6.1 Summary

There are a number of factors influencing the online buying behavior of the consumers. However, the researcher will try to identify the main factors affecting the online buying behavior and will, therefore, try to limit this to a few in order to be able to investigate the effect on the online buyers. Within the field of consumer behavior, there are many theories and models that identify the consumers. This research will limit itself to identifying the consumer through his/her consumer characteristics and the consumer buying process.

There are various factors that influence the conduct of online shoppers in Pune’s business sector. But in this research, the primary center is to study the conduct of the shoppers during the time spent buying from online stores. There are numerous speculations and models that distinguish the shopper. This exploration is constraining itself on the situation to recognize customer conduct variables in the purchasing procedure online in Pune. Buyer conduct would be changed by of merchandise and items. In this manner, distinctive components have diverse significance in the eye of customer in view of value and sorts of items. Consequently, this research limits itself just to shopper conduct in web shopping in Pune City.

6.2 Findings

1. Regardless of being a developing country, India has shown a considerable growth in E-Commerce industry in past two to three years. Though the Indian online market is far behind the matured
markets such as the US and the UK, it has been growing at a fast pace.

2. According to the survey report by IAMAI and IMRB International, the E-Commerce industry in India reached a value of INR 81,525 crore (US$13.5 billion) in 2014 and it is likely to Cross $16 Billion In 2015 which creates an interest in researchers to study the behavior of Consumers' towards the online shopping

3. From the analysis study it's gotten to that on-line purchasing is in style among the guys as in Pune most on-line purchasing was finished by males with 64.06% and dominant part of the respondents were youthful; matured between 20 to 30 years with 86% weightage and wage appropriation fell into yet 30k as lower financial class while lion's share of the respondent are instructed and have done graduation.

4. Online shopping is getting prevalent among the youthful era as they feel it more agreeable, efficient and helpful. It is investigated from the survey that when a shopper makes a mind purchase online he or she is influenced by various components.

5. Major crucial factors distinguished are the best price, convenience and time saving. The best price factor with 46.88% is prominent among Pune individuals in light of the fact that by and large in online markets costs are lower as against the physical markets. Individuals look at costs in online stores and after that survey all inputs and rating around an item before making the last choice of item and choice.

6. The main obstruction during the time spent internet shopping is the Low Trust level with 23.70%. Individuals are hesitant to share their own data and money related data on the web.
7. Second the most well known obstruction is the security of payment (20.83%) and refund policy (17.45%) in this way, merchants need to make appropriate techniques to expand the buyer's level of trust on them.

8. Also, it has been found that factors like Product review with 36.72% and facility of comparing the description & price of a product online (22.66%) help the consumer to understand which product is fitting to best of his or her own need.

9. Pune is also known as the “oxford of east” where the young crowd is more as compare to any part of India and today's youth is savvy, regarding information technology and shopping both from hedonic and utilitarian points of view. It has been found that almost 49.74% of the shoppers buy online frequently at least once in a month which is a huge amount of percentage and E-tailers can adopt more strategies to attract this youth towards their E-shops.

10. It is also found that buyers get influenced by the attractive deals, offers and coupons towards online shopping.

11. It has been found that around 85.42% of the shoppers prefer to by experience good such as clothes and search goods like software, CDs, mobile and electronic goods.

12. It has been found that there is an internal consistency among the item used to comprise consumer factor, marketing factor, and Technology factor with respect to all the demographic factor

13. It has been found that there is a significant difference between age & technology experience and Education & technology experience between the online buyers whereas there is no significant difference between gender & technology experience and income & technology experience between the online buyers.
14. It has found that there is a significant difference in intention to purchase on the internet between (internet buyers and non-buyers).

15. It has been found that there is a significant difference in attitude towards the theoretical factors for consumer factor and marketing factor is accepted.

16. It has been found that 59.64% online buyers visit one to three stores before making the actual purchase.

17. It has been found that 44.79% of consumers buy an online product which is referred by their friends/family members.

18. It has been found that 45.83% of consumers buy online after seeing the online advertisement.

19. It is observed that 51.82% of shoppers visit retail stores before making online purchase.

20. It is found that the longer online shopping duration lies between 1 to 5 years and which is 60.16%.

21. It has been found that around 94.79% of online shoppers holding education qualification between Undergraduates and Masters.

