CHAPTER 7
RESEARCH FINDINGS, CONCLUSION & SUGGESTIONS

This chapter deals with findings, suggestions, as well as conclusion of the study.

FINDINGS

By Online Purchase and Age Cross Tabulation (as shown in Table 6.2), we can understand that respondent age with more than 25 but less than 35 more prone to use online purchase option. Table 6.3 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s age and online purchase is up to 5.2% out of 100%.

By Online Purchase and Gender Cross Tabulation (as shown in Table 6.5), we can understand that respondent gender with male more prone to use online purchase option. Table 6.6 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s gender and online purchase is up to 2.5% out of 100%.

By Online Purchase and Residential Cross Tabulation (as shown in Table 6.8), we can understand that respondent residential with rural more prone to use online purchase option. Table 6.9 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s residential area and online purchase is up to 2.7% out of 100%.

By Online Purchase and Experience Cross Tabulation (as shown in Table 6.11), we can understand that respondent experience with >1 – 2 more prone to use online purchase option. Table 6.12 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s experience and online purchase is up to 9.5% out of 100%.

By Online Purchase and Qualification Cross Tabulation (as shown in Table 6.14), we can understand that respondent qualification with P.G. more prone to use
online purchase option. Table 6.15 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s qualification and online purchase is up to 8.4% out of 100%.

By Online Purchase and Income Cross Tabulation (as shown in Table 6.17), we can understand that respondent income with >20 - 30 more prone to use online purchase option. Table 6.18 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s income and online purchase is up to 3.7% out of 100%.

By Online Purchase and Occupation Cross Tabulation (as shown in Table 6.20), we can understand that respondent occupation with service more prone to use online purchase option. Table 6.21 gives the details of Phi Correlation, Cramer’s V and Contingency Coefficient values. Here association between respondent’s occupation and online purchase is up to 9.9% out of 100%.

By Gender & Online Purchase Chi-square Contingency Details (as shown in Table 6.23) research statistics shows that $\chi^2_{\text{cal}}$ is greater than $\chi^2_{\text{tab}}$. So, null hypothesis $H_0$ is rejected, means gender is a dependent factor for an online purchasing mode.

By Age & Online Purchase Chi-square Contingency Details (as shown in Table 6.26) research statistics shows that $\chi^2_{\text{cal}}$ is greater than $\chi^2_{\text{tab}}$. So, null hypothesis $H_0$ is rejected, means age is a dependent factor for an online purchasing mode.

By Qualification & Online Purchase Chi-square Contingency Details (as shown in Table 6.29) research statistics shows that $\chi^2_{\text{cal}}$ is greater than $\chi^2_{\text{tab}}$. So, null hypothesis $H_0$ is rejected, means qualification is a dependent factor for an online purchasing mode.

By Occupation & Online Purchase Chi-square Contingency Details (as shown in Table 6.32) research statistics shows that $\chi^2_{\text{cal}}$ is less than $\chi^2_{\text{tab}}$. So, null hypothesis $H_0$ is accepted, means occupation is an independent factor for an online purchasing mode.
By Residence & Online Purchase Chi-square Contingency Details (as shown in Table 6.35) research statistics shows that $\chi^2_{cal}$ is higher than $\chi^2_{tab}$. So, null hypothesis $H_0$ is rejected, means residential area is a dependent factor about the use of internet medium where type of internet access is affected by the residential area.

By Work Experience & Online Purchase Chi-square Contingency Details (as shown in Table 6.38) research statistics shows that $\chi^2_{cal}$ is greater than $\chi^2_{tab}$. So, null hypothesis $H_0$ is rejected, means work experience is a dependent factor for an online purchasing mode.

By Income & Online Purchase Chi-square Contingency Details (as shown in Table 6.41) research statistics shows that $\chi^2_{cal}$ is greater than $\chi^2_{tab}$. So, null hypothesis $H_0$ is rejected, means an income is a dependent factor for a online buying frequency.

By Age & Marketing Type Preference Chi-square Contingency Details (as shown in Table 6.44) research statistics shows that $\chi^2_{cal}$ is greater than $\chi^2_{tab}$. So, null hypothesis $H_0$ is rejected, means age is a dependent factor for a preference of marketing particular marketing type.

By Gender & Marketing Type Preference Chi-square Contingency Details (as shown in Table 6.47) research statistics shows that $\chi^2_{cal}$ is less than $\chi^2_{tab}$. So, null hypothesis $H_0$ is accepted, means gender is an independent factor for the preference of particular type of the marketing.

By Age & eMarketing Trust Chi-square Contingency Details (as shown in Table 6.50) Research statistics shows that $\chi^2_{cal}$ is greater than $\chi^2_{tab}$. So, null hypothesis $H_0$ is rejected, means age is a dependent factor for the trust on eMarketing transactions.

By McNemer Test Statistics (as shown in Table 6.54) point probability is 0.05 and its less than 0.5 mean null hypothesis is accepted and alternate hypothesis is rejected. It means there is no difference in e-buying preference and personal buying preference; more or less both are same.
By McNemar Test statistics (as shown in Table 6.57) which point probability 0.046 and its less than 0.5 mean null hypothesis is accepted and alternate hypothesis is rejected. It means there is no difference in e-catalog and catalog preference; more or less both are same.

By Wilcoxon Signed Rank Test Statistics (as shown in Table 6.60), value of Z is -2.166 and p-value is .030 which is less than .05 mean null hypothesis is accepted but alternate hypothesis is rejected. It means E-purchasing option and traditional purchasing option are not same in preference and independent of each other.

By ANOVA – Online Shopping Factors Analysis (as shown in Table 6.64) here observed value of $F_{cal}$ ratio value is much higher than tabulated value of $F_{crit}$ ratio. It means null hypothesis is rejected and alternate hypothesis is accepted. I can conclude that there is a significant difference among the selected factors. It means all these factors don’t remain same in deciding online purchase preferences.

By the Descriptive Statistical Analysis of Factor Analysis (as shown in Table 6.90), I have found that respectability of product is the most important variable that influences customers to buy the product through online option. It has the highest mean of 4.54.

By the Total Variance Explanation of Factor Analysis (as shown in Table 6.92), I noticed that the first factor Operational Easiness accounts for 70.090% of the variance, the second Safe & Fast Online 18.770% and the third Online Operational Excellence 11.141%. All the remaining factors are not significant.

By the Scree Plot of Factor Analysis (as shown in Chart 6.42), It can be seen that the curve begins to flatten between factors 3 and 4. Also that factor 4 has an Eigen value of less than 1, so only three factors have been retained.

By the Rotated Component (Factor) Matrix (as shown in Table 6.94), I found that convenience & save time, and ease of product price and quality comparison are substantially loaded on Operational Easiness Factor (Component) 3 while personal privacy & security, all time shopping accessibility, promotion & advertisement, and shorter delivery time are substantially loaded on Safe & Fast Online Factor (Component) 2. All the remaining variables transaction security, product price & quality, after-sales service, variety of global product, consumer review availability and website provide sufficient product information are substantially loaded on Online Operational Excellence Factor (Component) 1.