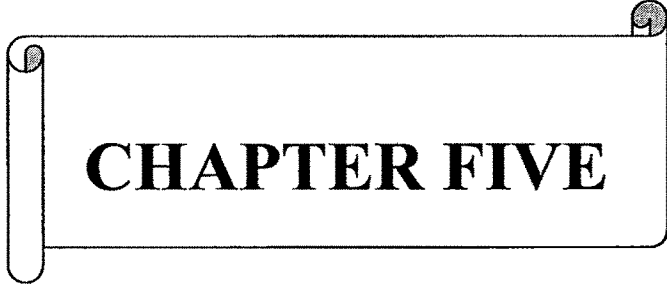# CHAPTER FIVE

RESEARCH METHODOLOGY

CHAPTER FIVE

RESEARCH METHODOLOGY

5.1: RESEARCH METHODOLOGY

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CHAPTER FIVE

RESEARCH METHODOLOGY

5.1 RESEARCH METHODOLOGY:

The researcher has made an attempt to outline various aspects of the research methodology that includes viz., Rationale of the Research Study and its Key Terms, Scope and Coverage of the Research Study, as well as Research Design, Objectives and Hypothesis of the Research Study, Sources of information, Sampling Decisions, Data Analysis, Interpretation and Findings of the Research Study as well as Limitations of the Research Study in this chapter of the thesis.

5.1.1 KEY TERMS OF THE RESEARCH STUDY:

E-Commerce, Internet, Internet User, E-Marketing, Online Shopping, Offline Shopping, Online Shopper, Online Non-Shopper

Each of the above-mentioned key terms has been explained in brief as follows.

5:1:1:1:E-Commerce:

Electronic or e-commerce can be described as a range of online activities for products and services, both Businesses-to-Businesses (B2B) and Businesses-to-Consumers (B2C), through Internet (Marry AnnEastlick and Sherry Lotz ,1999)[1].

5:1:1:2:Internet:

Internet is a worldwide system of computer networks that allows users to send and receive information from other computers (Willliam R.Swinyard and Scott M.Smith, 2003)[2].

5:1:1:3:Internet User:

Internet user can be defined as those who use Internet to search and collect information for various Internet related activities. An analysis of Internet users is likely to shift in three ways. First, more attention would be devoted to profiling of heavy Internet users. Second, profiles would become more relevant by type of Internet usage To illustrate, profiles of heavy gamers, information seekers, and news gainers, etc. Third, as profiles become more discrete, some of the type of Internet related activities of Internet users shall be described as Web generalists, down loaders, Self Improvers, Entertainment Seekers, Traders, and Socializers (Helga Dittmar and others ,2004).

5:1:1:4:E-Marketing:

E-Marketing is use of Internet and other interactive technologies to create and mediate dialogue between the firm and identified customers. The Consumer Goods Company or professional service organization develops an Internet-based system to actively communicate and interact with customers, clients, or patients (Sendy Farag and others ,2006)[4].

5:1:1:5:Online Shopping:

Online shopping is an application of Business- to-Consumers (B2C) electronic-Commerce. It can be further subdivided into online shopping and or online purchasing or buying. Online shopping represents the scope of information and activities that provides the customers with the information needed to make an informed decision and also for conduct of businesses. Online purchasing or buying on the other hand, represents ICT technology infrastructure for the exchange of data and the purchase of a product or service over the Internet (Despina A.Karayanni ,2003)[5].

5:1:1:6:Offline Shopping:

Offline shopping is purchase of goods or services through Physical Store or Brick and Mortar Store (William Swinyard, 2006)[6].

5:1:1:7:Online Shopper:

Online shoppers refers to heads of households who make online purchases using means of the Internet (Ibid).

5:1:1:8:Online Non –Shopper:

Online non-shoppers refer to those to individuals who have not made such purchases using Internet. Online Non- Shopper is also known as Offline Shopper. (Ibid).

5.1.2: SCOPE AND COVERAGE OF THE RESEARCH STUDY:

This research study focused exclusively on female Internet users having active e-mail ID, for the use of Internet to avail online services & for purchase of products belonging to selected Cities viz. Ahmedabad, Surat, Baroda, Rajkot in the State of Gujarat. It has attempted to those provide information and data on Internet related activities as well as results concerning online shopping activities of selected female online shoppers as well as non-online shoppers drawn from the selected cities of the State of Gujarat.

5.1.3: RATIONALE OF THE RESEARCH STUDY:

The objective of this research study was to collect primary data exclusively from those female Internet users only who were having an active e-mail ID, and who had either bought a physical product using Internet, and or had also availed an online service using an Internet at least once.

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It aimed at collection of information on views and opinions of female Internet users' online shopping activities in order, to measure female their overall expectations and overall experiences concerning online and offline shopping on selected products and also in availing of online services through use of Internet in order, to interpret and relate it with their selected back ground variables viz., demographics, occupation, educational and income as well as preparation of their socio- economic profiles selected female Internet users and non-online female shoppers in the State.

5.1.4: RESEARCH DESIGN OF THE RESEARCH STUDY:

The research design of in this research study was descriptive one in nature considering its rationale' objectives, and hypothesis as well as, sources of information, sampling decisions, data analysis and interpretation as well as in view of results, findings and limitations of the research study.

5:1.5: OBJECTIVES OF THE RESEARCH STUDY:

The various objectives of this research study were as follows:

(1) To collect information from selected female online and offline shoppers' on selected background variables viz., age; income; education; occupation, and marital status to relate it with selected criteria of female online shoppers and offline shoppers Internet related activities.

(2) To collect primary data from selected female online and offline shoppers' on selected criteria viz. benefits of online and offline shopping as well as their motivations behind online and offline shopping, and perceived risk of online and offline shopping ;

(3) To identify, analyze, interpret and report on selected criteria concerning online and offline shopping of tangible products and also availing of e-services using Internet by selected female Internet users in the State of Gujarat mainly on following.

  I.   Place and generic of uses of Internet;

  II. Use of Internet in collection of information and Internet related activities.

  III. Selected female online and offline shoppers' opinions on selected evaluative criteria of online and offline shopping;

  IV. Selected female online and offline shoppers' responses on online and offline shopping of selected products on selected criteria;

  V.   Selected female online and offline shoppers' responses on preferred mode of payment while making an online shopping;

  VI. Overall opinion of selected female online and offline shoppers' on selected critieria concerning reasons for online and offline shopping;

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VII. Overall opinion of selected female online and offline shoppers on selected items regarding problems being faced by them in case of online shopping;

VIII. Overall opinion and overall experience of selected online and offline shoppers as an experiences vis- a -vis their socio-economic characteristics on selected variables based on selected items, and

IX. Overall opinion and overall experience and of selected female online and offline shoppers' on selected items generic problems being faced by them as an Internet user.

