Chapter – 4: Data Analysis and Interpretation

4.0 INTRODUCTION

This chapter provides information regarding the analysis and interpretation of primary data collected from consumers through structured and non-disguised questionnaire. In this chapter, the researcher has included data analysis of consumers in it.

The researcher has gathered data on their demographic profile, their preferences, their experience and impact from COVID 19 to measure and evaluate the buying behaviour. A Five pointer Likert Scale is used by the researcher.

This chapter contains important information about the demographic profile of the respondents as well as their buying behaviour for both durable and non-durable products, whether purchased online or offline. Frequency analysis, mean, standard deviation, chi-square test, paired sample t-test, factor analysis, and correlation & regression analysis were utilised by the researcher to fulfil the research objectives and evaluate the hypotheses. The researcher utilised SPSS 21 to analyse these statistical tests.

4.1 DEMOGRAPHIC PROFILE

This chapter provides information regarding the analysis and interpretation of primary data collected from consumers through structured and non-disguised questionnaire. In this chapter, the researcher has included data analysis of consumers in it.

Table 4.1: Demographic Profile of Respondents

		Frequency	Percentage
Gender	Male	752	50.1
	Female	748	49.9
	Total	1500	100
Age	15 to 24	445	29.7
	25 to 34	374	24.9
	35 to 44	283	18.9
	45 to 54	251	16.7
	55 to 64	112	7.5
	65 and above	35	2.3
	Total	1500	100
Residential Location	Rural	353	23.5
	Urban	1147	76.5
	Total	1500	100

States	Gujarat	400	26.7
	Maharashtra	400	26.7
	Rajasthan	400	26.7
	Goa	200	13.3
	U.T. of DNH and Daman & Diu	100	6.7
	Total	1500	100
Marital Status	Married	760	50.7
	Unmarried	721	48.1
	Divorcee	15	1
	Widower	4	0.3
	Total	1500	100
Qualification	Secondary School	308	20.5
	Higher Secondary School	348	23.2
	Diploma	122	8.1
	Graduation	444	29.6
	Post-Graduation	206	13.7
	Doctorate	37	2.5
	Professional	35	2.3
	Total	1500	100
Occupation	Service	683	45.5
	Business	95	6.3
	Self Employed	99	6.6
	Professional	71	4.7
	Student	434	28.9
	Retired	12	0.8
	Housewife	106	7.1
	Total	1500	100
Family Monthly Income	Less than Rs.30000	501	33.4
	Rs. 30000 to Rs 60000	309	20.6
	Rs. 60000 to Rs. 90000	447	29.8
	more than Rs. 90000	243	16.2
	Total	1500	100
Family Type	Joint Family	929	61.9
	Nuclear family	512	34.1
	Bachelor	39	2.6
	Hosteller	10	0.7
	Paying Guest	10	0.7
	Total	1500	100
Family Size	Upto 3 Members	448	29.9
	3 to 5 Members	739	49.3
	5 to 7 Members	253	16.9
	More than 7 members	60	4
	Total	1500	100
Earning Members	One	791	52.7
	Two	511	34.1
	Three	115	7.7
	Four and above	83	5.5
	Total	1500	100

Interpretation: The above table 4.1, explains the demographic profile of the respondents. The first variable of the demographic profile is gender. Out of 1500 respondents, there were 752 males and 748 females. In terms of percentage, the total percentage of male respondents, is 50.1 percent and female respondents, are 49.9 percent from the selected states of Gujarat, Rajasthan, Maharashtra, Goa and U.T. of DNH and Daman & Diu.

The second variable in the demographic profile is age group. Out of 1500, 445 respondents, i.e. 29.7 percent belong from the age group of 15 to 24, 374 respondents, i.e. 24.9 percent belong from the age group of 25 to 34, 283 respondents, i.e. 18.9 percent belong from the age group of 35 to 44, 251 respondents, i.e. 16.7 percent belong from the age group of 45 to 54, 112 respondents, i.e. 7.5 percent belong from the age group of 55 to 64, 35 respondents, i.e. 2.3 percent belong from the age group of 65 and above.

The third variable of the demographic profile is residential location. Out of 1500 respondents, 353 respondents, i.e. 23.5 percent, stayed in a rural areas and 1147 respondents, i.e. 76.5 percent stay in an urban area.

The fourth variable of the demographic profile is states. Out of 1500 respondents, 400 respondents, i.e.. 26.7 percent stay in Gujarat state, 400 respondents, i.e.. 26.7 percent stayed in Maharashtra state, 400 respondents, i.e. 26.7 percent stayed in Rajasthan state, 200 respondents, i.e.. 13.3 percent stayed in Goa state, 100 respondents, i.e.. 6.7 percent stayed in U.T. of DNH and Daman & Diu.

The fifth variable of the demographic profile is marital status. Out of 1500 respondents, 760 respondents, i.e. 50.7 percent are married, 721 respondents, i.e. 48.1 percent are unmarried, 15 respondents i.e. 1.0 percent are divorcees and 4 respondents, i.e. 0.3 percent are widowers.

The sixth variable of the demographic profile is qualification. Out of 1500 respondents, 308 respondents, i.e. 20.5 percent are educated upto Secondary School, 348 respondents, i.e. 23.2 percent are educated upto Higher Secondary School, 122 respondents, i.e. 8.1 percent are educated upto Diploma, 444 respondents, i.e. 29.6 percent are educated upto Graduation, 206 respondents, i.e. 13.7 percent are educated upto Post Graduation, 37 respondents, i.e. 2.5

percent are educated upto Doctorate and 35 respondents, i.e. 2.3 percent are educated in Professional Course.

The seventh variable of the demographic profile is occupation. Out of 1500 respondents, 683 respondents, i.e. 45.5 percent are engaged in Service, 95 respondents, i.e. 6.3 percent are engaged in Business, 99 respondents, i.e. 6.6 percent are Self Employed, 71 respondents, i.e. 4.7 percent are Student, 12 respondents, i.e. 0.8 percent are Retired and 106 respondents, i.e. 7.1 percent are Housewife.

The Eighth variable of the demographic profile is family monthly income. Out of 1500 respondents, 501 respondents, i.e. 33.4 percent have monthly income less than Rs. 30000, 309 respondents, i.e. 20.6 percent have a monthly income between Rs. 30000 to Rs. 60000, 447 respondents, i.e. 29.8 percent have a monthly income between Rs. 60000 to Rs. 90000 and 243 respondents, i.e. 16.2 percent have monthly income more than Rs. 90000.

The ninth variable of the demographic profile is family type. Out of 1500 respondents, 929 respondents, i.e. 61.9 percent live in a joint family, 512 respondents, i.e. 34.1 percent live in a nuclear family, 39 respondents, i.e. 2.6 percent live as bachelors, 10 respondents, i.e. 0.7 percent live as hosteller and 10 respondents, i.e. 0.7 percent live in paying guest.

The tenth variable of the demographic profile is family size. Out of 1500 respondents, 448 respondents, i.e. 29.9 percent have a family of upto 3 members, 739 respondents, i.e. 49.3 percent have a family of 3 to 5 Members, 253 respondents, i.e. 16.9 percent have a family of 5 to 7 Members and 60 respondents, i.e. 4.0 percent have a family of more than 7 Members.

The eleventh variable of the demographic profile is the number of earning members in the family, Out of 1500 respondents, 791 respondents, i.e. 52.7, have only one earning member in the family, 511 respondents, i.e. 34.1, have two earning members in the family, 115 respondents, i.e. 7.7, have three earning members in the family and 83 respondents, i.e. 5.5, have four and above earning members in the family.

Table 4.2: Purchase Decision

		Frequency	Percentage
Durable Products	Senior Member	455	30.3
	Earning Member	478	31.9
	Home Maker	427	28.5
	Consumer	140	9.3
	Total	1500	100.0
Non-Durable Products	Senior Member	386	25.7
	Earning Member	369	24.6
	Home Maker	588	39.2
	Consumer	157	10.5
	Total	1500	100.0

Interpretation: The table 4.2 explains the details of the purchase decisions of the respondents. The first variable of the purchase decision is who makes the Buying decision for Durable Products in your family. Out of 1500 respondents, 455 respondents, i.e. 30.3 percent buying decision is taken by the senior member of the family, 478 Among the respondents, i.e.., 31.9 percent Buying decision is taken by the earning member in the family, 427 respondents, i.e. 28.5 percent Buying decision is taken by the homemaker in the family and 140 respondents, i.e. 9.3 percent buying decision is taken by the consumer in the family. The second variable of the purchase decision is who makes the buying decision for Non- Durable Products in your family. Out of 1500 respondents, 386 respondents, i.e. 25.7 percent Buying decision is taken by the senior member in the family, 369 respondents, i.e. 24.6 percent Buying decision is taken by the earning member in the family, 588 respondents, i.e. 39.2 percent Buying decision is taken by the homemaker in the family and 157 respondents, i.e. 10.5 percent Buying decision is taken by the consumer in the family.

Table 4.3: Frequency of Buying

		Frequency	Percentage
Durable Products	Monthly	537	35.8
	Quarterly	231	15.4
	Semi-Annually	224	14.9
	Annually	508	33.9
	Total	1500	100.0
Non-Durable Products	Daily	341	22.7
	Twice a week	360	24.0
	Weekly	311	20.7
	Fortnightly	71	4.7
	Monthly	417	27.8
	Total	1500	100.0

Interpretation: The table 4.3 explains the details of the frequency of buying. The first variable of frequency of buying is how frequently one buys durable products. Out of 1500 respondents, 537 respondents, i.e. 35.8 percent buy products monthly, 231 respondents, i.e. 15.4 percent buy products quarterly, 224 respondents, i.e. 14.9 percent buy products semi-annually and 508 respondents, i.e. 33.9 percent buy products annually. The second variable of frequency of buying is how frequently one buys Non-Durable products. Out of 1500 respondents, 341 respondents, i.e. 22.7 percent buy products daily, 360 respondents, i.e. 24.0 percent buy products twice a week, 311 respondents, i.e. 20.7 percent buy products weekly, 71 respondents, i.e. 4.7 percent buy products fortnightly and 417 respondents, i.e. 27.8 percent buy products monthly.

Table 4.4: Mode of Buying

		Frequency	Percentage
Durable Products	Online	459	30.6
	Offline	1041	69.4
	Total	1500	100.0
Non-Durable Products	Online	414	27.6
	Offline	1086	72.4
	Total	1500	100.0

Interpretation: The table 4.4 explains the details of the mode of buying. The first variable of the preferred mode for buying durable products. Out of 1500, 459 respondents, i.e. 30.6 percent prefer buying through online mode, 1041 respondents, i.e. 69.4 percent prefer Buying through Offline Mode. The second variable is the mode preferred for Buying for Non-Durable Products. Out of 1500, 414 respondents, i.e. 27.6 percent prefer Buying through Online Mode, 1086 respondents, i.e. 72.4 percent prefer Buying through Offline Mode.

