CONCLUSION AND FUTURE SCOPE

- 6.1 Conclusion

- 6.2 Further Scope of the study
6.1 CONCLUSION

This study conducted in Agar district which cover 6 tehsils. The tehsils (Etmadpur, Agra, Kiraoli, Kheragarh, Fatehabad and Bah). The headquarters of the district is Agra city. This district consists of 15 blocks, namely Etmadpur, Khandauli, Shamshabad, Fatehabad, Jagner, Kheragarh, Saiyan, Achanera, Akola, Bichpuri, Fatehpur Sikri, Barauli Ahir, Bah, Pinahat and Jaitpur Kalan.

For completing the research part researcher select a sample size of 402 Respondent (198 rural and 208 urban) from homemaker, mall’s visitors, rural area, college and universities that are operated in Agra district, Uttar Pradesh.

To test the hypothesis and for the analysis of collected data the researcher used convenient simple random sampling and various statistical tools like mean, standard deviation T test and anova were used with the help of SPSS.

In this study only those respondent covered whose involved or doing online shopping because this research is completely based on those consumer who do online shopping.

This study infers that Most of the respondent knowing about online shopping through mass media weather they belong to rural area or urban area.

It also state that online shopping growing very fast by last five year in urban area as well as rural area but in rural area the user of online shopping is growing very fast by one year.

The above analysis explains that most of the respondents whether they belong to urban area or rural area are doing online shopping on monthly basis and occasionally more but as compare with urban area the respondents of rural area doing online shopping occasionally.

The respondent opinion on this statement ‘would you like to recommend other to do shopping from online sources?’ it shows the perception of respondent somewhere same in rural area and urban area but as compare with urban area the respondent of rural don’t want to recommend other people to do online shopping.

For doing online shopping most of the respondent choose Flipkart and Amazon for shopping in rural area as well as urban area. It said that at the time of choosing online shopper for shopping respondents think same whether they belong to rural area or urban area.
The above study assess the significance of difference of consumers’ perception towards various factors (Risk, Delivery time, Awareness, Interest, Convenience, Charges, Price, Offer, Disputes, and Privacy) of online shopping on the basis of consumer attributes such as age, occupation, income, qualification, gender”

The above study indicates that there is no significant difference in consumers’ perception towards various factors of online shopping on the basis of age of consumers. It stated that the respondents whether they belong within the age group or between the age group his perception towards online shopping is same.

It infers that the respondents whether they belong within the group or between the groups of occupation his perception towards online shopping is same except these three factors as delivery time, charges, offer, towards these three factor consumer perception is differ to each other.

It explain that the respondents whether they belong within the group or between the groups of income his perception towards online shopping is same except this one factors as charges, towards this one factor consumer perception is differ to each other.

It indicate that the respondents whether they belong within the group or between the groups of qualification his perception towards online shopping is same except this one factors as charges, towards this one factor consumer perception is differ to each other.

It infers that the respondents whether they belong within the group or between the groups of gender his perception towards online shopping is same except this one factors as privacy, towards this one factor consumer perception is differ to each other.

The forth objective is ‘to analyze impact of consumer attributes on various factor of online buying behavior of consumer’.

The impact of consumer attributes on risk is that higher age, higher occupation, lower education and lower income group of consumers’ perception towards the online shopping risk are likely to result in low risk consumers.

The impact of consumer attributes on delivery time that higher age, higher occupation, higher income, and lower education towards the online shopping delivery time are likely to result in aggrieved consumers with delivery time.
The impact of consumer attributes on **awareness** that higher age, higher occupation, higher income, and higher education towards the online shopping awareness are likely to result in less awareness consumers.

The impact of consumer attributes on **interest** that lower age, lower occupation, higher income, and higher education towards the online shopping interest are likely to result in high interest consumers.

The impact of consumer attributes on **convenience** that higher age, lower occupation, lower income, and higher education towards the online shopping interest are likely to result in convenience consumers.

The impact of consumer attributes on charges that higher age, higher occupation, higher income, and lower education towards the online shopping charges are likely to result in aggrieved consumers with charges.

The impact of consumer attributes on **Price** that higher age, higher occupation, lower income, and lower education towards the online shopping price are likely to result in aggrieved consumers with Price.

The impact of consumer attributes on **offer** that higher age, higher occupation, lower income, and lower education towards the online shopping offer are likely to result in aggrieved consumers with offer.

The impact of consumer attributes on **disputes** that lower age, lower occupation, higher income, and lower education towards the online shopping dispute are likely to result in presence of disputes with customer.

The impact of consumer attributes on **Privacy** that lower age, lower occupation, higher income, and lower education towards the online shopping privacy are likely to result in aggrieved customer with Privacy.

The researcher has completed the study in six different chapters.
6.2 FURTHER SCOPE OF THE STUDY-

The Researches meant to discover new realms, and hence research in any area is not limited to finding single or multiple aspects. It is an ongoing procedure which always unlocks new models for future events. The current study also was also limited in terms of area of the city, consumer’s attributes and factors of the study.

The researcher has proposed the number of aspects which can be considered for further research on the basis of the experiences he had and the research he had undergone-

i. The current study was limited to Agra district, it can be expanded to different cities or villages of India to ascertain better phase of online shopping.

ii. Further research can be carried out in different E-shopper for better availability of resources and time.

iii. In future, researcher himself wishes to extend his study across Indian subcontinent.

iv. This study may help government / e-shopper, for making a better polices, rules and regulation which protected and beneficiary for consumer.

v. The other studies regarding online shopping how can be rectified in Agra district can be undertaken by future researchers.

vi. The study can be done on other consumer attributes which affect the online shopping behavior of consumer which may include Motivation, satisfaction and company image etc.

vii. This study a also can be done on some electrical, furniture and some accessories which sell on online web site.

viii. In future this can extended to the post purchase behavior of consumers.

ix. This study can be done only on rural area of different places with some different attributes and factor.