5.1.6: ILLUSTRATIVE LIST OF HYPOTHESIS OF THE RESEARCH STUDY:

An attempt has been made by the researcher to formulate and test various statistical hypotheses derived from review of literature. An illustrative list of selected hypothesis has been given as follows.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Convenience Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Security Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on User Expereince Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Efficiency Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Price Concious Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Social Experience Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Emotions Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ The Average Opinion of Selected Female Online Shoppers' on Selected Criteria Used to measure responses on Identity Criterion as a Benefit of Online Shopping vis-a vis Selected Female Online Shoppers' demographic variables viz.Age; Income; Occupation and Education are equal.

➢ Average Opinion of Selected Female Internet Users as Online and Offline Shoppers on benefits of Online Shopping viz., Security; Inconvenience; Impersonality; Perceived Stress; Convenience; Personality; User Experience are equal.

5.1.7: Sources Of Information And Data:

The researcher had made possible efforts in order to collect available information from various published sources. Secondary data were mainly collected from various published sources viz., Business Newspapers viz., The Economic Times, The Times of India, Business Standard, and The Financial Express .The researcher has also referred various Business and General Magazines as well as Research Journals relating to chosen area of the research study.

An illustrative list included Business Week; Business World; Vikalpa; The International Review of Retail; Distribution and Consumer Research; Journal of Consumer Affairs; E-Service Journal; Journal of Electronic Commerce Research; Cyber Psychology & Behaviour; Internet Research; International Journal Qualitative Marketing Research; European Journal Review; Managing Service Quality; Journal of Fashion Marketing Management; Electronic markets; Journal of Retailing and Consumer services; International Journal of Retail and Distribution Management; Transport reviews; International Journal of Consumer Studies; Information Technology; Netnomics; Journal of Database Marketing; Marketing Intelligence and Planning;

Journal of Computer-Mediated Communication; Journal of Behaviour & Information Technology; Journal of Consumer Affairs; Journal of the Academy of Marketing Science; International Journal of Qualitative Marketing Research; Journal of Industrial Management and Data Systems;

Internet Research; Journal of Social Science Quarterly; Journal of Advertising Research; Ergonomics; European Journal of Marketing; International Journal of Electronic Commerce ,Journal of Consumer Psychology; Journal of Business and Psychology; Journal of Psychology and Marketing; Journal of Personality and Social Psychology; Information Technology and Management, European Journal of Marketing; International Journal of Management Science; American Journal of Sociology; and Journal of Computer Information Systems; The researcher had also used various available & useful search engines available on the Internet visits of various websites too was made.

5.1.7.1: COLLECTION OF PRIMARY DATA:

The Primary data were collected by the researcher in the year 2008, from the total number of 680 female Internet users online and offline shoppers who were also having active e-mail ID. They had either purchased online a physical product and or had also availed an online service Internet at least once. The primary data were collected using field survey research supported with personal interviews of female Internet users-cum-online shoppers and offline shoppers in order to examine their overall opinion & experience towards online and offline shopping .The survey population was defined as female Internet users. The researcher had put to use Structured Non-Disguised Questionnaire that was administrated in person for the collection of primary data from amongst the selected representative sampling units.

 Out of the total numbers of 700 responses finally, total number of 650 responses were considered by the researcher for the purpose of Data Analysis and Interpretation. The Structured Non-Disguised Questionnaire consisted of 21 Questions designed to collect information and primary data from the female Internet users. It included of total number of 21 questions, excluding questions related to profiling of respondents concerning personal aspects of female Internet users selected background variables vis-à-vis their uses of Internet, average time spent on Internet each time, uses of Internet for, problems being faced by female Internet users while using Internet; perceived importance of online shopping on selected criteria, preferred mode of payment in case of online shopping of products and a services, overall opinion of selected female online shoppers on selected items on online and offline shopping as well as their overall experiences concerning online and offline shopping.

5.1.8 DEVELOPMENT OF RESEARCH INSTRUMENT STRUCTURED QUESTIONNIRE.

An attempt has been made by the researcher to offer a brief outline of review of literature that was undertaken on scale development with regard to selected items used to measure opinion and experience of selected female Internet users as follows.

Thompson S.H.Teo (2006) conducted a research study to collect primary data in Singapore based on an Internet Survey. The Respondents were adopters and non-adopters of online shopping. Two rounds of pre-tests with 15 students, and 06 working professionals were conducted prior to the actual survey. Based on comments and feedback, several changes were made to improve the clarity and presentation of items. Author received information on selected aspects concerning advantages and problems in online shopping and scale was developed. According to both adopters and non-adopters, the rating scale was useful in order to examine and improve online store services (Thompson S.H.Teo, 2006)[7].

Helga Dittmar and Drury (2004) conducted an in-depth interview study to examine whether shopping seems to play a much more psychologically and emotionally encompassing role for women than for men or not? A qualitative exploration of young women's and men's motivations and concerns in online as compared to conventional vis-a-vis offline shopping from their own perspective allowed researches to identify a wide range of positive and negative aspects through spontaneously generated responses aimed at avoiding the possible limitation of researcher-generated constructs. Authors extended a research with opinion generated from respondents. Authors also developed Scale to measure attitudes of respondents relating to online shopping; their general expectations and gender differences in offline versus online shopping, as well as and emotional and identity-related involvements for online versus offline shopping(Helga Dittmar and Drury, 2004)[8].

Bijou Young and Lester (2004) conducted a research study to measure opinion of shoppers' views on online shopping and offline shopping. It was found that online shoppers had consistently shown stronger positive feelings on online shopping than did non- online shoppers. On the other hand, non-shoppers had displayed more negative feelings about online shopping than did non online- shoppers. Online shoppers were aware of some of the discouraging features of online shopping, but these features did not stop them from shopping online.

Respondents' were asked whether they had purchased any of the 15 items online in the past year viz., including Books; Compact Discs; Cars; Car Insurance; Computers; Stationery; Airline Tickets; Hotel Accommodation; Stocks and Shares; Groceries; Clothes; Pornography; Shoes; Show, and Concert Tickets, and Gambling. The list of items was a mixed bag of high-and low touch products that is they varied in the degree of importance to consumers of physical inspection before purchase. The students were presented with 11 appealing features of online shopping and 10 discouraging features and were asked to rank each feature on a scale of importance on a five point scale .Based on the above research study, authors generated positive and negative features of online shopping. 11 positive features and 10 discouraging features of online shopping was carried out on 180 students to identify certain behavioural patterns of online shoppers versus non- online shoppers(Bijou Young and Lester ,2004)[9].

Lohse, G. L. and Spiller, P(1998)carried out a research study on shopping orientations of shoppers. The survey instrument contained multi-item measures of shopping enjoyment; the personalizing shopper; convenience; loyalty to local merchants; price consciousness, and purchase intention. Each of these scales had previously demonstrated acceptable levels of reliability. Respondents were asked to rate their online purchase intention for a list of products and to state whether or not they had ever made a purchase of any kind via the Internet before purchase Lohse, G. L. and Spiller, P,1998)[10].