Table 4.5: Other Variables

		Frequency	Percentage
Trust	Yes	913	60.9
	No	587	39.1
	Total	1500	100.0
Distance for Offline Buying of Durable Products	Less than 5 Kms	885	59.0
	5 to 10 Kms	382	25.5
	10 to 15 Kms	126	8.4
	More than 15 Kms	107	7.1
	Total	1500	100.0

Distance for Offline Buying of Non Durable Products	Less than 1 Kms	812	54.1
	1 to 5 Kms	474	31.6
	5 to 10 Kms	145	9.7
	More than 10 Kms	69	4.6
	Total	1500	100.0
Comparison	Yes	1066	71.1
	No	434	28.9
	Total	1500	100.0
Same Attributes	Online	670	44.7
	Offline	830	55.3
	Total	1500	100.0
Compromise Buying Mode for Same Attributes	Yes	998	66.5
	No	502	33.5
	Total	1500	100.0
Faced Problem Online	Yes	857	57.1
	No	643	42.9
	Total	1500	100.0
Types of Problems Faced	Delay in Delivery	681	45.4
	Damaged Product	609	40.6
	Cheap Quality of Product	697	46.4
	Less Quantity of Product	380	25.3
	Not as Shown in Display	622	41.4
	Failure in Payment	316	21.1
	Non-Delivery of Product	253	16.9
	Fraud	303	20.2
	Fake Product	375	25
	Total	1500	100.0
Reasons for Not Buying Online	Risk of Transactions	726	48.4
	Internet Illiteracy	430	28.6
	Risk of Identity Theft	580	38.6
	Tangibility	438	29.2
	High Delivery Charges	561	37.4
	Total	1500	100.0

Interpretation: The table 4.5 explains the details of Other Variables. The first variable is trust in online buying mode. Out of 1500, 913 respondents, i.e. 60.9 percent have trust, 587 respondents, i.e. 39.1 percent don't have trust in Online Mode.

The second variable is the distance travelled for offline buying of durable products. Out of 1500, 885 respondents, i.e. 59.0 percent will travel less than 1 Kms, 382 respondents, i.e. 25.5 percent will to travel 5 Kms to 10 Kms, 126 respondents, i.e. 8.4 percent will travel 10 Kms to 15 Kms and 107 respondents, i.e. 7.1 percent will to travel more than 15 Kms.

The third variable is distance travelled for offline buying of Non-Durable Products. Out of 1500, 812 respondents, i.e. 54.1 percent will travel less than 1 Kms, 474 respondents, i.e. 31.6 percent will travel 1 Kms to 5 Kms, 145

respondents, i.e. 9.7 percent will travel 5 Kms to 10 Kms and 69 respondents, i.e. 4.6 percent will travel more than 10 Kms.

The fourth variable is comparison. Out of 1500, 1066 respondents, i.e. 71.1 percent compare the factors of online mode and offline mode and 434 respondents, i.e. 28. percent don't compare the factors of online mode and offline mode.

The fifth variable is preferred buying mode on the basis of the same attributes. Out of 1500, 670 respondents, i.e. 44.7 percent prefer online, while 830 respondents, i.e. 55.3 percent prefer offline.

The sixth variable is compromise in buying mode, if the same attributes are available. Out of 1500, 998 respondents, i.e. 66.5 percent will let get of the Mode, 502 respondents, i.e. 33.5 percent will not let go of the Mode.

The seventh variable is faced problem online. Out of 1500, 857 respondents, i.e. 57.1 percent have faced problems online, 643 respondents, i.e. 42.9 percent have not faced problems online.

The eighth variable is types of problems faced. Out of 1500, 681 respondents, i.e. 45.4 percent have faced problem delay in delivery, 609 respondents, i.e..40.6 percent have received a damaged product, 697 respondents, i.e. 46.4 percent have received cheap quality product, 380 respondents, i.e. 25.3 percent have received less quantity of the product, 622 respondents, i.e. 41.4 percent have received product not as shown in the display, 316 respondents, i.e. 21.2 percent have failures in payment, 253 respondents, i.e. 16.9 percent have not received the delivery of the product, 303 respondents, i.e. 20.2 have faced fraud and 375 respondents, i.e. 25 percent have received a fake product.

The ninth variable is reasons for buying online. Out of 1500, 726 respondents, i.e. 48.4 percent fear the risk of the transaction, 430 respondents, i.e. 28.6 percent are internet illiterate, 580 respondents, i.e. 38.6 percent fear the risk of identity theft, 438 respondents, i.e. 29.2 percent prefer tangibility and 561 respondents, i.e. 37.4 percent feels the delivery charges are high.

4.2 CROSS TABULATION

Table 4.6: Cross Tabulation Gender and Frequency of Buying Durable Products

		Monthly	Quarterly	Semi Annually	Annually	Total
Gender	Male	24 (17.%)	134 (8.93%)	117 (7.8%)	237 (15.8%)	752 (50.13%)
	Female	273 (18.2%)	97 (6.47%)	107 (7.13%)	271 (18.07%)	748 (49.87%)
Total		537 (35.8%)	231 (15.4%)	224 (14.93%)	508 (33.87%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 752 respondents, i.e. 50.13 percent are male and 748 respondents, i.e. 49.87 percent are female. Out of 752 males i.e. 50.13 percent, 264 respondents, i.e. 17.6 percent buy durable products monthly, 134 respondents, i.e. 8.93 percent buy durable products quarterly, 117 respondents, i.e. 7.8 percent buy durable products semi-annually, 237 respondents, i.e. 15.8 percent buy durable products annually. Out of 748 females i.e. 49.87 percent , 273 respondents, i.e. 18.2 percent buy durable products monthly , 97 respondents, i.e. 6.47 percent buy durable products quarterly, 107 respondents, i.e. 7.13 percent buy durable products semi-annually, 271 respondents, i.e. 18.07 percent buy durable products annually.

Table 4.7: Cross Tabulation Gender and Frequency of Buying Non-Durable Products

		Daily	Twice a Week	Weekly	Fort Nightly	Monthly	Total
Gender	Male	171 (11.40%)	188 (12.53%)	157 (10.47%)	38 (2.53%)	198 (13.20%)	752 (50.13%)
	Female	170 (11.33%)	172 (11.47%)	154 (10.27%)	33 (2.20%)	219 (14.60%)	748 (49.87%)
Total		341 (22.73%)	360 (24%)	311 (20.73)	71 (4.73%)	417 (27.8%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 752 respondents, i.e. 50.13 percent are male and 748 respondents, i.e. 49.87 percent are female. Out of 752 males, i.e. 50.13 percent 171 respondents, i.e. 11.40 percent buy non-durable products daily , 188 respondents, i.e. 12.53 percent buy non-durable products twice a week, 157 respondents, i.e. 10.47 percent buy non-durable products weekly , 38 respondents, i.e. 2.53 percent buy non-durable products fortnightly and 198 respondents, i.e. 13.20 percent buy non-durable products monthly. Out of 748 female, i.e. 49.87 percent 170 respondents, i.e. 11.33 percent buy non-durable products daily, 172

respondents, i.e. 11.47 percent buy non-durable products twice a week, 154 respondents, i.e. 10.27 percent buy non-durable products weekly, 33 respondents, i.e. 2.20 percent buy non-durable products fortnightly and 219 respondents, i.e. 14.60 percent buy non-durable products monthly.

Table 4.8: Cross Tabulation Gender and Preferred Mode of Buying Durable Product

		Online	Offline	Total
Gender	Male	262 (17.47%)	490 (32.67%)	752 (50.13%)
	Female	197 (13.13%)	551 (36.73%)	748 (49.87%)
Total		459 (30.60%)	1041 (69.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 752 respondents, i.e. 50.13 percent are male and 748 respondents, i.e. 49.87 percent are female. Out of 752 respondents, i.e. 50.13 percent, 262 respondents, i.e. 17.47 percent prefer the online mode of buying durable products, 490 respondents, i.e. 32.67 percent prefer the offline mode of buying durable products. Out of 748 respondents, i.e. 49.87 percent, 197 respondents, i.e. 13.13 percent prefer the online mode of buying durable products, 551 respondents, i.e. 36.73 percent prefer the offline mode of buying durable products.

Table 4.9: Cross Tabulation Gender and Preferred Mode of Buying Non-Durable Product

		Online	Offline	Total
Gender	Male	225 (15.00%)	527 (35.13%)	752 (50.13%)
	Female	189 (12.60%)	559 (37.27%)	748 (49.87%)
Total		414 (27.60%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 752 respondents, i.e. 50.13 percent are male and 748 respondents, i.e. 49.87 percent are female. Out of 752 respondents, i.e. 50.13 percent, 225 respondents, i.e. 15.00 percent prefer online mode of buying non-durable products, 527 respondents, i.e. 32.67 percent prefer offline mode of buying non-durable products. Out of 748 respondents, i.e. 49.87 percent, 189 respondents, i.e. 12.60 percent prefer the online mode of Buying non-durable products, 559 respondents, i.e. 37.27 percent prefer the offline Mode of Buying non-durable products.

Table 4.10: Cross Tabulation Age and Frequency of Buying Durable Products

		Monthly	Quarterly	Semi Annually	Annually	Total
Age Group	15 to 24 Years	176 (11.73%)	64 (4.27%)	46 (3.07%)	159 (10.60%)	445 (29.67%)
	25 to 34 Years	120 (8.00%)	39 (2.60%)	54 (3.60%)	161 (10.73%)	374 (24.93%)
	35 to 44 Years	102 (6.80%)	43 (2.87%)	47 (3.13%)	91 (6.07%)	283 (18.87%)
	45 to 54 Years	99 (6.60%)	51 (3.40%)	46 (3.07%)	55 (3.67%)	251 (16.73%)
	55 to 64 Years	33 (2.20%)	24 (1.60%)	24 (1.60%)	31 (2.07%)	112 (7.47%)
	65 years and Above	7 (0.47%)	10 (0.67%)	7 (0.47%)	11 (0.73%)	35 (2.33%)
Total		537 (35.80%)	231 (15.40%)	224 (14.93%)	508 (33.87%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 445 respondents, i.e. 29.67 percent are from the age group 15 to 24 years, 374 respondents, i.e. 24.93 percent are from the age group 25 to 34 years, 283 respondents, i.e. 18.87 percent are from the age group 35 to 44 years, 251 respondents, i.e. 16.73 percent are from the age group 45 to 54 years, 112 respondents, i.e. 7.47 percent are from the age group 55 to 64 and 35 respondents, i.e. 2.33 percent are from the age group 65 years and above. Out of 1500 respondents, 537 respondents, i.e. 35.08 percent buy durable products monthly, 231 respondents, i.e. 15.40 percent buy durable products quarterly, 224 respondents, i.e. 14.93 percent buy durable products semi-annually, 508 respondents, i.e. 33.87 percent buy durable products annually.