22. It has been found that 79.20% of the online shoppers discussed with their friends and family about the online purchased product.

23. Almost 57% of online shoppers buy from the reputed companies’ website. That means company reputation is one of the crucial factors in consumers online buying behaviour.
24. There are 69.53% of online shoppers who believes that they get more choice of variety on the internet than that of mortar and bricks retailers.

25. Promotion and branding are one of the important key features which makes a huge difference in customers’ online buying behaviour. Almost 45.31% online shoppers agreed with this statement.

26. Online shoppers are very much concerned about the delivery time and the fees charged for online purchase. About 66.93% of the shoppers say that it is very important for them.

27. Post sale service and return policies play very important role in consumer’s online buying behavior. The majority of the shoppers (74.22%) give very much importance to the merchant’s product return policies.

28. E-tailors website’s easiness, attractiveness and user-friendliness process attracts many consumers towards it and increase the chances of impulsive buying.

29. In today’s digital world everyone likes to use the advanced technology and same has been reflected in our studies. Almost 96.09% of consumers are interested in making online purchase repeatedly as it saves their time, money and it very convenient for them.

30. Youngsters do prefer more online shopping because they are risk takers and know the process of online shopping whereas the old age persons are risk averse and like shopping from the mortar and brick retailers.

31. Ability to use the internet makes online shopping more attractive. Their ease, awareness and experience in using the internet also put them in a better position to identify and take advantage of online shopping.
32. Online shopping though in the beginning stages in India was seen as a simpler way of shopping as compared to other ways available. The users can just place an order and pay cash on delivery. But, in last few years, this area has witnessed tremendous growth and thus earned popularity. Online shopping is now modified, customized to a large extent and has enthralled many customers.

33. Today, on-line buying has become a trend in Republic of India and also the reason behind the adoption of this system lies in the technological developments that allow user to be online simply, engaging on-line websites, user-friendly interface, large on-line stores with new fashion, straight toward payment strategies (i.e. secure pay on-line via payment gateways such PayPal or cash-on-delivery), no bound on quantity and quality, one can opt for the things based on size, color, price, etc.

34. Regardless of being a developing country, India has shown a substantial growth in E-Commerce business in past 2 to 3 years. Although the Indian on-line market is much behind the matured markets like the US and also the Britain, it's been growing at a quick pace.

35. Additionally, advertisement strategies like periodic offers, discounts, coupons, referral systems, straight forward returns or 30-days return guarantee, 1-7 days delivery time, etc. has spurred the online buying trade.

36. The Key drivers of in Indian E-Commerce have been:

   - Increasing broadband Internet and 3G penetration.
   - Growth in Standard of Living
   - Availability of much wider range of product
   - Busy Lifestyle
37. The latest trend in E-Commerce is to target mobile based mostly shopping. It’s ascertained that few of the E-Commerce biggies like Snapdeal are currently obtaining half the traffic from mobile. This can be up from 5% around a year back. Another massive on-line shopping player, Flipkart gets 40% traffic from mobile. This can be up from 15% around a year back because the costs of the smartphone are reduced; these figures can go up solely in close to future. With accumulated mobile penetration, most of the large E-commerce players are unit specializing in Mobile Commerce (M-Commerce). It’s speculated that successive wave of digital commerce benefiting the patron can return through mobile.

6.3 Conclusion

Even though online sales have shown considerable growth, there is an indication that suggests that there are numerous purchasers shopping with purpose to purchase at retail sites who for reasons unknown don't finish the transaction. The motivation behind this study was to analyze the behavior of these people who have completed the internet purchase and to compare them with those that are simply on-line to browse and search with no purchases done. The study uses an empirical model that is partly supported Fishbein and Ajzen’s “Theory of Reasoned Action” (1975) and Cowles, Kieker, and Little’s “E-tailing Theory”(2002), to classify the consumer groups. Therefore, consumer groups are classified into four varieties viz. often shopping on-line, shopping for once in six months, shopping for once in a year, never bought on-line.