Bellenger and Korgaonkar(1980) undertook a research study on shopping orientation of shoppers. Shopping orientations were useful in the study of patronage behaviour including store loyalty; brand loyalty; in-home shopping; and out-shopping. The results of data analysis collected from over 750 survey respondents revealed that home, economic, and local shopping orientations were related to online shopping intentions. Authors developed thirteen items derived from prior literature (Darden and Reynolds 1971; Hawes and Lumpkin 1984; Lumpkin 1985)[12] which were used to determine shopping orientations, and opinions on online shopping. Respondents were asked to indicate on a seven-point scale, the extent to which they agreed or disagreed with selected items intended to assess their preference concerning shopping behaviours. This empirical study examined the relationship between shopping orientations, product types, and customers' intentions in use of Internet for online shopping (Bellenger and Korgaonkar,1980)[11].

Donthu, N. and Garcia, A. (1999) examined customers' intention to shop online during the information acquisition stage. Specifically, the study incorporated 3 essential variables, which were likely to influence consumer intentions called as viz., (a) Convenience characteristic of shopping channels, (b) Product type characteristics, and (c) Perceived Price of the product.

To select products for testing, a preliminary list of 56 product categories was developed based on the popularity of online shopping. A questionnaire was constructed to assess perceptions of the individual products as search or experience goods, the average price and willingness to purchase online. A convenience sample of 34 students enrolled in an Undergraduate Marketing Class participated in this preliminary phase. Respondents were requested to indicate their perceptions about whether the 56 product categories were search or experience goods on a 5-point scale. Measures for online shopping intention were adapted from Baker, Levy, and Grewal (1992)[13] with Cronbach's alpha of 0.86. The three 5-point scale agreement items were used: The likelihood that I would search for this product online is high; I would be willing to buy this product online and "I would be willing to buy this product online as well as offline (Donthu, N. and Garcia, A.,1999)[14].

Francisco J. Martı́nez-Ló́pez and others (2005) theoretically integrated in a model having a varying concept viz., Beliefs and Attitudes towards Internet, and Trust in online shopping. Authors demonstrated that the degree of Internet expertise played an essential role in determining how customers processed and formed their affective and buying related responses on Internet. The primary data were collected using a questionnaire method applied on American and Spanish Internet Users. These two countries were selected taking into account their differences regarding their degree of Internet expertise. Several measuring instruments were used in the questionnaire to assess the variables of this research study(Francisco J. Martı́nez-Ló́pez and others, 2005)[15].

In order to measure the fundamental behavioural factors of Internet respondents were requested to respond on seven points rating scales defined as 1- Strongly DisAgree to 7: Strongly Agree, to used to assess the level of Agreement or Disagreement in relation to various selected items for each of it. The three item scale was used for measuring the concept interaction speed as well as time of response for Internet. A three-item trust in online shopping scale was modified from items used by Lee and Turban (2001)[16] A three-item scale for web design aspects was developed based on the review of the literature realized and some discussion groups carried out with Internet users during the questionnaire construction phase.

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Differential Semantic Seven Point Scales were also used to evaluate the user's overall opinion about Internet. While designing the study questionnaire, various dimensions, variables and sub-variables statements or questions, were selected from which Structured Non-Disguised questionnaire developed with the help of some of the earlier research studies with necessary alterations. The Structured Non-disguised Questionnaire was subdivided into 3 sections such as Internet usage activities; Online shopping activities, and different facets of online and offline shopping. The third part of the questionnaire covered a set of items relating to online and offline shopping activities used to study motivations for buying consumer goods.

These items were designed to consider three main conceptual aspects. The first aspect focused on functional issues, which included economic concerns about the rational benefits of goods such as, good value for money; price comparison; usefulness; efficiency and convenience viz., savings of time, speed and efficiency, constant access as well as information acquisition and exploration, which captured potentially important aspects of online shopping, such as excitement of tracking down a particular item, or quick and easy access to consumer information.

The second aspect focused on emotional and experiential social factors. It included aspects of emotional involvement in shopping as a enjoyable activity in which the actual purchase of goods can be of secondary or even little importance viz.,leisure activity; enjoyment of browsing without buying as well as shopping as an activity that arouses emotions and can be used to regulate one's mood viz., fun, excitement, buzz, better mood, and experiential–social dimensions, such as buying experience, contact and social interaction that may be linked particularly for female shoppers. The final aspect of identity-related concerns considered both social and personal identity. On the one hand, consumers wanted to buy consumer goods as a way of moving closer to an ideal self (I feel more like person I want to be) and, on the other, they would see goods as a means of improving social image and social standing (To illustrate, impress friends, getting prestige). Respondents were asked to rate the extent to which they Agreed or Disagreed on each of the items to be rated on a 5-point scales defined as 1 = Strongly DisAgree to 5 = Strongly Agree, first with reference to conventional or In Store shopping, and second with reference to Online Shopping (Tak-kee Hui and David Wan, 2006)[17].

The second, and main, part of the questionnaire consisted of a set of selected items, which included motivations for buying consumer goods. These were designed to tap three main dimensions.

The first one concerned with functional issues, which included economic concerns about the rational benefits of goods viz., good value for money; price comparison; usefulness; efficiency, and convenience viz., savings of time, speed and efficiency, constant access and information acquisition and exploration, which captures potentially important dimensions of Internet buying, such as excitement of tracking down a particular item, or quick and easy access to consumer information.

Above review of literature was considered useful in the Scale Development of the Structured Questionnaire that has been summarized in a Table Number 5:1.

Table Number 5.1: List of References of Selected Criteria Used in Design of Structured Questionnaire.

Sr. No.	Selected Criteria	Name of Selected Authors	Number of Selected Criteria
01	Positive and Negative features of Online shopping Convenience, efficiency, Inconvenience, User Experience, Impersonality and Perceived Stress	(Bijou Yang and David Lester, 2004)[18]	23
02	Advantages of Online and Offline shopping	(Helga Dittmar and others, 2004)[19]	15
03	Five Categories of Motivational Characteristics of Online shopping	(Tak-kee hui and David Wan, 2006)[20]	20
04	Shopping frequency for online shopping and offline shopping	(Lohse, G. L. And Spiller, P. 1998)[21]	5
05	Use patterns, Personal Computer Use, Search of Products and service over the Internet	(Francisco J. Martı́nez-López and others 2005)[22]	10
06	Attitude towards offline shopping	(Bijou yang and David Lester, 2004)[23]	19

5.2: RELIABILITY AND VALIDITY OF STRUCTRUED QUESTIONNIRE

5.2.1 Reliability:

Reliability tests were applied to determine how strongly the attitudes of the selected female Internet users were related to each other to get the composite score. All dimensions of the structured questionnaire related with measurement of online and offline shoppers' overall experience and opinions on online shopping and offline shopping were tested. The Cronbach's alpha was ranged from 0.542 to 0.894 (Please Refer Table Numbers 5.2 to 5.4) It confirmed Internal reliability of the scale(Naresh K. Malhotra, 2007; G.C.Beri, 2008)[24].

The summary of Cronbach's Alpha score for all criteria is given in the Table Number 5.2 as follows.