Table 4.11: Cross Tabulation Age and Frequency of Buying Non-Durable Products

		Daily	Twice a Week	Weekly	Fort Nightly	Monthly	Total
Age Group	15 to 24 Years	78 (5.20%)	126 (8.40%)	92 (6.13%)	12 (0.80%)	137 (9.13%)	445 (29.67%)
	25 to 34 Years	104 (6.93%)	81 (5.40%)	77 (5.13%)	18 (1.20%)	94 (6.27%)	374 (24.93%)
	35 to 44 Years	68 (4.53%)	71 (4.73%)	57 (3.80%)	15 (1.00%)	72 (4.80%)	283 (18.87%)
	45 to 54 Years	62 (4.13%)	59 (3.93%)	52 (3.47%)	16 (1.07%)	62 (4.13%)	251 (16.73%)
	55 to 64 Years	24 (1.60%)	18 (1.20%)	26 (1.73%)	8 (0.53%)	36 (2.40%)	112 (7.47%)
	65 years and Above	5 (0.33%)	5 (0.33%)	7 (0.47%)	2 (0.13%)	16 (1.07%)	35 (2.33%)
Total		341 (22.73%)	360 (24.00%)	311 (20.73%)	71 (4.73%)	417 (27.80%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 445 respondents, i.e. 29.67 percent are from the age group 15 to 24 years, 374 respondents, i.e. 24.93 percent are from age group 25 to 34 years, 283 respondents, i.e. 18.87 percent are from age group 35 to 44 years, 251 respondents, i.e. 16.73 percent are from age group 45 to 54 years, 112 respondents, i.e. 7.47 percent are from the age group 55 to 64 and 35 respondents, i.e. 2.33 percent are from the age group 65 years and above. Out of 1500 respondents, 341 respondents, i.e. 22.73 percent buy non-durable products daily, 360 respondents, i.e. 24.00 percent buy non-durable products twice a week, 311 respondents, i.e. 20.73 percent buy non-durable products weekly, 71 respondents, i.e. 4.73 percent buy non-durable products fortnightly and 471 respondents, i.e. 428.80 percent buy non-durable products monthly.

Table 4.12: Cross Tabulation Age and Preferred Mode of Buying Durable Product

		Online	Offline	Total
Age Group	15 to 24 Years	140 (9.33%)	305 (20.33%)	445 (29.67%)
	25 to 34 Years	58 (3.87%)	316 (21.07%)	374 (24.93%)
	35 to 44 Years	103 (6.87%)	180 (12.00%)	283 (18.87%)
	45 to 54 Years	110 (7.33%)	141 (9.40%)	251 (16.73%)
	55 to 64 Years	37 (2.47%)	75 (5.00%)	112 (7.47%)
	65 years and Above	11 (0.73%)	24 (1.60%)	35 (2.33%)
Total		459 (30.60%)	1041 (69.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 445 respondents, i.e. 29.67 percent are from the age group 15 to 24 years, 374 respondents, i.e. 24.93 percent are from age group 25 to 34 years, 283 respondents, i.e. 18.87 percent are from age group 35 to 44 years, 251 respondents, i.e. 16.73 percent are from age group 45 to 54 years, 112 respondents, i.e. 7.47 percent are from the age group 55 to 64 and 35 respondents, i.e. 2.33 percent are from age group 65 years and above. Out of 1500, 459 respondents, i.e. 30.60 percent prefer the online mode of buying durable products and 1041 respondents, i.e. 69.40 percent prefer the offline mode of buying durable products.

Table 4.13: Cross Tabulation Age and Preferred Mode Of Buying Non-Durable Product

		Online	Offline	Total
Age Group	15 to 24 Years	119 (7.93%)	326 (21.73%)	445 (29.67%)
	25 to 34 Years	56 (3.73%)	318 (21.20%)	374 (24.93%)
	35 to 44 Years	93 (6.20%)	190 (12.67%)	283 (18.87%)
	45 to 54 Years	95 (6.33%)	156 (10.40%)	251 (16.73%)
	55 to 64 Years	42 (2.80%)	70 (4.67%)	112 (7.47%)
	65 years and Above	9 (0.60%)	26 (1.73%)	35 (2.33%)
Total		414 (27.60%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 445 respondents, i.e. 29.67 percent are from the age group 15 to 24 years, 374 respondents, i.e. 24.93 percent are from age group 25 to 34 years, 283 respondents, i.e. 18.87 percent are from age group 35 to 44 years, 251 respondents, i.e. 16.73 percent are from age group 45 to 54 years, 112 respondents, i.e. 7.47 percent are from age group 55 to 64 and 35 respondents, i.e. 2.33 percent are from the age group 65 years and above. Out of 1500, 414 respondents, i.e. 27.60 percent prefer the online mode of buying durable products and 1086 respondents, i.e. 72.40 percent prefer the offline mode of buying durable products.

Table 4.14: Cross Tabulation Residential Location and Preferred Mode of Buying Durable Product

		Online	Offline	Total
Residential Location	Rural	134 (8.93%)	219 (14.60%)	353 (23.53%)
	Urban	325 (21.67%)	822 (54.80%)	1147 (76.47%)
Total		459 (30.60%)	1041 (69.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 353 respondents, i.e. 23.53 percent stay at rural residential location and 1147 respondents, i.e. 76.47 percent stay at urban residential location. Out of 1500 respondents, 459 respondents, i.e. 30.60 percent prefer the online Mode of Buying durable products and 1041 respondents, i.e. 69.40 percent prefer the offline Mode of Buying durable products.

Table 4.15: Cross Tabulation Residential Location and Preferred Mode of Buying Non-Durable Product

		Online	Offline	Total
Residential Location	Rural	139 (9.27%)	214 (14.27%)	353 (23.53%)
	Urban	275 (18.33%)	872 (58.13%)	1147 (76.47%)
Total		414 (27.60%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 353 respondents, i.e. 23.53 percent stay at rural residential location and 1147 respondents, i.e. 76.47 percent stay at urban residential location. Out of 1500 respondents, 414 respondents, i.e. 27.60 percent prefer the online mode of buying durable products and 1086 respondents, i.e. 72.40 percent prefer the offline mode of buying durable products.

Table 4.16: Cross Tabulation State and Preferred Mode Of Buying Durable Product

		Online	Offline	Total
States	Gujarat	132 (8.80%)	268 (17.86)	400 (26.67%)
	Maharashtra	97 (6.47%)	303 (20.2%)	400 (26.67%)
	Rajasthan	143 (9.53%)	257 (17.13%)	400 (26.67%)
	Goa	51 (3.4%)	149 (9.93%)	200 (13.33%)
	U.T. of DNH and Daman & Diu	36 (2.4%)	64 (4.26%)	100 (6.66%)
Total		459 (30.6%)	1041 (69.4%)	1500 (100%)

Interpretation:

The above table shows that out of 1500 respondents, 400 respondents, i.e. 26.67 percent are from Gujarat, 400 respondents, i.e. 26.67 percent are from Maharashtra, 400 respondents, i.e. 26.67 percent are from Rajasthan. 200 respondents, i.e. 13.13 percent are from Goa, 100 respondents, i.e. 6.66 percent are from U.T. of DNH and Daman & Diu. Out of 1500, 459 respondents, i.e. 30.60 percent prefer the online Mode of Buying durable products and 1041 respondents, i.e. 69.4 percent prefer the offline Mode of Buying durable products.

Table 4.17: Cross Tabulation State and Preferred Mode Of Buying Non-Durable Product

		Online	Offline	Total
States	Gujarat	105 (7.0%)	295 (19.67%)	400 (26.67%)
	Maharashtra	115 (7.67%)	285 (19.0%)	400 (26.67%)
	Rajasthan	111 (7.4%)	289 (19.27%)	400 (26.67%)
	Goa	47 (3.13%)	153 (10.2%)	200 (13.33%)
	U.T. of DNH and Daman & Diu	36 (2.4%)	64 (4.2%)	100 (6.66%)
Total		414 (27.6%)	1086 (72.4%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 400 respondents, i.e. 26.67 percent are from Gujarat, 400 respondents, i.e. 26.67 percent are from Maharashtra, 400 respondents, i.e. 26.67 percent are from Rajasthan. 200 respondents, i.e. 13.13 percent are from Goa, 100 respondents, i.e. 6.66 percent are from U.T. of DNH and Daman & Diu. Out of 1500, 414

respondents, i.e. 27.60 percent prefer the online Mode of Buying durable products and 1086 respondents, i.e. 72.4 percent prefer offline Mode of Buying Non-Durable products.

Table 4.18: Cross Tabulation Occupation and Preferred Mode of Buying Durable Product

		Online	Offline	Total
Occupation	Service	211 (14.06%)	472 (31.46%)	683 (45.53%)
	Business	37 (2.46%)	58 (3.86%)	95 (6.33%)
	Self Employed	28 (1.86%)	71 (4.73%)	99 (6.66%)
	Professional	25 (1.66%)	46 (3.06%)	71 (4.7%)
	Student	122 (8.13%)	312 (20.8%)	434 (28.93%)
	Retired	6 (0.4%)	6 (0.4%)	12 (0.8%)
	Housewife	30 (2.0%)	76 (5.06%)	106 (7.06%)
Total		459 (30.6%)	1041 (69.4%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 683 respondents, i.e. 45.53 percent are in service, 95 respondents, i.e. 6.33 percent have businesses, 99 respondents, i.e. 6.66 percent are self employed, 71 respondents, i.e. 4.73 percent are professional, 434 respondents, i.e. 28.93 percent are students, 12 respondents, i.e. 0.80 percent are retired, 106 respondents, i.e. 7.06 percent are housewives. Out of 1500, 459 respondents, i.e. 30.60 percent prefer the online mode of Buying durable products and 1041 respondents, i.e. 69.4 percent prefer the offline mode of buying durable products.