As hypothesized by the framework, the analysis is known two aspects, a client oriented and a marketing-oriented the net shoppers. Variations in demographics and technology use were conjointly noted in shoppers. Supported the findings like the connection between time spent on-line and on-line shopping and, therefore, the significance of consumer-oriented aspect overall, suggestions were offered to the retailers those have an interest in marketing via the net.
There are some limitations to the study. First, the survey represents a very tiny, purposeful sample. One ought to perceive the character of the sample, data assortment technique, and analysis methodology before using it for any purpose. The future analysis would possibly attempt to study client behavior with regard to expertise merchandise and search merchandise. So as to be effective, on-line shopping surroundings should specialize in the consumer and marketing factors of online shopping. To facilitate the on-line purchase, on-line merchants ought to acknowledge each of consumer and marketing factors jointly and should improve the standard of service and delivery at their on-line stores. E-tailers got to perceive and specialize in what client need in exchange for his or her cash, effort, and time not solely in term of product and client service however conjointly on-line expertise.

From the results, we have concluded that the foremost influencing and engaging issue among three factors is worth. The convenience is the second most impacting issue. Time saving and security is furthermore vital, fundamentally the safety contemplation are imperative though looking on-line. The majority of the respondents are satisfying that there has no danger in on-line shopping. It will be concluded that there is a chance for the near future. The on-line shopping among customers of business advancement and that we will guide that there contains a got the chance to give web shopping administrations. A large portion of the respondent have capably trust that there has an issue to exhibit the credit/check card related data as a consequence of the town wherever they leave is confronted a few cases for card related fakes anyway they have thought about visa confirmation watchword in this way, they concur that on-line shopping is best than disconnected from the net shopping. we find that a greatest number of respondent effectively concur for on-line shopping that it spares the time and it has advantages to purchase something from wherever and any times. The majority of the respondents have concurred that the value of good is less expensive than disconnected from the net shop. In another part the respondent has some fears connected with conveyance time, stock surety & warranty, giving back the stock method, an attribute of sellers, security. Last
however not slightest once breaking down the additional remarks made by respondents out of aggregate 384 specimen size of Pune, we have found that low value, rebate, criticism from past customers, and nature of item and data likewise are pondered to be fundamental components.

The organizations got the opportunity to notice that the web promoting environment influences the way customers see and create connections. Amid this setting, to increase the value of the net shopping background and to create connections, trust is everything. It was conjointly found that, for on-line customers, the great view of the customer. Administration is considered as the best indicator in contrast with option builds. When individuals have a ton of involvement with on-line looking for, the effect of saw variables on expectations to search for on-line is totally not the same as that of unpracticed on-line buyers. Data got for a fact over a timeframe, undoubtedly, can possibly change future goals of on-line shopping. Accordingly, encounter picked up extra minutes has potential ramifications for the other shopping model and future investigation should be led here. This may serve as a stage which will prompt the managed certainty of the customers in on-line shopping. Amid this study, it was found that couple of customers were shopping through on-line every now and again.

In synopsis, the study's discoveries have accomplished its destinations. For components that influence purchasers while shopping on the web, and that influence fulfillment, they consider that comfort, and trust is the most imperative variables, the following which are essential at them are costs and nature of items. Those variables are key ones for shoppers when they choose to shop on the web. As indicated by gathered answers, they are exceptionally suspicious. What's more, the reason for this might be raised tricking and misrepresentation on the Internet. In the event that the cost on the Internet and in some neighborhood store is roughly indistinguishable, the customers will give more consideration and enthusiasm on the choice of products as opposed to cost. Likewise, as indicated by results, if there is a decent shoppers past experience, if the customer is fulfilled by items and administrations, and if there is a danger at the very least level then he will
purchase more later on, which implies he will be faithful. Web outline and conveyance time are not imperative for buyers while doing web shopping buys. This exploration can help numerous customers keeping in mind the end goal to see all favorable circumstances that internet shopping is putting forth, to see that there are different alternatives for doing shopping as opposed to going to conventional stores, and may turn into an initiator for utilizing e-business, too. Along these lines, upon this we can presume that there is a positive and huge connection between e-fulfillment and e-faithfulness. What's more, that the aftereffects of the study may unhesitatingly enhance the general learning and mindfulness about e-trade and may turn into an introduction for some future studies.