Table Number 5.2: Overall Results of Reliability Testing for Female Online Shoppers' Opinions on Online Shopping (Overall)

Sr. No.	Selected Items	Cronbach's Alpha
01	Internet technology is not reliable.	0.667
02	My credit card number may be stolen	
03	I do not feel safe to give out financial details	
04	I do not feel safe to give out personal details	
05	I do not feel secure giving credit card number through the Internet.	
06	It is difficult to judge product's/ service's quality.	0.777
07	I do not feel comfortable shopping online.	
08	I am unsure about how to return faulty products.	
09	It is tedious to shop online as browsing website is time consuming process.	
10	There are too many websites on the Internet.	
11	I prefer to talk to sales person.	0.556
12	I prefer to visit real shops.	
13	Shopping online is impersonal.	
14	There is no sales assistance to advise me.	
15	It is difficult to be assured that the product is reliable	0.876
16	It is difficult to be assured that the product will perform as well as it is supposed to	
17	Shopping online is risky	
18	It is difficult to return purchases made online	
19	It is difficult to exchange the defective product online.	
20	It is difficult to get after-sales service online	
21	It is difficult to make after-sales enquiries online	
22	I can stay home and shop online.	0.666
23	It is easy to shop online any time of the day.	
24	Online shopping reduces cost of traveling.	
25	It is easy to shop abroad.	
26	I prefer to research products online but then shop offline.	
27	I do not get irritated by sales promoters.	0.683
28	I do not feel pressure to make purchase.	
29	Companies provide adequate information.	
30	I do not require personal suggestion for the product.	
31	I have no problems in using Internet technology.	0.542
32	Shopping online is expensive.	
33	I have under gone bad experience.	
34	I would like to continue online shopping.	
35	I would recommend others to buy online.	
	Overall Reliability	**0.933**

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Table Number 5.3 : Results of Reliability Testing for Female Online Shoppers' Opinions on Offline Shopping

Sr. No.	Selected Items	Cronbach's Alpha
01	Offline Shopping saves time.	0.634
02	Offline Shopping is convenient way to get the best deal.	
03	Offline shopping allows one to stop at own pace.	
04	Offline shopping easy to place an order.	
05	Offline shopping is convenient.	
06	Offline shopping offers great variety of the product.	
07	It is safe to give out personal information.	0.855
08	It is safe to give out financial details.	
09	Offline shopping provides comprehensive information.	0.640
10	Offline shopping provides adequate information.	
11	Offline shopping provides the required customer services.	
12	Offline shopping Encounter no problems during shopping.	
13	Offline shopping requires fewer efforts.	0.809
14	Offline shopping provides faster goods and services.	
15	Offline Shopping avoids bother.	
16	Offline shopping offers prompt delivery of goods.	
17	Offline shopping allows one to look for the best price before purchasing.	0.774
18	Offline shopping is easy to find real bargains.	
19	Offline shopping offers competitive prices.	
20	Offline shopping is easy way to get the price information quickly and accurately.	
21	Offline shopping offers fix prices.	
22	Offline shopping has no hidden costs.	
23	It is important to me that goods I buy are value for money	0.783
24	I need to see and touch consumer goods before I buy them	
25	It is important to me to have contact with people when I make purchases	
26	I wouldn't want to buy clothes without trying them on first	
27	The feel of the place I buy things is important to me.	
28	I often buy things offline because it puts me in a better mood	0.826
29	Offline Shopping is fun and exciting	
30	I get a real buzz from buying things	
31	For me, offline shopping is an important leisure activity	
32	Offline Shopping arouses my emotions and feelings	
33	I like to shop offline, not because I have to but because I want to	
34	I enjoy browsing and looking at things, even when I do not intend to buy something	
35	I like to buy things which impress other people	0.751
36	I buy consumer goods because they give me "prestige"	
	Overall Reliability	0.834

Table Number 5.4: Overall Results of Reliability Testing for Female Online Shoppers' Different Facets on Online Shopping overall

Sr. No.	Selected Items	Cronbach Alpha
01	Online shopping saves time.	0.594
02	Online shopping is convenient way to get the best deal.	
03	Online shopping allows one to stop at own pace.	
04	Online shopping is easy to place an order.	
05	Shopping online is the convenient way.	
06	Online shopping offers great variety of the product.	
07	Online shopping is safe to give out personal information.	0.778
08	Online shopping is safe to give out financial details.	
09	Online shopping provides comprehensive information.	0.759
10	Online shopping provides adequate information.	
11	Online shopping provides the required customer services.	
12	Encounter no problems during shopping.	
13	It requires less efforts of my part.	0.639
14	I can purchase goods and services faster.	
15	Online Shopping avoids trouble.	
16	Online shopping offers prompt delivery of goods.	
17	Online shopping allows one to look for the best price before purchasing.	0.717
18	Online shopping is easy to find real bargains.	
19	Online shopping offers competitive prices.	
20	Online shopping is easy way to get the price information quickly and accurately.	
21	Online shopping offers fix prices.	
22	Online shopping has no hidden costs.	
23	It is important to me that goods I buy are value for money	0.693
24	I need to see and touch consumer goods before I buy them	
25	It is important to me to have contact with people when I make purchases	
26	The feel of the place I buy things is important to me.	
27	I wouldn't want to buy clothes without trying them on first	
28	I often buy things online because it puts me in a better mood	0.674
29	Online Shopping is fun and exciting	
30	I get a real buzz from buying things online	
31	For me, online shopping is an important leisure activity	
32	Online Shopping things arouses my emotions and feelings	
33	I like to shop online, not because I have to but because I want to	
34	I enjoy browsing and looking at things, even when I do not intend to buy something	
35	I like to buy things which impress other people	0.911
36	I buy consumer goods because they give me "prestige"	
	Overall Reliability	0.761

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5.3: A BRIEF ABOUT SAMPLING DECISIONS:

In view of the available time and other constraints being faced by the researcher, it was decided to conduct a sample survey for collecting primary data from selected female Internet users' on selected criteria such as benefits of online shopping; motivations behind online shopping and perceived risk of online shopping as well as their Opinions, Experiences and Attitudes on offline and online shopping.

The researcher had collected primary data using a field research survey supported with personal interviews of female Internet users-cum-online and non-online shoppers from amongst the four major cities viz., Ahmedabad; Surat; Rajkot; and Baroda of the State of Gujarat. The population was defined as female Internet users.

A female Internet user who was having active e-mail Identification address and who had purchased at least once either the physical product or had availed an online service in the last six months was defined as a representative sampling unit in this research study. The female Internet users were conveniently drawn across the various places of Internet access such as Educational Institutions; Banks; Stock Exchange Trading Firms; and other various places of businesses and also from the residence of the respondents. The researcher had used Structured Non-disguised Questionnaire as a research instrument for the collection of primary data.

5:3:1: Population of the Research Study (Area of Study):

The population of study was termed to the extent of the selected four major cities of the Gujarat State as mentioned earlier was decided considering aspects like adequacy; feasibility, and availability of data from amongst identified as online and non-online shoppers

5:3:2: Sample Size of the Research Study:

The researcher estimated sample size on the basis of "India online 2008-Survey" which was conducted by Juxt-Consultant Online Research & Advisory Organisation.These surveys were conducted in the year 2007 and 2008.