Table 4.19: Cross Tabulation Occupation and Preferred Mode Of Buying Non-Durable Product

		Online	Offline	Total
Occupation	Service	193 (12.87%)	490 (32.76%)	683 (45.53%)
	Business	25 (1.67%)	70 (4.67%)	95 (6.33%)
	Self Employed	30 (2.0%)	69 (4.60%)	99 (6.60%)
	Professional	20 (1.33%)	51 (3.40%)	71 (4.73%)
	Student	106 (7.07%)	328 (21.87%)	434 (28.93%)
	Retired	7 (0.47%)	5 (0.33%)	12 (0.80%)
	Housewife	33 (2.20%)	73 (4.87%)	106 (7.07%)
Total		414 (27.70%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 683 respondents, i.e. 45.53 percent are in service, 95 respondents, i.e. 6.33 percent have businesses, 99 respondents, i.e. 6.66 percent are Self Employed, 71 respondents, i.e. 4.73 percent are professional, 434 respondents, i.e. 28.93 percent are students, 12 respondents, i.e. 0.80 percent are retired, 106 respondents, i.e. 7.06 percent are housewives. Out of 1500, 414 respondents, i.e. 27.70 percent prefer the online Mode of Buying Non-Durable products and 1086 respondents, i.e. 72.40 percent prefer the offline mode of buying non-durable products.

Table 4.20: Cross Tabulation Occupation and Frequency of Buying Durable Products

		Monthly	Quarterly	Semi Annually	Annually	Total
Occupation	Service	251 (16.73%)	115 (7.67%)	107 (7.13%)	210 (14.00%)	683 (45.53%)
	Business	28 (1.87%)	25 (1.67%)	23 (1.53%)	19 (1.27%)	95 (6.33%)
	Self Employed	37 (2.47%)	17 (1.13%)	16 (1.07%)	29 (1.93%)	99 (6.60%)
	Professional	25 (1.67%)	6 (1.07%)	17 (1.13%)	13 (0.87%)	71 (4.73%)
	Student	155 (10.33%)	43 (2.87%)	39 (2.60%)	197 (13.13%)	434 (28.93%)
	Retired	5 (0.33%)	1 (0.07%)	2 (0.13%)	4 (0.27%)	12 (0.80%)
	Housewife	36 (2.40%)	14 (0.93%)	20 (1.33%)	36 (2.40%)	106 (7.07%)
Total		537 (35.80%)	231 (15.40%)	224 (14.93%)	508 (33.87%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 683 respondents, i.e. 45.53 percent are in service, 95 respondents, i.e. 6.33 percent have businesses, 99 respondents, i.e. 6.66 percent are self-employed, 71 respondents, i.e. 4.73 percent are professional, 434 respondents, i.e. 28.93 percent are students, 12 respondents, i.e. 0.80 percent are Retired, 106 respondents, i.e. 7.06 percent are Housewives. Out of 1500, 537 respondents, i.e. 35.80 percent prefer to buy durable products on monthly basis, 231 respondents, i.e. 15.40 percent prefer to buy durable products on quarterly basis, 224 respondents, i.e. 14.93 percent prefer to buy durable products on semi-annually basis and 508 respondents, i.e. 33.87 percent prefer to buy durable products on an annual basis.

Table 4.21: Cross Tabulation Occupation and Frequency of Buying Non-Durable Products

		Daily	Twice a Week	Weekly	Fort Nightly	Monthly	Total
Occupation	Service	169 (11.27%)	142 (9.47%)	146 (9.73%)	41 (2.73%)	185 (12.33%)	683 (45.53%)
	Business	27 (1.80%)	25 (1.67%)	23 (1.53%)	2 (0.13%)	18 (1.20%)	95 (6.33%)
	Self Employed	22 (1.47%)	27 (1.80%)	19 (1.27%)	3 (0.20%)	28 (1.87%)	99 (6.60%)
	Professional	14 (0.93%)	19 (1.27%)	19 (1.27%)	2 (0.13%)	17 (1.13%)	71 (4.73%)
	Student	68 (4.53%)	124 (8.7)	90 (6.0%)	17 (1.13%)	135 (9.00%)	434 (28.93%)
	Retired	1 (0.07%)	2 (0.13%)	2 (0.13%)	1 (0.07%)	6 (0.40%)	12 (0.80%)
	Housewife	40 (2.67%)	21 (1.40%)	12 (0.80%)	5 (0.33%)	28 (1.87%)	106 (7.07%)
Total		341 (22.73%)	360 (24.00%)	311 (20.73%)	71 (4.73%)	417 (27.80%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 683 respondents, i.e. 45.53 percent are in service, 95 respondents, i.e. 6.33 percent have businesses, 99 respondents, i.e. 6.66 percent are self employed, 71 respondents, i.e. 4.73 percent are professional, 434 respondents, i.e. 28.93 percent are students, 12 respondents, i.e. 0.80 percent are Retired, 106 respondents, i.e. 7.06 percent are Housewives. Out of 1500, 341 respondents, i.e. 22.73 percent prefer to buy Non-Durable products on daily basis, 360 respondents, i.e. 24.00 percent prefer to buy Non-Durable products Twice a week, 311 respondents, i.e. 20.73 percent prefer to buy Non-Durable products on Weekly basis, 71 respondents, i.e. 22.73 percent prefer to buy Non-Durable products on Fortnightly basis and 417 respondents, i.e. 27.80 percent prefer to buy Non-Durable products on Monthly basis.

Table 4.22: Cross Tabulation Family Type and Frequency of Buying Durable Products

		Monthly	Quarterly	Semi Annually	Annually	Total
Family Type	Joint Family	319 (21.27%)	113 (7.53%)	114 (7.60%)	383 (25.53%)	929 (61.93%)
	Nuclear family	200 (13.33%)	104 (6.93%)	96 (6.40%)	112 (7.47%)	512 (34.13%)
	Bachelor	15 (1.00%)	11 (0.73%)	8 (0.53%)	5 (0.33%)	39 (2.60%)
	Hosteller	2 (0.13%)	2 (0.13%)	0 (0.00%)	6 (0.40%)	10 (0.67%)
	Paying Guest	1 (0.07%)	1 (0.07%)	6 (0.40%)	2 (0.13%)	10 (0.67%)
Total		537 (35.80%)	231 (15.40%)	224 (14.93%)	508 (33.87%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 929 respondents, i.e. 61.93 percent stay in Joint Family, 512 respondents, i.e. 34.13 percent stay in Nuclear Family, 39 respondents, i.e. 2.60 percent are Bachelor, 10 respondents, i.e. 0.67 percent stay in Hosteller and 10 respondents, i.e. 0.67 percent stay in as Paying guest. Out of 1500, 537 respondents, i.e. 35.80 percent prefer to buy durable products on monthly basis, 231 respondents, i.e. 15.40 percent prefer to buy durable products on quarterly basis, 224 respondents, i.e. 14.93 percent prefer to buy durable products on semi annually basis and 508 respondents, i.e. 33.87 percent prefer to buy durable products on an annual basis.

Table 4.23: Cross Tabulation Family Type and Frequency of Buying Non-Durable Products

		Daily	Twice a Week	Weekly	Fort Nightly	Monthly	Total
Family Type	Joint Family	220 (14.67%)	223 (14.87%)	186 (12.40%)	45 (3.00%)	255 (17.00%)	929 (61.93%)
	Nuclear family	107 (7.13%)	116 (7.3%)	113 (7.53%)	25 (1.67%)	151 (10.07%)	512 (34.13%)
	Bachelor	5 (0.33%)	18 (1.20%)	8 (0.53%)	1 (0.07%)	7 (0.47%)	39 (2.60%)
	Hosteller	1 (0.07%)	2 (0.13%)	4 (0.27%)	0 (0.00%)	3 (0.20%)	10 (0.67%)
	Paying Guest	8 (0.53%)	1 (0.07%)	0 (0.00%)	0 (0.00%)	1 (0.07%)	10 (0.67%)
Total		341 (22.73%)	360 (24.00%)	311 (20.73%)	71(4.73%)	417 (27.80%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 929 respondents, i.e. 61.93 percent stay in joint family, 512 respondents, i.e. 34.13 percent stay in nuclear family, 39 respondents, i.e. 2.60 percent are bachelor, 10 respondents, i.e. 0.67 percent stay in hosteller and 10 respondents, i.e. 0.67

percent stay in as paying guest. Out of 1500, 341 respondents, i.e. 22.73 percent prefer to buy non-durable products on daily basis, 360 respondents, i.e. 24.00 percent prefer to buy non-durable products twice a week, 311 respondents, i.e. 20.73 percent prefer to buy non-durable products on weekly basis, 71 respondents, i.e. 22.73 percent prefer to buy non-durable products on fortnightly basis and 417 respondents, i.e. 27.80 percent prefer to buy non-durable products on monthly basis.

Table 4.24: Cross Tabulation Family Type and Preferred Mode Of Buying Durable Product

		Online	Offline	Total
Family Type	Joint Family	255 (17.00%)	674 (44.93%)	929 (61.93%)
	Nuclear family	177 (11.80%)	335 (22.33%)	512 (34.13%)
	Bachelor	22 (1.47%)	17 (1.13%)	39 (2.60%)
	Hosteller	2 (0.13%)	8 (0.53%)	10 (0.67%)
	Paying Guest	3 (0.20%)	7 (0.47%)	10 (0.67%)
Total		459 (30.60%)	1041 (69.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 929 respondents, i.e. 61.93 percent stay in joint family, 512 respondents, i.e. 34.13 percent stay in nuclear family, 39 respondents, i.e. 2.60 percent are bachelor, 10 respondents, i.e. 0.67 percent stay in hosteller and 10 respondents, i.e. 0.67 percent stay in as Paying guest. Out of 1500, 459 respondents, i.e. 30.60 percent prefer the online mode of buying durable products and 1041 respondents, i.e. 69.40 percent prefer offline Mode of buying durable products.

Table 4.25: Cross Tabulation Family Type and Preferred Mode Of Buying Non-Durable Product

		Online	Offline	Total
Family Type	Joint Family	227 (15.13%)	702 (46.80%)	929 (61.93%)
	Nuclear family	163 (10.87%)	349 (23.27%)	512 (34.13%)
	Bachelor	21 (1.40%)	18 (1.20%)	39 (2.60%)
	Hosteller	1 (0.07%)	9 (0.60%)	10 (0.67%)
	Paying Guest	2 (0.13%)	8 (0.53%)	10 (0.67%)
Total		414 (27.60%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 929 respondents, i.e. 61.93 percent stay in Joint Family, 512 respondents, i.e. 34.13 percent stay in Nuclear Family, 39 respondents, i.e. 2.60 percent are Bachelor, 10 respondents, i.e. 0.67 percent stay in Hosteller and 10 respondents, i.e. 0.67 percent stay in as Paying guest. Out of 1500, 414 respondents, i.e. 27.60 percent prefer the online mode of Buying Non-Durable products and 1086 respondents, i.e. 72.40 percent prefer the offline mode of buying non-durable products.

