CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter is to express the findings and conclusions of the study based on statistical tools are applied to analyze the data. It includes the result of each and every tables and tests.

5.1 FINDINGS

The following are the major findings of the study:

- Majority of the respondents are male (65%) who are married (66%) and belonging to the age group of 25 to 35 years (70%).

- Among the total respondents of the study, the majority of the respondents (40.5%) have their family size as four.

- It has been observed that the majority of the respondents (48%) are qualified with a post graduate level of education.

- On an average of 52% of the respondents are private employees.

- Majority of the respondents (45%) are having annual income between 3 lakhs to 4 lakhs.

- Based upon the study, the majority of the respondents (36.5%) access Internet from their home.

- It is understood from the table, that majority of the respondents (48%) are spending less than two hours per day to access Internet.
OBJECTIVE 1: TO STUDY THE FACTORS INFLUENCING THE CONSUMERS’ PREFERENCE FOR ONLINE SHOPPING

- Majority of the respondents (55%) are influenced to purchase products and services through online as per their own decision.

- It is observed that the majority of the respondents (69%) are using credit card or debit card for their payments to shop online.

- Chi-square test reveals that, the gender, age group and family members of the respondents have significant influence on the frequency of the purchase of products and services through online.

- The study also reveals that the educational level, occupation, annual income, time spent and internet access of the respondents have been influenced over the frequency of the purchase of products and services through online.

- ANOVA test shows that the age, marital status, family members, educational qualification, occupational level, annual income and internet access have significant difference on their pre-purchase decision making factors towards shopping online.

- ANOVA test reveals that the age, marital status, family members, educational qualification, occupational level and time spent on internet have significant differences upon their on-purchase decision making factors towards purchasing products and services in online.

- ANOVA test indicates that the age, marital status, family members, educational qualification, occupational level, internet access and time spent on internet have significant differences upon their post-purchase decision making factors towards online shopping.

- ANOVA test shows that the irrespective of the gender, age, marital status, family members, educational qualification, annual income,
internet access and time spent on internet have significant differences upon their other decision making factors towards online shopping.

**OBJECTIVE 2: TO ASSESS THE ATTITUDE OF CONSUMERS’ TOWARDS ONLINE SHOPPING**

- The study reveals that the gender, age, marital status, family members, educational qualification, occupational level, annual income, internet access and time spent on internet have significant difference upon their attitude score for making purchases online.

- ANOVA test shows that the age, marital status, family members, educational qualification, occupational level, internet access and time spent have significant difference upon their advantage of physical purchase towards online shopping.

- The study indicates that the gender, age, marital status, educational qualification, occupational level and time spent on internet have significant difference upon their value for money for purchase of products through online.

- ANOVA table results indicate that the age, marital status, family members, educational qualification and occupational level has significant difference upon their competitive price towards online shopping.

- From the study, it reveals that the age, marital status, family members, educational qualification, occupational level, annual income and time spent on internet has significant difference upon their money savers towards online shopping.

- The test results concluded that the gender, age, marital status, family members, educational qualification, annual income, internet access and time spent on internet has significant difference upon their single
click shopping convenience score of respondents towards online shopping.

- The factor analysis helps to identify five factors/ statement instead of concentrating on fifteen factors/ statements such as Advantage of physical purchase, Value for money, Competitive price, Money savers and Single click shopping convenience for studying about the attitude of online purchasing system.

- The regression analysis concluded that the age, family members, pre-purchase decision score and post purchase decision score had a positive effect on the attitude score towards online shopping whereas the other factors have a negative effect on the attitude. However independent variables like educational qualification, time spent on internet, pre-purchase decision score and post purchase decision score had significantly affected the consumer attitude as indicated by T-test results.

**OBJECTIVE 3: TO ANALYZE THE CONSUMERS’ SATISFACTION TOWARDS ONLINE SHOPPING**

- ANOVA table shows that the marital status, age, family members, educational qualification, occupational level, annual income and time spent on internet has significant difference upon their online shopping satisfaction score towards online shopping.

- It is observed from the study, the gender, marital status, age, family members, educational qualification, occupational level, annual income and time spent on internet has significant difference upon their product knowledge towards online shopping.

- ANOVA test reveals that the age, family members, educational qualification, annual income, internet access and time spent on internet have significant differences upon their secured transaction towards online shopping.
Irrespective of the age, family members, educational qualification, occupational level, annual income and internet access has significant difference upon their personalized attention towards online shopping.

