Chapter 5:

5. Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore our study has focused mainly on two research questions, i) what are factors that influence consumers to shop online and to see what factors are most attractive for Gotland online shoppers. ii) Who are online shoppers in terms of demography? We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Guinea.

We have also worked on demographic factors of online shoppers in Gotland, to see a correlation within demography factors such as Age, Income and Education; this will also give an insight to online retailers to see the online shopping attitudes within these demographic factors.

The findings that we have gained in this research are as follows; starting from demography the results of correlation results of age shows -0,7381 it indicated that there is a quite strong negative correlation between age and attitude to on-

line shopping, i.e. elderly people are not so keen to shop on-line. This will help online retailers to make strategies according to different age brackets. Correlation is also done on Education to see the trend of online shoppers with different education level, the results showed -0,95688 which is very high negative correlation between education and attitudes towards online shopping and would indicate that higher education makes on-line shopping less attractive. The correlation results between income and attitudes towards online shopping is very weak i.e. -0,1226 , it shows very weak relationship so we cannot conclude anything out of it. The second part of the analysis is done on factors influencing consumers to shop online. From the results we have concluded that the most influencing and attractive factor among four factors is website design/features with average score of 4,064 , following convenience that is second most influencing factor with average score 3,96 , time saving with average score 3,28 and security with average score 3,35 is also important, particularly the security concerns are very important while shopping online. Last but not least after analysing the additional comments made by 31 respondents out of total 100 sample size, we have found that low price, discount, feedback from precious shoppers, and quality of product and information are also considered to be important factors.

Recommendation:

It is hoped that this study will be able to stimulate future research interests in the area of E-commerce. It is recommended to include detailed website design to be evaluated by consumers in future. In order to reap the maximum benefits of future research, the website must have been improvised to include all the necessary features that have been discussed or even more. The potential participants can be invited to take part in the survey through the actual website so that they can evaluate and visualize the features, benefits, ease of use, security, trustworthiness and etc. with less bias but with more true perception and feedback. It also serves as an evaluation of the marketing strategy through the survey.

The ten factors and the diverse measures used by different studies indicate that online shopping is a multidimensional and multidisciplinary phenomenon. Our examination shows that different studies have different ways of operationalizing seemingly the same constructs. This methodological issue needs to be addressed in future research so that a validated instrument can be developed for measuring consumer online shopping attitudes and behaviour. There is also no consensus on the theoretical models employed to describe and predict online shopping attitudes and behaviour.

This lack of a common theoretical framework suggests the need to develop an integrative model of the phenomenon in order to promote systematic investigation of its components and the online shopping process. By identifying common elements and developing our model based on IS literature.