Table 4.26: Cross Tabulation Family Income and Frequency of Buying Durable Products

		Monthly	Quarterly	Semi Annually	Annually	Total
Family Monthly Income	Less than 30000 Rs	272 (18.13%)	67 (4.47%)	54 (3.60%)	108 (7.20%)	501 (33.40%)
	30000 to 60000 Rs	114 (7.60%)	66 (4.40%)	59 (3.93%)	70 (4.67%)	309 (20.60%)
	60000 to 90000 Rs	74 (4.93%)	42 (2.80%)	73 (4.87%)	258 (17.20%)	447 (29.80%)
	More than 90000 Rs	77 (5.13%)	56 (3.73%)	38 (2.53%)	72 (4.80%)	243 (16.20%)
Total		537 (35.80%)	231 (15.40%)	224 (14.93%)	508 (33.87%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 501 respondents, i.e. 33.40 percent their monthly family income is less than Rs 30000, 309 respondents, i.e. 20.60 percent their monthly family income is between Rs 30000 to Rs 60000, 447 respondents, i.e. 29.80 percent their monthly family income is between Rs 60000 to Rs 90000, 243 respondents, i.e. 16.20 percent their Monthly family income is more than Rs 90000. Out of 1500, 537 respondents, i.e. 35.80 percent prefer to buy durable products on monthly basis, 231 respondents, i.e. 15.40 percent prefer to buy durable products on quarterly basis, 224 respondents, i.e. 14.93 percent prefer to buy durable products on semi annually basis and 508 respondents, i.e. 33.87 percent prefer to buy durable products on an annual basis.

Table 4.27: Cross Tabulation Family Income and Frequency of Buying Non-Durable Products

		Daily	Twice a Week	Weekly	Fort Nightly	Monthly	Total
Family Monthly Income	Less than 30000 Rs	172 (11.47%)	90 (6.0%)	84 (5.60%)	13 (0.87%)	142 (9.47%)	501 (33.40%)
	30000 to 60000 Rs	62 (4.13%)	80 (5.3%)	78 (5.20%)	18 (1.20%)	71 (4.73%)	309 (20.60%)
	60000 to 90000 Rs	76 (6.07%)	126 (8.40%)	92 (6.13%)	24 (1.60%)	129 (8.60%)	447 (29.80%)
	More than 90000 Rs	31 (2.07%)	64 (4.27%)	57 (3.80%)	16 (1.07%)	75 (5.00%)	243 (16.20%)
Total		341 (22.73%)	360 (24.00%)	311 (20.73%)	71 (4.73%)	417 (27.80%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 501 respondents, i.e. 33.40 percent their monthly family income is less than Rs 30000, 309 respondents, i.e. 20.60 percent their monthly family income is between Rs 30000 to Rs 60000, 447 respondents, i.e. 29.80 percent their monthly family income is between Rs 60000 to Rs 90000, 243 respondents, i.e. 16.20 percent their monthly family income is more than Rs 90000. Out of 1500, 341 respondents, i.e. 22.73 percent prefer to buy non-durable products on a daily basis, 360 respondents, i.e. 24.00 percent prefer to buy non-durable products twice a week, 311 respondents, i.e. 20.73 percent prefer to buy non-durable products on a weekly basis, 71 respondents, i.e. 22.73 percent prefer to buy non-durable products on a fortnightly basis and 417 respondents, i.e. 27.80 percent prefer to buy non-durable products on a monthly basis.

Table 4.28: Cross Tabulation Family Income and Preferred Mode Of Buying Durable Product

		Online	Offline	Total
Family Monthly Income	Less than 30000 Rs	134 (8.93%)	367 (24.47%)	501 (33.40%)
	30000 to 60000 Rs	113 (7.53%)	196 (13.07%)	309 (20.60%)
	60000 to 90000 Rs	124 (8.27%)	323 (21.53%)	447 (29.80%)
	More than 90000 Rs	88 (5.87%)	155 (10.33%)	243 (16.20%)
Total		459 (30.60%)	1041 (69.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 501 respondents, i.e. 33.40 per cent their monthly family income is less than Rs 30000, 309 respondents, i.e. 20.60 per cent their monthly family income is between Rs 30000 to Rs 60000, 447 respondents, i.e. 29.80 per cent their monthly family income is between Rs 60000 to Rs 90000, 243 respondents, i.e. 16.20 percent their monthly family income is more than Rs 90000. Out of 1500, 459 respondents, i.e. 30.60 per cent prefer the online mode of buying durable products and 1041 respondents, i.e. 69.40 per cent prefer the offline mode of buying durable products.

Table 4.29: Cross Tabulation Family Income and Preferred Mode Of Buying Non-Durable Product

		Online	Offline	Total
Family Monthly Income	Less than 30000 Rs	130 (8.67%)	371 (24.73%)	501 (33.40%)
	30000 to 60000 Rs	90 (6.0%)	219 (14.60%)	309 (20.60%)
	60000 to 90000 Rs	103 (6.87%)	344 (22.93%)	447 (29.80%)
	More than 90000 Rs	91 (6.07%)	152 (10.13%)	243 (16.20%)
Total		414 (27.60%)	1086 (72.40%)	1500 (100%)

Interpretation: The above table shows that out of 1500 respondents, 501 respondents, i.e. 33.40 per cent their monthly family income is less than Rs 30000, 309 respondents, i.e. 20.60 per cent their monthly family income is between Rs 30000 to Rs 60000, 447 respondents, i.e. 29.80 per cent their monthly family income is between Rs 60000 to Rs 90000, 243 respondents, i.e. 16.20 per cent their monthly family income is more than Rs 90000. Out of 1500, 414 respondents, i.e. 27.60 per cent prefer the online mode of buying non-durable products and 1086 respondents, i.e. 72.40 per cent prefer the offline mode of buying non-durable products.

Table 4.30: Cross Tabulation for State wise problem faced while buying online:

State	Problem faced while buying Online		Total
	Yes	No	
Gujarat	285 (71.25%)	115 (28.75%)	400 (100%)
Maharashtra	190 (47.50%)	210 (52.50%)	400 (100%)
Rajasthan	180 (45%)	220 (55%)	400 (100%)
Goa	130 (65%)	70 (35%)	200 (100%)
UT of DNH and Daman & Diu	72 (72%)	28 (28%)	100 (100%)
Total	857 (57.13%)	643 (42.87%)	1500 (100%)

Interpretation: The above table shows that out of total 1500 respondents, 285 i.e.71.25 per cent respondents of State Gujarat, 190 i.e. 47.50 per cent respondents of Maharashtra state, 180 i.e. 45 per cent respondents from Rajasthan State, 130 i.e. 65 per cent respondents from Goa and 72 i.e 72 per cent respondents from Daman & Diu faced problem while buying online and 210 i.e. 52.50 per cent respondents from Maharashtra, 220 i.e. 55 per cent respondents from Rajasthan has not faced any problem while buying online. Out of 1500 respondents, 857 i.e. 57.13 per cent respondents faced problem while buying online while rest 643 i.e. 42.87 per cent respondents not faced any problem while buying online.

Table 4.31: Cross Tabulation for State wise different kinds of problem faced while buying online:

	different kinds of problem faced while buying online									Total
State	Delay in delivery	Damaged Product	Cheap quality of product	Less quantity of product	Not as shown in display picture	Failure in payment	Non Delivery of product	Fraud	Fake product	
Gujarat	57 (32%)	21 (25%)	35 (38%)	6 (22%)	28 (42%)	3 (50%)	4 (29%)	1 (14%)	4 (40%)	159
Maharashtra	43 (24%)	27 (33%)	14 (15%)	5 (19%)	13 (20%)	2 (33%)	0	0	3 (30%)	107
Rajasthan	30 (17%)	20 (24%)	14 (15%)	9 (33%)	12 (18%)	1 (17%)	7 (14%)	1 (14%)	0	94
Goa	30 (17%)	9 (11)	21 (23%)	5 (19%)	9 (14%)	0	2 (57%)	4 (57%)	2 (20%)	82
UT of DNH and Daman & Diu	20 (11%)	6 (7%)	8 (9%)	2 (7%)	4 (6%)	0	1 (14%)	1 (14%)	1 (10%)	43
Total	180 (41.38%)	83 (19.08%)	92 (21.15%)	27 (6.21%)	66 (15.17%)	6 (1.38%)	14 (3.22%)	7 (1.61%)	10 (2.30%)	435

Interpretation: The above table shows the different kinds of problems faced by the respondents of given states, out of total 435 responses, it is evident that Gujarat state is facing maximum problem of `delay in delivery` - 32 percentage, `cheap quality of product` - 38 percentage , `Not as shown in display picture` - 28 percentage and `Fake Product` - 40 Percentage out of total respective different kind of problems faced while buying online products. Maharashtra state facing maximum problem of `Damaged Products` - 33 percentage, Rajasthan State is facing maximum problem of `Less quantity of Products` - 33 percentage, Goa State is facing maximum problem of `Fraud` - 57 percentage out of total respective different kind of problems faced while buying online products.

Table 4.32: Cross Tabulation for State wise appropriate reason for not buying Online:

State	Appropriate reason for not buying Online				Total
	Risk of transactions	Internet Illiteracy	Risk of Identity theft	High delivery Charges	
Gujarat	96 (36%)	17 (17%)	61 (27%)	50 (34%)	224
Maharashtra	53 (20%)	23 (23%)	43 (19%)	29 (20%)	148
Rajasthan	49 (18%)	47 (47%)	73 (32%)	40 (28%)	209
Goa	50 (19%)	7 (7%)	34 (15%)	18 (12%)	109
UT of DNH and Daman & Diu	22 (8%)	7 (7%)	18 (8%)	8 (6%)	55
Total	270 (36.24%)	101 (13.56%)	229 (30.74%)	145 (19.46%)	745

Interpretation: The above table shows the appropriate reason for not buying online responded by the respondents of given states, out of total 745 responses, it is evident that Gujarat state is having highest reason for not buying online for `Risk of transactions` - 36 percentage, and `High delivery charges` - 34 percentage Rajasthan state having highest reason for not buying online for `Internet literacy` - 47 percentage, and `Risk of identity theft` - 32 percentage.