ANOVA test reveals that the age, family members, educational qualification, occupational level, annual income and time spent on internet has significant difference upon their reliability score towards online shopping.

The table results indicate that the gender, age, marital status, family members, educational qualification, occupational level and annual income has significant difference upon their service support towards online shopping.

The factor analysis helps to identify five factors/ statement instead of concentrating on fifteen factors/ statements such as product knowledge, secured transaction, personalized attention, reliability and service support for studying about consumer satisfaction towards online purchasing system.

Regression Analysis concluded that, the gender, family members, educational qualification, pre-purchase frequency score, on-purchase frequency score and other purchase decision factors had a positive effect on the consumer satisfaction whereas the other factors has a negative effect on the satisfaction level. However independent variables like gender, educational qualification, purchase frequency score, pre-purchase decision score, on-purchase decision score and other factors score had significantly affected the consumer satisfaction level.

It is concluded from the cluster analysis, the respondents who formed Cluster one can be termed as moderators based on their attitude, satisfaction and decision scores, and the members in Cluster two who have higher centre values in most of the factors can be termed as
shopping specialists and the Cluster three members can be regarded as novice (new entrants), considering their scores in decision, attitude and satisfaction factors.

OBJECTIVE 4: TO STUDY THE PROBLEMS FACED BY THE CONSUMERS’ TOWARDS ONLINE SHOPPING

- Majority of the respondents (68.33%) have shown a lack of interest repurchasing the products and services through online.

- It is observed from the study, majority of the respondents (10.88%) stated their non willingness of purchases through online because of lack of security on online payments and other factors have less similarity. So the online vendors and service providers to protect the consumers with precautionary measures will help to increase the online purchasers.

- It is observed from Kendall’s coefficient of concordance; among the various factors considered, the majority of the respondents have faced theft of credit card and private information. Difficulty to contact seller is the lowest problem that is faced by the respondents during the purchase of products through online. The other factors mentioned in the above table shows that, the value of ‘W’ is very low similarity between the factors. It is found that internet access and time spent on the internet have significant influence on the re-purchase of products and services through online and other personal factors are not significant.

- Chi-square test reveals that, the gender, age, marital status, family members, educational level, internet access and time spent on internet have significant influence on the re-purchase of products and services through online purchasing system.

- The majority of the respondents (26.34%) have suggested that, to improve good security measures for the online payment system and
50.16% respondents have felt that future stream of purchase of goods and services will be online only.

5.2 SUGGESTIONS

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers.

These suggestions are as follows:

- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.

- Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.

- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.

- One of the major drawbacks that the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product. This will create a good website reputation and repurchasing power of the respondents.

- The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of product.
• The corporate vendors and other types of online vendors should start service centers in all major cities. In case of foreign companies, they should direct the nearest service centers. This could help to rectify the consumer problem within a short span of time. This will create consumer confidence on online vendors and service providers.

• Due to the technological development the service providers should implement new innovative ideas to display information about the product. Now-a-day’s 360 degree method is mostly helpful to know about all the position of the product. This method will help to create confidence about the product. So all the service provider’s should implement these kinds of innovative methods.

• Website design and quality creates a positive impact on online shopping satisfaction. So the vendor companies should concentrate more on the designing part of the websites.

• In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before despatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents.

• Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to consumers as how to order the product online.

• Majority of the users among higher income groups shops online only. But in India middle income and low income groups are very high. So the online marketers can concentrate on innovative ideas to increase
online business through middle and low income group. This will be possible only through price fixation of the product based on this group.

- Online shopping follows international market standards and do not know about the local market standard. So the online vendors should introduce the products according to the local market standard. This will help to increase consumers buying pattern and help the vendors to increase the sales.

- The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.

- The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

- Even though the consumers have a basic knowledge about online shopping, they are unable to implement it because the language becomes a barrier. Developing regional language oriented websites would help new comers to enhance their knowledge and also to increase the online purchasers.

- Most of the Indian consumers are traditional buyers with long term usage behaviour. But most of the buyers of online shopping products are in the nature of short term product users. Hence, it is suggested that the vendor can concentrate on offering more of durable products with guarantee.
5.3 CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today’s world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce.

E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

Coimbatore city population is highly tech savvy and the city is doted with the firms of many successful entrepreneurs. Hinterland has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

==========