores.

Marketers must communicate consumers that online shopping can be convenient, safe and simple to use and also saves money. It is found through

this study that online shoppers in Kerala are predominately Male, young and educated. Promotional strategies can be targeted like wise. There is also a need to promote online shopping among the other segments like mid and old age people, females and less educated peoples so as to increase the sales. Building online trust is an essential component for ecommerce companies to succeed in their endeavors, as transactions are more impersonal and anonymous and this affects consumer's purchase intentions. Thus online retailers should build web sites that are not only useful, secure and respect privacy, but are also trustworthy.

There should be a promise to safeguard personal information. There is a need for online retailers to develop a comprehensive privacy policy for their customers on the disclosure of personal information in order to lessen their concerns for privacy. There should also be an option for customers to request for the removal of their personal information from online retailer's databases.

Credibility is extremely important in online businesses as people buy mainly on the basis of information given in the 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) can be incorporated. More information on the security of consumer's transactions, payment methods / policies, shipping and handling costs etc. should also be given. It was seen that more than 85% of online shoppers in Kerala prefer to "Search Online and buy online". Hence, providing a provision to compare prices and features with competing

products becomes an important feature for online retailers to satisfy information needs .

In addition, online businesses can increase consumer's confidence by including customer support options like email / Chat / Call / Call back, so that consumers can easily communicate with the retailers. The study indicated that a Key factors that prompts to shop the desired product from a particular Website are better Customer Support and Website reputation To handle security and trust concerns, retailers would offer Cash on Delivery (COD) options, Free Trial period, money back guarantees etc. These approaches would help reduce the fear buying from a new website . Further association with rating agencies would help to gain trust and acceptance. As the Internet users miss the opportunity to directly judge the quality of the merchandise, Option for experiencing the product, atleast for high value items will also reduce the perceived risk in purchasing of a new item like jewelry.

Providing the opportunity to ' feel' the product like showing three dimensional pictures and integrating online and brick & mortar operations are some other methods to build confidence. It can be concluded that the design of the online store environment must be able to deliver higher levels of trust, which are associated with higher willingness to shop online. It is important to reduce post-purchase dissonance and make customer do repeat purchase and to become even a regular online shopper. After-sales service is also important. Price, Offers and Discounts are one major criteria for consumers preferring to buy online. Appropriate offers should be planned and to be

communicated well. Since information search and social media usage are an important activity of respondents in the Internet and Search Engine , Social media are identified as the major factors that prompts to identify a new website for online shopping, targeted advertisements through Google and social medias can be done effectively .

However , as the Promotional emails , Blogs and SMS has comparatively less influence among shoppers on identifying a new website , it can be reduced.

Willingness to customize is considered as an indication of company's benevolence and consideration of consumers' needs and requirements. As the usage of Mobile phones for online shopping is increasing drastically, apps and appropriate contents for mobile phones should be made available. It was found that one of the main reasons for purchasing online was to buy things that were not available in the nearby places.

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

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