4.3 DESCRIPTIVE ANALYSIS

Table 4.33: Descriptive Statistics for Variables

	Mean	S.D.
Factors Influencing to purchase through Offline Buying Mode		
Price	1.80	.996
Discount	1.93	1.004
Quality	1.72	.958
Convenience	1.90	1.024
Time Saving	1.98	1.114
Availability	1.91	1.027
Product Variety	1.89	1.016
Brand Name	1.93	1.011
Packaging	1.96	1.039
Features	1.85	.969
Design	1.88	.991
Appearance	1.92	1.007
Size	1.85	1.005
Touch	1.87	1.000
Manufacturer's goodwill	1.94	1.031
Payment Facility	1.87	.995
Delivery Service	1.91	1.057
After Sales Service	1.87	1.021
Warranty	1.80	1.007
Returns	1.88	1.028
Replacement	1.88	1.038
Guarantee	1.83	1.027
Factors Influencing to purchase through Online Buying Mode		
Price	1.70	1.016
Discount	1.83	1.009
Quality	1.92	1.068
Convenience	1.93	1.088
Time Saving	1.84	1.075
Availability	1.87	1.025
Product variety	1.87	1.067
Brand Name	1.90	1.034
Packaging	1.93	1.052
Features	1.92	1.056
Design	1.91	1.041
Appearance	1.96	1.050
Size	1.98	1.082
Touch	2.15	1.165
Manufacturer's Goodwill	2.08	1.125
Payment Facility	1.86	1.054
Delivery Service	1.85	1.042

After Sales Service	1.99	1.109
Warranty	1.97	1.135
Returns	1.91	1.071
Replacements	1.93	1.114
Guarantee	1.98	1.135
Frequently Brought Products Through Online Mode of Buying		
Books	1.79	1.117
Furniture	2.37	1.299
House Appliances	2.12	1.149
Home Furnishing	2.28	1.240
Automobiles	2.35	1.382
Pharmacy	2.23	1.256
Grocery	2.15	1.221
Cosmetics	2.03	1.140
Dairy	2.37	1.388
Apparels	2.13	1.195
Reasons for Switch from Offline to Online Buying		
Convenience	1.69	.995
Better Prices	1.79	.935
Discounts & Offers	1.81	.981
Easy Price Comparison	1.84	1.011
Variety	1.86	1.017
Availability	1.86	.981
No Sales Pressure	1.92	1.048
International Brands	1.93	1.058
Reasons for Switch from Online to Offline Buying		
No Waiting for Delivery	1.59	.888
Easy/Quick Returns	1.81	.949
Personalisation	1.88	.982
Customer Satisfaction	1.85	.977
Joy of Buying	1.84	1.009
Financial Safety	1.85	.991
Tangibility	1.89	.992
Credit Period	2.00	1.080
Impact of Covid 19		
Online Buying is more convenient than Offline Buying for Durable Products.	1.84	1.054
Online Buying is more convenient than Offline Buying for Non-Durable Products.	2.08	1.088
Started Buying Online during Covid 19 Out of Compulsion	2.12	1.132
Started Buying Online during Covid 19 Out of Choice	2.13	1.110
Post Covid Online Buying has become a habit	2.15	1.153
Is there increase in digital platforms to sell more products post Covid19	1.97	1.025

Has the increase in digital platform made online Buying easy	1.94	1.016
Monthly Consumption has increased by using Online Mode of Buying	2.06	1.078
Digital Mode of Payment is User Friendly	1.96	1.023
Monthly Expenditure have increased by using Online Mode of Buying	2.07	1.100

Interpretation: The table 4.28 shows the calculation of the descriptive statistics for different variables like factors influencing purchase through offline buying mode, factors influencing purchase through online buying mode, Frequently brought products through Online Buying Mode, Reasons for switch from Offline Buying Mode to Online Buying Mode, Reasons for switch from Online Buying Mode to Offline Buying Mode and Impact of Covid 19.

The mean score between 1.00-1.80 means highly preferred, 1.81-2.60 means preferred. 2.61-3.40 means average. 3.41-4.20 mean least preferred and 4.21-5.00 mean not preferred. In the factors influencing to purchase through offline buying mode, the mean and standard deviation of price is 1.80 and 0.996 respectively, the mean and standard deviation of discount is 1.93 and 1.004 respectively, the mean and standard deviation of quality is 1.72 and 0.958 respectively, the mean and standard deviation of convenience is 1.90 and 1.024 respectively, the mean and standard deviation of time saving is 1.98 and 1.114 respectively, the mean and standard deviation of availability is 1.91 and 1.027 respectively, the mean and standard deviation of product variety is 1.89 and 1.016 respectively, the mean and standard deviation of brand name is 1.93 and 1.011 respectively, the mean and standard deviation of packaging is 1.96 and 1.039 respectively, the mean and standard deviation of features is 1.85 and 0.969 respectively, the mean and standard deviation of design is 1.88 and 0.991 respectively, the mean and standard deviation of appearance is 1.92 and 1.007 respectively, the mean and standard deviation of size is 1.85 and 1.005 respectively, the mean and standard deviation of touch is 1.87 and 1.000 respectively, the mean and standard deviation of manufacture's goodwill is 1.94 and 1.031 respectively, the mean and standard deviation of payment facility is 1.87 and 0.995 respectively, the mean and standard deviation of delivery service is 1.91 and 1.057 respectively, the mean and standard deviation of after sales service is 1.87 and 1.021 respectively, the mean and

standard deviation of warranty is 1.80 and 1.007 respectively, the mean and standard deviation of returns is 1.88 and 1.028 respectively, the mean and standard deviation of replacement is 1.88 and 1.038 respectively and the mean and standard deviation of guarantee is 1.83 and 1.027 respectively.

In the factors influencing to purchase through online buying mode , the mean and standard deviation of price is 1.70 and 1.016 respectively, the mean and standard deviation of discount is 1.83 and 1.009 respectively, the mean and standard deviation of quality is 1.92 and 1.068 respectively, the mean and standard deviation of convenience is 1.93 and 1.088 respectively, the mean and standard deviation of time saving is 1.84 and 1.075 respectively, the mean and standard deviation of availability is 1.87 and 1.025 respectively, the mean and standard deviation of product variety is 1.87 and 1.067 respectively, the mean and standard deviation of brand name is 1.90 and 1.034 respectively, the mean and standard deviation of packaging is 1.93 and 1.052 respectively, the mean and standard deviation of features is 1.92 and 1.056 respectively, the mean and standard deviation of design is 1.91 and 1.041 respectively, the mean and standard deviation of appearance is 1.96 and 1.050 respectively, the mean and standard deviation of size is 1.98 and 1.082 respectively, the mean and standard deviation of touch is 2.15 and 1.165 respectively, the mean and standard deviation of manufacture's goodwill is 2.08 and 1.125 respectively, the mean and standard deviation of payment facility is 1.86 and 1.054 respectively, the mean and standard deviation of delivery service is 1.85 and 1.042 respectively, the mean and standard deviation of after sales service is 1.99 and 1.109 respectively, the mean and standard deviation of warranty is 1.97 and 1.135 respectively, the mean and standard deviation of returns is 1.91 and 1.071 respectively, the mean and standard deviation of replacement is 1.93 and 1.114 respectively and the mean and standard deviation of guarantee is 1.98 and 1.135 respectively.

In the frequently brought products through online mode of buying the mean and standard deviation of book is 1.79 and 1.117 respectively, the mean and standard deviation of furniture is 2.37 and 1.299 respectively, the mean and standard deviation of house appliances is 2.12 and 1.149 respectively, the mean and standard deviation of home furnishing is 2.28 and 1.240

respectively, the mean and standard deviation of automobiles is 2.35 and 1.382 respectively, the mean and standard deviation of pharmacy is 2.23 and 1.256 respectively, the mean and standard deviation of groceries is 2.15 and 1.221 respectively, the mean and standard deviation of cosmetics is 2.03 and 1.140 respectively, the mean and standard deviation of dairy is 2.37 and 1.388 respectively and the mean and standard deviation of apparels is 213 and 1.195 respectively.

In reasons for switch from offline buying to online buying, the mean and standard deviation of convenience is 1.69 and 0.995 respectively, the mean and standard deviation of better prices is 1.79 and 0.935 respectively, the mean and standard deviation of discounts and offers is 1.81 and 0.981 respectively, the mean and standard deviation of easy price comparison is 1.84 and 1.011 respectively, the mean and standard deviation of variety is 1.86 and 1.017 respectively, the mean and standard deviation of availability is 1.86 and 0.981 respectively, the mean and standard deviation of no sales pressure is 1.92 and 1.048 respectively and the mean and standard deviation of international brands is 1.93 and 1.058 respectively,

In reasons for switch from online buying to offline buying, the mean and standard deviation of no waiting for delivery is 1.59 and 0.888 respectively, the mean and standard deviation of better prices is 1.81 and 0.949 respectively, the mean and standard deviation of personalisation is 1.88 and 0.982 respectively, the mean and standard deviation of customer satisfaction is 1.85 and 0.977 respectively, the mean and standard deviation of joy of Buying is 1.84 and 1.009 respectively, the mean and standard deviation of financial safety is 1.85 and 0.991 respectively, the mean and standard deviation of tangibility is 1.89 and 0.992 respectively and the mean and standard deviation of credit period is 2.00 and 1.080 respectively,

In impact of covid 19 on buying behaviour, the mean and standard deviation of online buying is more convenient than offline buying for durable products is 1.84 and 1.054 respectively, the mean and standard deviation of online Buying is more convenient than offline buying for non-durable products is 2.08 and 1.088 respectively, the mean and standard deviation of started buying online during covid 19 out of compulsion is 2.12 and 1.132 respectively, the

mean and standard deviation of started buying online during covid 19 out of choice is 2.13 and 1.110 respectively, the mean and standard deviation of post covid online buying has become a habit is 2.15 and 1.153 respectively, the mean and standard deviation of increase in digital platforms to sell more products post covid 19 is 1.97 and 1.025 respectively, the mean and standard deviation increase in digital platform made online buying easy is 1.94 and 1.016 respectively, the mean and standard deviation of monthly consumption has increased by using online mode of buying is 2.06 and 1.078 respectively, the mean and standard deviation of digital mode of payment is user friendly is 1.96 and 1.023 respectively and the mean and standard deviation of monthly expenditure have increased by using online mode of buying is 2.15 and 1.153 respectively.