In the year 2007, Juxt-Consultant had taken Projected base of total number of Female Internet Users as 4,547,035 and out of that 4,596 samples were selected. In the year 2008, they had taken projected base of total number of Female Internet Users as 6,186, 786, and out which 3,141 Female Internet Users were selected throughout India. Following percentages of female respondents were drawn from the selected Cities of the Gujarat State in the survey of the year 2007 and 2008 respectively(www.juxtconsultant.com).

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Tabel Number 5.5: Percentages of Samples Drawn by the Juxt Consultant Online Research

Sr.No.	Selected Cities of Gujarat State	Percent of samples were taken by the Juxt Consultant Online Research	
		2007(In Per cent)	2008(In Per cent)
01	Ahmedabad	1.30	1.00
02	Baroda	0.70	0.50
03	Surat	0.30	0.50

Source: www.juxtconsultant.com

Table Noumber5.6: Region- Wise Break-Ups the Samples

No.	Regions of India	Female Respondents (In Percentages)	Number of Respondents
01	North India	19.2	603
02	East India	17.8	560
03	South India	37.5	1177
04	West India	25.2	801

Source: Ibid

From the above mentioned tables, It was found that 19.2 per cent of female respondents were selected from the North region; 17.8 percent from East- region; 37.5 per cent from South region, and 25.6 per cent from west region of India. It indicated that total number of 804 samples were selected from the Western region of India.Reseracher had considered 700 samples to draw total number of female respondents from the State of Gujarat for this research study. In all number of 700 dully filled up questionnaires from the Female Internet Users were collected and edited, tabulated but out of the total number of received questionnaires, the researcher had finally considered to include total number of 650 questionnaires for the purpose of Data analysis and Interpretation. Further 175 female Internet users were drawn from the Baroda and Surat city respectively whereas 150 from Rajkot City , and from Ahmedabad City, 200 female Internet users were considered in this survey. Duly edited questionnaires have been tabulated and analyzed using SPSS 12.0

Total Number of Female Online Shoppers and Offline Shoppers who were contacted for the collections of primary data were 700 drawn as follows.

(01)   200 female Internet users from Ahmedabad;

(02)   175 female Internet users from Baroda;

(03)   175 female Internet users from Surat, and

(04)   150 female Internet users from Rajkot

The sampling approach followed for drawing of the female Internet users was Non-Probability Sampling Design based on Quota-cum-Convenience Methods of Sampling.

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5.4: A BRIEF ABOUT STRUCTURED QUESTIONNAIRE:

The Structured Non-Disguised Questionnaire included total number of 21 questions on the selected topic of the research study; inclusive of one question the profiles of the female Internet users who were requested to provide details on background variables and their media habits.

This general question called as "About You" collected data on Occupation; Education; Income; Marital Status and daily chores as well as media habits of Internet users on Newspapers; Magazines and watching of Tvs and Surfing on Internet. Female respondents also shared indicated their responses on their most preferred web sites and search engines.

The remaining part of structured questionnaire having total number of 20 Questions was divided into three parts.

The First Part dealt with "Internet Usage Activities" (Please Refer Q.1 to Q.12) viz., whether they used Internet at home; at School; and at work and how many hours each week they logged to Internet; Average time spent by female respondents over the Internet. The Female respondents were also asked purpose to share purpose behind to collection of information over the Internet and Problems being faced by Female Internet users while accessing Internet.

Selected Female respondents were also shared (Please Refer Q.11 and Q.12) information on whether they had purchased any of the 15 products viz., Computer Hardware; Software; Games; Flowers; Magazines; Newspaper; Books; Jewellery; Gift Items; Sports and fitness; Home Electronic appliances; Clothing; Shoes; music Cds; Furniture. The list of items was a mixed bag of low and high touch products. The female respondents also reported on whether they had purchased amongst selected 11 type of services including viz., online Movie tickets; Railway Tickets; Air Line Tickets; Online Payment of Utility bills; Buying and selling online shares; Transfer of Funds between accounts; Online Education; Legal Services; Insurance Services, and Banking services.

The Second part of the Structured Questionnaire (Please Refer Q.13 to Q.17) included questions to collect information on shopping preferences of selected female Internet users, preferences on online and offline shopping for selected products and services. They were asked to rate their scaled preferences on online purchase intention considering list of selected products and services and actual purchase and availing of any of electronic service using Internet. (Q.13 & Q.14) They were also asked to share information on preferences concerning purchase of goods and services either from Physical Store; over Internet or Both. Product and Service categories were selected based on large and small ticket items and familiarity of products and services drawn from the review of literature.

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Shopping Preferences of female Internet users were measured by asking them to indicate their willingness concerning shopping of the selected products and services from physical store; cyber store as well as from both. They were (Q.15) also asked on uses of Internet in getting of Information on various selected aspects such as Sales Promotion offer; Price bargaining and to place an order of products and services. They were also asked to give opinion on their perceived importance while making online shopping of selected products and services on 5 point Scale defined as viz., 1=Most Important, 2= Important, 3= Can't Say, 4= UnImportant, and 5 = Least Important. They respondents also shared information on their most preferred mode of payment for online shopping.

After the initial 17 questions, those female Internet users respondents who had made actual online shopping of products using Internet were asked to complete a set of another 3 questions in order to share their responses on overall satisfaction or dissatisfaction as the case may be online shopping. The Part Three covered collection of information on selected female respondents' Opinions; Experiences; and their perceived Benefits of online and offline shopping. Those who had never made online shopping was called as non online shoppers and she was asked to fill in questions on opinion and experiences on online and offline shopping.

The Third Part of the Questionnaire (Please Refer Q. No.18, 19, 20) included a set of items. concerning female Internet users' opinion on different aspects of online and offline shopping. One of the Question (Please ReferQ.18) considered of 35 selected items aimed at collection of responses on selected dimensions called as viz., Security; Inconvenience; Impersonality; Perceived Stress; Convenience; Personality and User Experience. They were presented with the selected 35 items on Opinion concerning Online shopping and each one of them was asked on a Five Point Scale of defined as viz., 1= Strongly DisAgree, 2= DisAgree, 3= Neither Agree Nor Disagree, 4= Agree, and 5= Strongly Agree).

The different dimensions relating to online and offline shopping were measured by asking them to indicate how closely each of the items reflected their online shopping behaviour and attitudes. Q. No.19 and Q. No.20 consisted of 36 selected items that was designed to cover selected dimensions such as Convenience; Security; User Experience; Efficiency; Price Conscious; Social Experience; Emotional Experience and Identity.

5.5: SCHEME OF CHAPTERISATION OF THE THESIS:

The thesis consists of total number of an Eight Chapters outlined in brief follows.

The Chapter Number One has been entitled as "IT Industry in India and Gujarat: An overview" includes information on Review of Growth of IT In India; Evolution of IT; Growth of IT in India; Emerging Trend in IT; Information and Communication Technology (ICT) and Growth of Internet in India; Internet Users and Usage Pattern; Females as an Internet User, The Secondary data and information in this chapter is compiled from varying reports published by Indian Management Research Bureau; Internet Mobile Association of India(IAMAI); Juxt consultant Report; Report on Ministry of Information Technology Government of India; World Economic Forum's Report on Information Technology; Planning Commissions Report; Reports published by Government of Gujarat, Science and Technology Department, World Stats on Internet Users and Report on Vibrant Gujarat. It has also incorporated the review of literature concerning Female Internet Users and Online Shopping activities and World wide and also in India.