The study was proficient to find the impacts of on-line shopping towards the state of mind of customers purchasing conduct in Pune. On-line shopping is acquiring more request and getting trendier in Pune and additionally in rest of the globe, be that as it may, the speed of on-line shopping in Pune is slower when contrasted with the entire world. Reliable with our review, on-line shopping is acquiring prominence inside the youthful era like understudies and experts. Understudies commonly esteem all the more exceedingly to get item from its unique supply and that they chiefly like on-line shopping. When customers make buys on-line and purchase something, they are affected by an arrangement of variables or conditions. The most affecting elements are known as, value, certainty, security, accommodation, time and marked down arrangements. The value issue exists as aftereffects of the expenses are ordinarily lower through on-line shopping as contrasted and physical buys inside the business sector. Shopping on-line will offer advantage to the purchaser regarding accommodation, sparing time and money. One of the prime deterrents to the advancement of on-line shopping is that people ordinarily get petrified when the other portable workstation requests the entire points of interest of the customers. This makes customer to gets on edge on the grounds that the shopper feels that his or her own subtle elements may get revealed and their valuable money and record points of interest get harmed.
Serenity is clearly vital that the purchaser ought to share individual information (full name, conveyance address and date of birth) and money related information (Visa subtle element) when shopping on-line. That makes trust and certainty a fundamental issue. Regardless of the enormous development in on-line deals, there's verification to prescribe that there are a few customers shopping with plan to shop from retail web locales who for few reason don't finish the dealings. The point of this study was to analyze the conduct of these individuals that finished a web buy and to contrast them with individuals who essentially hunt and search. The study inspected four customer bunches, regularly shopping on-line, shopping once in six months, shopping once in a year, never purchased on-line by utilizing related exact model in light of Fishbein and Ajzen's "Hypothesis of Reasoned Action" (1975) and Cowles, Kieker, and Little's "E-tailing Theory" (2002).

The study was led to find the shopper purchasing conduct towards web shopping in Pune. Internet shopping is getting more well known in Pune. As per our review, web shopping is getting notoriety in the youthful era, for example, understudies and experts and individuals are. Shopping through the portable, tablets and other computerized contraptions are more well known among the Students. It has been seen through the study that because of complex look at procedure and high transporting cost individuals forsake the internet shopping.

Web shopping is another experience and has enormously affected the lives of buyers in its brief span of activities. It is relied upon to become continually in years to accompany progression in innovation. Internet shopping has made customers more successful and proficient in their shopping conduct and has driven organizations to another level, compelling numerous to roll out the vital conformities and improvements to achieve the new market of educated buyers. The aftereffects of this review underscore the requirement for organizations to consider the online business sector important. The overview led uncovered an inspirational state of mind and conduct towards web shopping even by those purchasers who still like customary stores. These purchasers are for the most part in low and high age bunches. Those
purchasers bunches have room schedule-wise to spend in customary stores and shopping centers and esteem the disconnected from the net shopping knowledge for asocial reason, for example, meeting with companions. These buyers have all the earmarks of being more learned by social event data online and afterward buy it from conventional stores. The quick development of e-business has brought about an E-change in the worldwide retail framework. The Internet has developed as a financially savvy method for working together in spite of being confronted with various bottlenecks, on account of rising web and higher wages and more clever populace. Secure online installments, better to electronic stores, return approaches, and energizing rebates could help the impression of shopping advantages considering the demographic profiles of online clients, sex, age, and training significantly affect web shopping in the present Indian situation. Online clients know about the serviceable and delight looking for advantages of web shopping, they are hesitant to really use the web for shopping reason.