4.4 PAIRED SAMPLE T TEST

Table 4.34: Paired Samples Test for Factors Influencing Purchase (Offline v/s Online)

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Price	.098	1.063	.027	.044	.152	3.572	1499	.000
Pair 2	Discount	.093	1.096	.028	.038	.149	3.298	1499	.001
Pair 3	Quality	-.205	1.032	.027	-.257	-.152	-7.682	1499	.000
Pair 4	Convenience	-.023	1.091	.028	-.079	.032	-.828	1499	.408
Pair 5	Time Saving	.139	1.208	.031	.077	.200	4.446	1499	.000
Pair 6	Availability	.042	1.056	.027	-.011	.095	1.541	1499	.124
Pair 7	Product variety	.021	1.081	.028	-.034	.075	.741	1499	.459
Pair 8	Brand Name	.031	1.018	.026	-.021	.082	1.167	1499	.243
Pair 9	Packaging	.025	1.051	.027	-.029	.078	.909	1499	.364
Pair 10	Features	-.071	.922	.024	-.118	-.025	-2.995	1499	.003
Pair 11	Design	-.031	.974	.025	-.081	.018	-1.246	1499	.213
Pair 12	Appearance	-.039	1.015	.026	-.090	.013	-1.475	1499	.140
Pair 13	Size	-.137	1.023	.026	-.189	-.086	-5.201	1499	.000
Pair 14	Touch	-.288	1.173	.030	-.347	-.229	-9.507	1499	.000
Pair 15	Manufacturer's Goodwill	-.141	1.057	.027	-.194	-.087	-5.156	1499	.000
Pair 16	Payment Facility	.010	1.012	.026	-.041	.061	.383	1499	.702

Pair 17	Delivery Service	.069	1.090	.028	.013	.124	2.441	1499	.015
Pair 18	After Sales Service	-.125	1.109	.029	-.182	-.069	-4.376	1499	.000
Pair 19	Warranty	-.168	1.053	.027	-.221	-.115	-6.180	1499	.000
Pair 20	Returns	-.036	1.067	.028	-.090	.018	-1.307	1499	.191
Pair 21	Replacements	-.049	1.115	.029	-.106	.007	-1.713	1499	.087
Pair 22	Guarantee	-.148	1.042	.027	-.201	-.095	-5.502	1499	.000

Interpretation: The above table shows the mean gap, standard deviation, paired sample T-test and its significance value between factors influencing to purchase through offline buying mode and online buying mode. The values of mean suggests negative gap between factors influencing to purchase through offline buying mode and online buying mode. The t-value suggests difference between factors influencing to purchase through offline buying mode and online buying mode. Larger the value of t, the more pronounced the difference between the conditions and the smaller the value of t, the probability that this difference occurred by chance. The table also reveals that the t-test is significant as the p-value is less than 0.05 in all the statements except for factors Convenience, Availability, Product variety, Brand Name, Packaging, Design, Appearance, Payment Facility, Returns and Replacements

4.5 CHI SQUARE TEST- HYPOTHESIS TESTING

$H0_1$: There is no significant association between age group and mode of buying.

Table 4.35: Tests of Normality between Age Group and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Age Group	.199	1500	<.001	.885	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for age and mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.36: Age and Mode of Buying Durable Products

Age Group	Mode of Buying Durable Products		Total
	Online	Offline	
15 to 24	140	305	445
25 to 34	58	316	374
35 to 44	103	180	283
45 to 54	110	141	251
55 to 64	37	75	112
65 and above	11	24	35
Total	459	1041	1500

Table 4.37: Age and Mode of Buying Non-Durable Products

Age Group	Mode of Buying Non-Durable Products		Total
	Online	Offline	
15 to 24	119	326	445
25 to 34	56	318	374
35 to 44	93	190	283
45 to 54	95	156	251
55 to 64	42	70	112
65 and above	9	26	35
Total	414	1086	1500

Table 4.38: Chi Square Test Age and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	65.740[a]	5	<.001
Pearson Chi-Square (Non- Durable Products)	52.675[a]	5	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.01 which is less than 0.05 which is evident that null

hypothesis is rejected hence it indicates that there exists significant association between various age group and mode of buying durable and non durable products.

$H0_2$: There is no significant association between gender and mode of buying.

Table 4.39: Tests of Normality between Gender and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	.342	1500	.000	.637	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for gender and mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.40: Gender and Mode of Buying Durable Products

Gender	Mode of Buying Durable Products		Total
	Online	Offline	
Male	262	490	752
Female	197	551	748
Total	459	1041	1500

Table 4.41: Gender and Mode of Buying Non-Durable Products

Gender	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Male	225	527	752
Female	189	559	748
Total	414	1086	1500

Table 4.42: Chi Square Test Gender and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	12.769[a]	1	<.001
Pearson Chi-Square (Non- Durable Products)	4.063[a]	1	.044

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.01 for durable products and 0.04 for non durable products which is less than 0.05 which is evident that null hypothesis is

rejected hence it indicates that there exists significant association between different gender and mode of buying durable and non durable products.

$H0_3$: There is no significant association between marital status and mode of buying.

Table 4.43: Tests of Normality between Marital Status and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Marital Status	.336	1500	.000	.677	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for marital status and mode of buying durable and non-durable products is less than 0.05.Hence, it is evident that the data is not normally distributed.

Table 4.44: Marital Status and Mode of Buying Durable Products

Marital Status	Mode of Buying Durable Products		Total
	Online	Offline	
Married	280	480	760
Unmarried	168	553	721
Divorcee	9	6	15
Widower	2	2	4
Total	459	1041	1500

Table 4.45: Marital Status and Mode of Buying Non-Durable Products

Marital Status	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Married	257	503	760
Unmarried	151	570	721
Divorcee	5	10	15
Widower	1	3	4
Total	414	1086	1500

Table 4.46: Chi Square Test Marital Status and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	38.846[a]	3	<.001
Pearson Chi-Square (Non- Durable Products)	30.944 [a]	3	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.01 for durable products and non durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between different martial status and mode of buying durable and non durable products.

$H0_4$: There is no significant association between family type and mode of buying.

Table 4.47: Tests of Normality between Family Type and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Family Type	.371	1500	.000	.643	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for family type and mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.48: Family Type and Mode of Buying Durable Products

Family Type	Mode of Buying Durable Products		Total
	Online	Offline	
Joint Family	255	674	929
Nuclear family	177	335	512
Bachelor	22	17	39
Hosteller	2	8	10
Paying Guest	3	7	10
Total	459	1041	1500

Table 4.49: Family Type and Mode of Buying Non-Durable Products

Family Type	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Joint Family	227	702	929
Nuclear family	163	349	512
Bachelor	21	18	39
Hosteller	1	9	10
Paying Guest	2	8	10
Total	414	1086	1500

Table 4.50: Chi Square Test Family Type and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	20.909[a]	4	<.001
Pearson Chi-Square (Non- Durable Products)	24.539 [a]	4	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.01 for durable products and non durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between different family type status and mode of buying durable and non durable products.

$H0_5$: There is no significant association between family monthly income and mode of buying.

Table 4.51: Tests of Normality between family monthly income and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Family Monthly Income	.455	1500	.000	.559	1500	<.001
Mode of Buying Non-Durable Products	.441	1500	.000	.579	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for family monthly income and mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.52: Family Monthly Income and Mode of Buying Durable Products

Family Monthly Income	Mode of Buying Durable Products		Total
	Online	Offline	
Less than 30000 Rs	132	369	501
30000 to 60000 Rs	91	220	311
60000 to 90000 Rs	105	342	447
More than 90000 Rs	93	150	243
Total	421	1081	1500

Table 4.53: Family Monthly Income and Mode of Buying Non-Durable Products

Family Monthly Income	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Less than 30000 Rs	130	371	501
30000 to 60000 Rs	90	219	309
60000 to 90000 Rs	103	344	447
More than 90000 Rs	91	152	243
Total	414	1086	1500

Table 4.54: Chi Square Test Family Monthly Income and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	14.016[a]	3	.003
Pearson Chi-Square (Non- Durable Products)	17.486[a]	3	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.003 for durable products and less than 0.001 for non durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between different family monthly income and mode of buying durable and non durable products.

$H0_6$: There is no significant association between no. of earning members and mode of buying.

Table 4.55: Tests of Normality No. of Earning Members and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
No. of Earning Members	.311	1500	.000	.738	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for no. of earning members and Mode of Buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed..

Table 4.56: Number of Earning Members and Mode of Buying Durable Products

Number of Earning Members	Mode of Buying Durable Products		Total
	Online	Offline	
One	226	565	791
Two	155	356	511
Three	43	72	115
Four and above	35	48	83
Total	459	1041	1500

Table 4.57: Number of Earning Members and Mode of Buying Non-Durable Products

Number of Earning Members	Mode of Buying Non-Durable Products		Total
	Online	Offline	
One	205	586	791
Two	145	366	511
Three	37	78	115
Four and above	27	56	83
Total	414	1086	1500

Table 4.58: Chi Square Test Number of Earning Members and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	9.278[a]	3	.026
Pearson Chi-Square (Non- Durable Products)	3.489[a]	3	.322

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.026 for durable products and 0.322 for non durable products which is less than 0.05 for durable products and more than 0.05 for non durable products which is evident that null hypothesis is rejected for durable products and accepted for non durable products hence it indicates that there exists significant association between number of earning members and mode of buying durable products and no significant association between number of earning members and mode non durable products.

$H0_7$: There is no significant association between occupation and mode of buying.

Table 4.59: Tests of Normality Occupation and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Occupation	.283	1500	.000	.792	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for occupation and Mode of Buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed..

Table 4.60: Occupation and Mode of Buying Durable Products

Occupation	Mode of Buying Durable Products		Total
	Online	Offline	
Service	211	472	683
Business	37	58	95
Self Employed	28	71	99
Professional	25	46	71
Student	122	312	434
Retired	6	6	12
Housewife	30	76	106
Total	459	1041	1500

Table 4.61: Occupation and Mode of Buying Non-Durable Products

Occupation	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Service	193	490	683
Business	25	70	95
Self Employed	30	69	99
Professional	20	51	71
Student	106	328	434
Retired	7	5	12
Housewife	33	73	106
Total	414	1086	1500

Table 4.62: Chi Square Test Occupation and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	7.763[a]	6	.256
Pearson Chi-Square (Non- Durable Products)	9.125 [a]	6	.167

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.256 for durable products and 0.167 for non durable products

which is more than 0.05 for durable and non durable products which is evident that null hypothesis is accepted for durable products and non durable products hence it indicates that there exists no significant association occupation and mode of buying durable products non durable products.

$H0_8$: There is no significant relation between Purchase Decision for Durable Products and Mode of Buying.