The Chapter Number Two, called as 'Electronic -Marketing', is an outcome of efforts of researcher to provide a very comprehensive conceptual and pragmatic review on E- Marketing; It has covered diverse topics such as review of literature on e-Marketing and business practices and applications relating to e-Marketing in India. It has put forward a precise explanation on website design development and has also discussed on the future of E- Marketing. The concluding remarks are offered at the end.

The Chapter Number Three, titled as 'Review of Literature' has incorporated explanation in form of an outcome of critical review of literature, on Online as well as Offline shopping activities.

The Chapter Number Four, labelled as "A Brief Profile of the Gujarat State" has offered a brief profiles on Indian Economy; as well as the on the Gujarat State; supported with its Socio - Economic Review and includes Socio Economic and Demographic Data; Investment Profile of the Gujarat State; and Industrial Policies and Incentives and Reforms and Performance of the Gujarat State.

The Chapter Number five, entitled as 'Research Methodology' has covered topic such as the Key terms of the research study; scope and coverage of the research study; rationale of the research study. Research Methodology has included information on aspects such as sources of information; research instrument; Hypotheses of the research study sampling decisions, primary data collection and processing for analysis and interpretations as well as Limitations of the research study. It has also covered a brief outline based on topics such as review of literature on methodological issues and scale development concerning different aspects of online and offline shopping.

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The Chapter Number Six, titled as 'Data Analysis and Interpretation', has dealt with Analysis and Interpretation of the collected primary data from the selected female Internet users. It has included information on Profiles of the selected Female respondents; Internet usage activities; Problems being faced by selected female respondents; Uses of Internet for online and offline offers purchase of Products and Services; Preferred Mode of Payment for online shopping, and Agreement and Disagreement about Opinion of online shopping and offline shopping as well as different facets of online shopping and offline shopping.

The Chapter Number Seven, called as the 'Findings of the Research Study. Findings and Implications of this research study based on results received in form of an outcome of application of the various Statistical Tools and Tests of Significance applied to test various statistical hypotheses in this research study. The researcher has also applied Chi-square test, t-test and factor analysis to offer implications of the research study

The Last Chapter Number Eight, entitled as 'Conclusions and Suggestions' has summarized the entire research study to present a bird eye- view of findings, conclusions, and suggestions.

Finally thesis has been supported with Selected Bibliography and Webliography as well as lists of Maps inform of questionnaires as the case may be.

5.6: LIMITATIONS OF THE RESEARCH STUDY:

- This research study was restricted and centered on exclusively only on female Internet users in the selected Cities of the State of Gujarat.

- This research study was a first step to identify and report on some of the underlying factors that may differentiate consumer perceptions of online and offline shopping from online shopping.

- Due to constraints of time, the research study could not be broad based and was confined to only selected major Cities of the State of Gujarat.

- The limitation of threat of the secondary data sources employed to the research project does prevail in this research study.

- The responses given by the female respondents too are subject to their personal biases and choices as the case may be.

- Though, results of this research study have been obtained from selected female Internet users which were presumed to be fairly meaningful, and due care was exercised in offering its conclusions to other non- online shoppers.

- The quantitative method used is valuable in establishing relationships between variables, but is considered weak in identifying the reasons for those relationships when an attempt is made to do so.

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- The generalizability of the research study findings are limited by the small sample size.
- Errors due to misinterpretation or misunderstanding or shoppers' inattention might or might not have affected results of this research study systematically.

WELCOME TO QUESTIONNAIRE

Sir/Madame,

I am a Research Scholar of the Faculty of Commerce Including Business Administration, M.S. University of Baroda, pursuing a doctoral research study on measuring online Vis-a Vis Offline shopping activities of Female Internet Users. I would be grateful if you kindly spare your valuable time and provide me with your valuable views on the selected topic of the research study. We assure you that it is purely an academic exercise and the information supplied by you would be kept strictly confidential.

Thank you, I remain

 Yours Sincerely,

Bijal Zaveri

ABOUT YOU

Q.1Your Age-Group:
Below 25 years☐ 26-35 years☐ 36- 45 years☐ Over 46 years ☐

Q.2Your Occupation:
Housewife ☐ Student ☐ Self-employed ☐ Service ☐ Professional ☐ Any Other
Please Specify_____

Q.3Your Marital Status:
Unmarried ☐ Married ☐

Q.4Your Educational Qualifications::
SSC/ HSC☐   Graduation ☐   Post-Graduation☐
Doctorate ☐   Professional ☐

Q.5Your Daily Activities: (Please put a tick [√]):
To Read magazine ☐   To Read Newspaper ☐   To Watch TV☐
To Listen Radio☐   To Go for walk ☐
To do Physical exercises☐   To Meet friends ☐

Q.6The Names of Newspapers that you read Daily:
a)_____   b)_____   c)_____

Q.7The Names of Magazines that you read :
a)_____   b)_____   c)_____

Q.8The Names of TV Channels that you Watch Daily :
a)_____   b)_____   c)_____

Q.9Your active e-mail Id: _____

Q.10Your Two Most Preferred Websites:
a) _____ b) _____

Q.11Your Two Most Preferred Search Engines:
a) _____ b) _____

Q.12Your Annual Income: (In Rupees)
Upto Rs.90,000☐   Rs 90,001 to Rs.1,35,000 ☐
Rs1,35,001 to 1,80,000☐   Rs 1,80,001 to Rs.3,00,000☐
Rs 3,00,001 above ☐

QUESTIONNAIRE

PART-I

Note: Please put a Tick (√) on following as the Case May Be:

(Q.1) I Use Internet: Yes ☐   No☐

(Q.2) I Use Internet for following:
Avail Online Services☐   To Buy or Shop Products Online☐   Both☐

(Q.3.) I Access Internet from following:
☐ Home   ☐ School   ☐ College   ☐ Cyber Cafe   ☐ Office
☐ Any Other (Please Specify) _____

(Q.4.) I have been using Internet Since:
Last 6 Months☐   More Than 6 Months But Less Than 1 Year☐
1 To 2 Years ☐   2 To 4 Years☐   More Than 4 Years☐

(Q.5.)I Use Internet:
At Least Once In A Week☐   At Least Twice A Week   ☐ Once In A Fortnight☐
Each Alternate Day☐   Everyday ☐
Any Other (Please Specify) _____

(Q.6.) Average Time That I Spend Each Time:
Less than 30 minutes☐   .   less than about an hour ☐
1hour to 1hr and 30minute☐   More than 1hr and 30 minutes☐
Any other (Please specify) _____