The general results demonstrate that the respondents have seen internet shopping in a positive way. This obviously legitimizes the anticipated development of web shopping in the nation. Nonetheless, the recurrence of internet shopping is moderately less in the nation. Web shopping associations can utilize the important variables and components, distinguished from the study, to figure their systems and arrangements in the nation. The associations can organize the shopper understood and unequivocal prerequisites in the internet shopping environment. The outcomes can likewise be utilized by different associations to distinguish their objective client portions. The consequences of the study can be used by specialists in relooking or patching up their systems for web shopping. Online sites ought to give careful consideration to the female portions as results demonstrate that females shop more in internet shopping when contrasted with men. So organizations ought to devise the arrangements and methodologies to pull in various individuals in this fragment in future moreover. With the advances in technology, more business opportunities will be discovered by companies. Electronic commerce will become an important part of the business in companies. Better understandings of consumer online shopping behavior will
help companies in getting more online consumers and increasing their e-business revenues. At the same time, as realized the benefits from E-commerce, consumers are more willing to make purchases online. With the popularity of the internet, the number of internet users will continue to grow and more internet users will become online consumers, even regular online buyers. However, the evolvement of E-commerce will bring new problems. The changes in business operation, business environment, and economic condition etc. will affect consumer online shopping behavior. Therefore, continuous efforts have to be devoted to studying consumer online shopping behavior in a dynamic way. With the knowledge of consumer online shopping behavior, it is believed that E-commerce will continue to grow and it will become not only an important business revenues channel but also a part of people’s daily life. This is one of the vital studies on web shopping in Indian connection since it has included individuals from various backgrounds from various urban communities in India.

6.4 Recommendation:

The study symbolizes one-time data collection and is of cross-sectional type. For in-depth research, a longitudinal study may be of use. Further research may attempt to review the consumers’ Internet shopping patterns by way of undertaking the survey on aperiodic basis. Later the study results may observe or look at how respondents’ preferences change at pre and post-purchasestages and /or how those changes may differ on an initialpurchase or a later purchase.

Online buying can be most effectivewhen it is aimed at consumer and is marketing oriented too. In order to facilitate Internet purchasing, online businesses must understand and acknowledge both the consumer and marketing factors. In turn, they must improve the quality of service at their online stores.

To attract the shoppers to shop for on-line, e-tailers need to redesign or modify specific elements of his or her promoting campaign to satisfy the particular demands and wishes of every shopper. E-tailers got to perceive that even as in brick and mortar marketing the web customer is not the same
group. It represents a scope of individuals with very surprising mentalities and on-line shopping goals. E-tailers got the opportunity to target what the customers need in return for his or her time, cash, and vitality not exclusively as far as item and client benefit also on-line shopping experience. E-tailors or merchants must conduct more market research to know more about their target customers. E-tailers should utilize the web analytics tools to learn about the shopping behavior of the consumers. Tailor the retarget marketing plan to deal with the abandonment rate. E-tailers should use the digital technology like SEO! Which is Very important to optimize their site? Which will help them to Get their keywords rank on the first page of Google SERPs? Merchants must Set up and optimize their social media platforms. Slow speed is one of the major concerns while shopping online so E-tailers should improve the site speed and site design and offer more information to their customers. Vendors must Consider and test if guest checkout is good to their site. Vendors should consider and test if free shipping is the best option for their site.

6.5 Limitations of the Study

1. There are a number of factors influencing the online buying behavior of the consumers. However, the researcher will try to identify the main factors affecting the online buying behavior and will, therefore, try to limit this to a few in order to be able to investigate the effect on the online buyers.

2. Within the field of consumer behavior there are many theories and models that identify the consumers. This research will limit itself to identifying the consumer through his/her consumer characteristics and the consumer buying process.

3. Data collected is very small, purposive samples so its data collection technique, sample size, research methodology and results may have its own limitations.

4. Many of the respondents submitted half-filled questionnaire so it was very time consuming as we were asking the respondent to fill the questionnaire in our presence.

5. This research will limit to itself to Pune City.