(Q.7.) I Get Information on Websites and Search Engines from following:
Advertisements in Newspapers☐   Ads in Magazines ☐
Ads Banners on Websites☐   Information from Search Engines☐
Relatives☐   Family Members'☐
Colleagues☐   Friends☐
Online Magazines ☐   links from Websites☐
Ads on TV☐   Ads on Internet☐
Information received from Online Newspapers☐ Any Other [Please Specify] _____

(Q.8.) I Use Internet for following:
☐ To Search for Information   ☐ To Send E-mail   ☐ To Receive E-mail
☐ To Watch Video   ☐ To Listen Music   ☐ To Chat
☐ To Download Software   ☐ To Read Online Magazine
☐ To Read Newspaper   ☐ To Look for Search Engines

(Q.9.) I Use Internet to Collect Information On Following:
Movies☐ Music ☐ Greetings☐ News ☐ Travel☐ Astrology☐   Weather☐ Politics☐
☐ Fashion☐   Clothing☐   Job Search☐ Health☐   Matrimonial☐   Home Electronic Appliances
Entertainment ☐   Consumer Contest☐   Capital Market☐   Product's Prices☐   Education ☐   ☐
Research Purpose ☐   Stock Quotes☐   Business Purpose☐   Institutions☐
Investment Choices (Stock, Mutual Fund)   ☐ Travel Arrangement☐

(Q.10.) Your experience on problems being faced while accessing Internet:

Sr. No.	List of Selected Problems	Sometimes	Always	Never
a.	Problem of disconnection			
b.	Frequently hang up of computer			
c.	Problem of downloading			
d.	Problem of virus			
e.	Expiry of Websites			
f.	Expiry of WebPages			
g.	Problem of Website out look			
h.	Information on websites are unupdated			
i.	Storage Space provided by Websites is very limited			
j.	Problems faced due to advertisement on Internet			
k.	Problem of speed in Internet			

(Q.11.) Have you Shopped a Physical Product from any of the Website?
Yes□   No□

(a) If Yes than, which of the following products you have Purchased/Shopped Online from Website Using Internet?

Computer Hardware□   Computer Software □   Games□   Flowers□
Magazines □   News Paper□   Books□   Jewellery□
Gift Items□   Sports\Fitness□   Home Electronic Appliances □
Clothing□   Shoes □   Music CDs□   Furniture□
Any Other[Please Specify]_____

(Q.12.) Have you Used Internet to Receive any kind of Online Services? (To illustrate, Buying of Tickets, Payments etc.)
Yes □   No □

(a) If yes than, Which of the following online Services You have Received/availed Using Internet?

To Buy Movie Tickets Online □   To Buy Railway Tickets Online □
To Buy Airline Tickets Online □   Paying Bills Online □
To Buy and or Sell Shares Online □   To Transfer Funds Between Accounts□
To Check Balance of account□   To receive Education Online □
To get Legal Services Online □   Insurance Services Online □
Banking Services□

PART-II

Note: Please Put a Tick (√) on following As the Case May Be

(Q.13.) As An Online Shopper, Please Share Your Valuable Experience on following as Case May Be:

Sr. No.	Selected Products	I would Prefer to Buy following from Physical Store/Mall/Outlet	I would Prefer to Buy following Using Internet	I would Prefer to Buy following Products from Physical Store/Mall/Outlet as well as Using Internet
a.	Computer Hardware			
b.	Computer Software			
c.	Games			
d.	Flowers			
e.	Magazines			
f.	News paper			
g.	Books			
h.	Jewellery			
i.	Gift items			
j.	Fitness machines			
k.	Home electronic appliances			
l.	Clothing			
m.	Music CDs			
n.	Furniture			

(Q.14.) As An Online Shopper, Please Share Your Valuable Experience on following as case may be:

Sr. No.	Selected Services	I would Prefer to Receive following Services from Physical Store/Mall/Outlet	I would Prefer to Receive following Services Using Internet	I would Prefer to Receive Services from physical Place as well as I shall receive it Online Using Internet
a.	Stock Trading			
b.	Education as Services			
c.	Legal Advice			
d.	Banking Services			
e.	Insurance Services			
f.	Travel Services			
g.	To pay Utility Bills			
h.	Reservation/Booking of Tickets			
i.	Transfer of Funds between Accounts			

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(Q.15.) I Have Used Internet For Following: (Please Put A Tick √ As the Case May Be):

Sr No.	Selected items	Sometimes	Always	Never
a.	To request the company to send further information on products			
b.	To request the company to send further information on services			
c.	To show my response to a company's sales promotion offer			
d.	To show my interest towards a company's products			
e.	To show my interest towrds a company's services			
f.	To request sales people to provide real demonstration			
g.	To visit section of frequently Asked Questions (FAQs) on Websites			
h.	To bargain on prices of the products			
i.	To bargain on prices of the services			
j	To place an online order of a particular product			
k	To place an online order of a particular service			

(Q.16.) Your perceived Importance while making Online Shopping Products Using Internet on 5-Scale defined as: 1=Most Important, 2= Important, 3= can't say, 4= UnImportant, and 5 = Least Important.

Sr. No.	Selected Criteria	Your Preference
a.	Company's Image	
b.	Products' Variety	
c.	Packages	
d.	Brand	
e.	Prices	
f.	Products' features	
g.	Company's Performance claims	

(Q.17.) Your Most Preferred Mode of Payment while Making Online Shopping of Products\ Services Online Using Internet:

Sr. No.	Modes of payment	Sometimes	Always	Never
a.	Credit Card			
b.	Cash on Delivery			
c.	Demand Draft			
c.	Cheque			

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Q.18Please Give your Overall Opinion As An Online Shopper Considering following Statements. You are required to encircle ANY ONE Rating defined as:
[1= Strongly DisAgree, 2= DisAgree, 3= Neither Agree Nor DisAgree, 4= Agree, and 5= Strongly Agree]

Sr. No.	Statements	SD	D	NA \ND	A	SA
1	Internet Technology is not reliable.	1	2	3	4	5
2	My Credit Card number may be stolen	1	2	3	4	5
3	I do not feel safe to give out financial details	1	2	3	4	5
4	I do not feel safe to give out personal details	1	2	3	4	5
5	I do not feel secure giving Credit Card Number through the Internet.	1	2	3	4	5
6	It is difficult to judge product's/ service's quality.	1	2	3	4	5
7	I do not feel comfortable shopping online.	1	2	3	4	5
8	I am not sure about returning of faulty products.	1	2	3	4	5
9	It is tedious to shop online as browsing website is time consuming process.	1	2	3	4	5
10	There are too many websites on the Internet.	1	2	3	4	5
11	I prefer to talk to sales person.	1	2	3	4	5
12	I prefer to visit real shops.	1	2	3	4	5
13	Shopping online is impersonal.	1	2	3	4	5
14	There is no sales assistance to advise me.	1	2	3	4	5
15	It is difficult to be assured that the product is reliable	1	2	3	4	5
16	It is difficult to be assured that the product will perform as well as it is supposed to	1	2	3	4	5
17	Shopping online is risky	1	2	3	4	5
18	It is difficult to return purchases made online	1	2	3	4	5
19	It is difficult to exchange the defective product online.	1	2	3	4	5
20	It is difficult to get after-sales service online	1	2	3	4	5
21	It is difficult to make after-sales enquiries online	1	2	3	4	5
22	I can stay home and shop online.	1	2	3	4	5
23	It is easy to shop online any time of the day.	1	2	3	4	5
24	Online shopping reduces cost of traveling.	1	2	3	4	5
25	It is easy to shop abroad.	1	2	3	4	5
26	I prefer to research products online but then shop offline.	1	2	3	4	5
27	I do not get irritated by sales promoters.	1	2	3	4	5
28	I do not feel pressure to make purchase.	1	2	3	4	5
29	Companies provide adequate information.	1	2	3	4	5
30	I do not require personal suggestion for the product.	1	2	3	4	5
31	I have no problems in using Internet technology.	1	2	3	4	5
32	Shopping online is expensive.	1	2	3	4	5
33	I have under gone bad experience.	1	2	3	4	5
34	I would like to continue to make favorably for online shopping.	1	2	3	4	5
35	I would recommend online shopping to others.	1	2	3	4	5

(Q.19)Please Rate your Experience As An Offline shopper considering following Statements. You are required to Encircle ANY ONE Rating for Offline Shopping defined as: [1= Strongly DisAgree(SD), 2= DisAgree(D), 3= Neither Agree Nor DisAgree(NA/ND), 4= Agree(A), 5= Strongly Agree(SA)]

Please show your Agreement /Disagreement with each of the following Statements relating to Different Facets of Offline Shopping.

Sr. No.	Selected Statements	Offline(Store) Shopping				
01	Offline Shopping saves time.	1	2	3	4	5
02	Offline Shopping is convenient way to get the best deal.	1	2	3	4	5
03	Offline shopping allows one to stop at own pace.	1	2	3	4	5
04	Offline shopping easy to place an order.	1	2	3	4	5
05	Offline shopping is convenient.	1	2	3	4	5
06	Offline shopping offers great variety of the product.	1	2	3	4	5
07	It is safe to give out personal information.	1	2	3	4	5
08	It is safe to give out financial details.	1	2	3	4	5
09	Offline shopping provides comprehensive·information.	1	2	3	4	5
10	Offline shopping provides adequate information.	1	2	3	4	5
11	Offline shopping provides the required customer services.	1	2	3	4	5
12	Offline shopping Encounter no problems during shopping.	1	2	3	4	5
13	Offline shopping requires fewer efforts.	1	2	3	4	5
14	Offline shopping provides faster goods and services.	1	2	3	4	5
15	Offline Shopping avoids bother.	1	2	3	4	5
16	Offline shopping offers prompt delivery of goods.	1	2	3	4	5
17	Offline shopping allows one to look for the best price before purchasing.	1	2	3	4	5
18	Offline shopping is easy to find real bargains.	1	2	3	4	5
19	Offline shopping offers competitive prices.	1	2	3	4	5
20	Offline shopping is easy way to get the price information quickly and accurately.	1	2	3	4	5
21	Offline shopping offers fix prices.	1	2	3	4	5
22	Offline shopping has no hidden costs.	1	2	3	4	5
23	It is important to me that goods I buy are value for money	1	2	3	4	5
24	I need to see and touch consumer goods before I buy them	1	2	3	4	5
25	It is important to me to have contact with people when I make purchases	1	2	3	4	5
26	I wouldn't want to buy clothes without trying them on first	1	2	3	4	5
27	The feel of the place I buy things is important to me.	1	2	3	4	5
28	I often buy things offline because it puts me in a better mood	1	2	3	4	5
29	Offline Shopping is fun and exciting	1	2	3	4	5
30	I get a real buzz from buying things	1	2	3	4	5
31	For me, offline shopping is an important leisure activity	1	2	3	4	5
32	Offline Shopping arouses my emotions and feelings	1	2	3	4	5
33	I like to shop offline, not because I have to but because I want to	1	2	3	4	5
34	I enjoy browsing and looking at things, even when I do not intend to buy something	1	2	3	4	5
35	I like to buy things which impress other people	1	2	3	4	5
36	I buy consumer goods because they give me "prestige"	1	2	3	4	5

(Q.20.)Please Rate Your Overall Experience as an Online Shopper considering following Statements. You are required to Encircle ANY ONE Rating for Online Shopping defined as: [1= Strongly DisAgree, 2= DisAgree, 3= Neither Agree Nor DisAgree, 4= Agree, and 5= Strongly Agree]

Please show your Agreement /DisAgreement with each of the following Statements with reference to Different facets of Online Shopping.

Sr. No.	Selected Statements	Online Shopping				
01	Online shopping saves time.	1	2	3	4	5
02	Online shopping is convenient way to get the best deal.	1	2	3	4	5
03	Online shopping allows one to stop at own pace.	1	2	3	4	5
04	Online shopping is easy to place an order.	1	2	3	4	5
05	Shopping online is the convenient way.	1	2	3	4	5
06	Online shopping offers great variety of the product.	1	2	3	4	5
07	Online shopping is safe to give out personal information.	1	2	3	4	5
08	Online shopping is safe to give out financial details.	1	2	3	4	5
09	Online shopping provides comprehensive information.	1	2	3	4	5
10	Online shopping provides adequate information.	1	2	3	4	5
11	Online shopping provides the required customer services.	1	2	3	4	5
12	Encounter no problems during shopping.	1	2	3	4	5
13	It requires less efforts of my part.	1	2	3	4	5
14	I can purchase goods and services faster.	1	2	3	4	5
15	Online Shopping avoids trouble.	1	2	3	4	5
16	Online shopping offers prompt delivery of goods.	1	2	3	4	5
17	Online shopping allows one to look for the best price before purchasing.	1	2	3	4	5
18	Online shopping is easy to find real bargains.	1	2	3	4	5
19	Online shopping offers competitive prices.	1	2	3	4	5
20	Online shopping is easy way to get the price information quickly and accurately.	1	2	3	4	5
21	Online shopping offers fix prices.	1	2	3	4	5
22	Online shopping has no hidden costs.	1	2	3	4	5
23	It is important to me that goods I buy are value for money	1	2	3	4	5
24	I need to see and touch consumer goods before I buy them	1	2	3	4	5
25	It is important to me to have contact with people when I make purchases	1	2	3	4	5
26	The feel of the place I buy things is important to me.	1	2	3	4	5
27	I wouldn't want to buy clothes without trying them on first	1	2	3	4	5
28	I often buy things online because it puts me in a better mood	1	2	3	4	5
29	Online Shopping is fun and exciting	1	2	3	4	5
30	I get a real buzz from buying things online	1	2	3	4	5
31	For me, online shopping is an important leisure activity	1	2	3	4	5
32	Online Shopping things arouses my emotions and feelings	1	2	3	4	5
33	I like to shop online, not because I have to but because I want to	1	2	3	4	5
34	I enjoy browsing and looking at things, even when I do not intend to buy something	1	2	3	4	5
35	I like to buy things which impress other people	1	2	3	4	5
36	I buy consumer goods because they give me "prestige"	1	2	3	4	5

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