Table 4.63: Tests of Normality Purchase Decision Maker for Durable Products and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Decision Durable products	.191	1500	<.001	.861	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for members who takes purchase decision for durable products and the mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.64: Purchase Decision Maker for Durable Products and Mode of Buying

Purchase Decision Maker	Mode of Buying Durable Products		Total
	Online	Offline	
Senior Member	153	302	455
Earning Member	139	339	478
Home maker	103	324	427
Consumer	64	76	140
Total	459	1041	1500

Table 4.65: Chi Square Test Purchase Decision Maker for Durable Products and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	25.981[a]	3	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.001 for durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between purchase decision maker for durable products and mode of buying.

$H0_9$: There is no significant relation between purchase decision for non-durable products and mode of buying.

Table 4.66: Tests of Normality Purchase Decision Maker for Non-Durable products and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Decision Non-Durable products	.246	1500	<.001	.859	1500	<.001
Mode of Buying Durable Products	.455	1500	.000	.559	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for member who takes purchase decision for non-durable products and mode of buying non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.67: Purchase Decision Maker for Non-Durable Products And Mode Of Buying

Purchase Decision Maker	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Senior Member	150	305	455
Earning Member	124	354	478
Home maker	94	333	427
Consumer	46	94	140
Total	414	1086	1500

Table 4.68: Chi Square Test Purchase Decision Maker for Non-Durable Products and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Non-Durable Products)	26.879[a]	3	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.001 for non durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between purchase decision maker for non durable products and mode of buying.

$H0_{10}$: There is no significant association between residential location and mode of buying.

Table 4.69: Tests of Normality Residential Location and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Residential Location	.475	1500	.000	.526	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for residential location for durable products and Mode of Buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.70: Residential Location and Mode of Buying Durable Products

Residential Location	Mode of Buying Durable Products		Total
	Online	Offline	
Rural	134	219	353
Urban	325	822	1147
Total	459	1041	1500

Table 4.71: Residential Location and Mode of Buying Non-Durable Products

Residential Location	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Rural	139	214	353
Urban	275	872	1147
Total	30	69	99

Table 4.72: Chi Square Test Residential Location and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	11.777[a]	1	<.001
Pearson Chi-Square (Non- Durable Products)	5.848[a]	4	.211

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.001 for non durable products and is 0.211 for non durable products which is less than 0.05 for durable products and more than 0.05 for non durable products which is evident that null hypothesis is rejected for durable products and accepted for non durable products hence it indicates

that there exists significant association between residential location and mode of buying for durable products and no significant association between residential location and mode of buying for non durable products.

$H0_{11}$: There is no significant association between state and mode of buying.

Table 4.73: Tests of Normality State and Mode of Buying

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
States	.184	1500	<.001	.890	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for state for durable products and mode of buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.74: State and Mode of Buying Durable Products

States	Mode of Buying Durable Products		Total
	Online	Offline	
Gujarat	132	268	400
Maharashtra	97	303	400
Rajasthan	143	257	400
Goa	51	149	200
U.T. of DNH and Daman & Diu	36	64	100
Total	459	1041	1500

Table 4.75: State and Mode of Buying Non-Durable Products

States	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Gujarat	105	295	400
Maharashtra	115	285	400
Rajasthan	111	289	400
Goa	47	153	200
U.T. of DNH and Daman & Diu	36	64	100
Total	414	1086	1500

Table 4.76: Chi Square Test State and Mode of Buying

	Value	df	P- value
Pearson Chi-Square (Durable Products)	17.498[a]	4	.002
Pearson Chi-Square (Non- Durable Products)	30.944[a]	3	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.002 for durable products and less than 0.001 for non durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association selected states and mode of buying.

$H0_{12}$: There is no significant association between trust and mode of buying.

Table 4.77: Tests of Normality State and Mode of Buying Durable Products

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
States	.397	1500	.000	.619	1500	<.001
Mode of Buying Non-Durable Products	.455	1500	.000	.559	1500	<.001
Mode of Buying Durable Products	.441	1500	.000	.579	1500	<.001
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for trust and Mode of Buying durable and non-durable products is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.78: Trust and Mode of Buying Durable Products

Trust for Online Buying Mode	Mode of Buying Durable Products		Total
	Online	Offline	
Yes	414	499	913
No	45	542	587
Total	459	1041	1500

Table 4.79: Trust and Mode of Buying Non-Durable Products

Trust for Online Buying Mode	Mode of Buying Non-Durable Products		Total
	Online	Offline	
Yes	342	571	913
No	72	515	587
Total	459	414	1086

Table 4.80: Chi Square Test Trust and Mode of Buying Non-Durable Products

	Value	df	P- value
Pearson Chi-Square (Durable Products)	113.484[a]	1	<.001
Pearson Chi-Square (Non- Durable Products)	113.484 [a]	1	<.001

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is less than 0.001 for durable products and non-durable products which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association selected trust and mode of buying.

$H0_{13}$: There is no significant association between selected states and problem faced while buying online

Table 4.81: Tests of Normality for Selected States and Problem Faced while buying online.

State wise	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Problem Faced While Buying Online						
Yes	0.195	857	.000	0.867	857	.000
No	0.194	643	.000	o.899	643	.000
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for state wise problem faced while online buying less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.82: Cross Tabulation for select State wise problem faced while buying online

State	Problem faced while buying Online		Total
	Yes	No	
Gujarat	285 (71.25%)	115 (28.75%)	400 (100%)
Maharashtra	190 (47.50%)	210 (52.50%)	400 (100%)
Rajasthan	180 (45%)	220 (55%)	400 (100%)
Goa	130 (65%)	70 (35%)	200 (100%)
UT of DNH and Daman & Diu	72 (72%)	28 (28%)	100 (100%)
Total	857 (57.13%)	643 (42.87%)	1500 (100%)

Table 4.83: Chi Square Test for select State wise problem faced while buying online

	Value	df	P- value
Pearson Chi-Square	85.826	4	0.000

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.000 which is less than 0.05 which is evident that null

hypothesis is rejected hence it indicates that there exists significant association between selected state and problem faced while online buying.

$H0_{14}$: There is no significant association between selected states and kinds of problem faced

Table 4.84: Tests of Normality for selected States and kinds of problem faced

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
State	0.193	485	.000	0.867	485	.000
Kinds of problem faced	0.193	485	.000	o.826	485	.000
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for state and kinds of problem faced is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.85: Chi Square Test for selected States and kinds of problem faced:

	Value	df	P- value
Pearson Chi-Square	47.301a	32	0.040

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.040 which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between selected state and kinds of problem faced.

$H0_{15}$: There is no significant association between selected states and Reasons for not buying online

Table 4.86: Tests of Normality for selected State and Reasons for not buying online:

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
State	0.183	745	.000	0.882	745	.000
reasons for not buying online	0.214	745	.000	0.819	745	.000
a. Lilliefors Significance Correction						

Interpretation: Above table shows the test of normality. The significance value for state and reasons for not buying online is less than 0.05. Hence, it is evident that the data is not normally distributed.

Table 4.87: Chi Square Test for selected States and kinds of problem faced:

	Value	df	P- value
Pearson Chi-Square	42.319a	12	0.000

Interpretation: The Chi square test table indicates that the p-value of Pearson Chi Square is 0.000 which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between selected state and reasons for not buying online.

4.6 CORRELATION ANALYSIS

$H0_{16}$: There is no significant association between price and mode of buying.

Table 4.88: Correlation between Price and Mode of Buying

		Offline	Online
Price of Durable Product	Pearson Correlation	-0.74	0.070
	Sig. (2-tailed)	0.04	0.006
	N	1500	1500
Price of Non-Durable Product	Pearson Correlation	-0.49	0.035
	Sig. (2-tailed)	0.60	0.173
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between price and mode of buying. The value of correlation for offline mode of buying is -0.74 for durable product and -0.49 for non-durable product, Significance P-Value is 0.04 for durable product and 0.60 for non-durable product and N is 1500. The value of correlation indicates, there is a high negative correlation between price and offline mode of buying of durable product and low negative correlation between price and offline mode of buying of non durable product. The p-value is 0.04 for durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between price of durable products and offline mode of buying and p-value is 0.60 for non durable products from offline mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between price of non durable products and offline mode of buying.

The above table shows Pearson Correlation between price and mode of buying. The value of correlation for online mode of buying is 0.070 for

durable product and 0.035 for non-durable product, Significance P-Value is 0.006 for durable product and 0.173 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between price and online mode of buying of durable product and negligible correlation between price and online mode of buying of non durable product. The p-value is 0.006 for durable products from online mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between price of durable products and online mode of buying and p-value is 0.173 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between price of non durable products and online mode of buying.

$H0_{17}$: There is no significant association between convenience and mode of buying.

Table 4.89: Correlation between Convenience and Mode of Buying

		Offline	Online
Convenience of Buying Durable Product	Pearson Correlation	-0.104	0.032
	Sig. (2-tailed)	<.001	0.210
	N	1500	1500
Convenience of Buying Non - Durable Product	Pearson Correlation	-0.115	0.005
	Sig. (2-tailed)	<.001	0.847
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between convenience and mode of buying. The value of correlation for offline mode of buying is -0.104 for durable product and -0.115 for non-durable product, Significance P-Value is less than 0.001 for durable product and non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between convenience and offline mode of buying of durable product and convenience and offline mode of buying of non durable product. The p-value is less than 0.001 for durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between convenience of durable products and offline mode of buying and p-value is less than 0.001 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there

exists significant association between convenience of non durable products and offline mode of buying.

The above table shows Pearson Correlation between convenience and mode of buying. The value of correlation for online mode of buying is 0.032 for durable product and 0.005 for non-durable product, Significance P-Value is 0.210 for durable product and 0.847 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between convenience and online mode of buying of durable product and negligible correlation between convenience and online mode of buying of non durable product. The p-value is 0.210 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between convenience of durable products and online mode of buying and p-value is 0.847 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between convenience of non durable products and online mode of buying.

$H0_{18}$: There is no significant association between return policy and mode of buying.

Table 4.90: Correlation between Return Policy and Mode of Buying

		Offline	Online
Return Policy for Durable Product	Pearson Correlation	-0.104	-0.026
	Sig. (2-tailed)	<.001	0.311
	N	1500	1500
Return Policy for Non-Durable Product	Pearson Correlation	-0.115	-0.056
	Sig. (2-tailed)	<.001	0.029
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between return policy and mode of buying. The value of correlation for offline mode of buying is -0.104 for durable product and -0.115 for non-durable product, Significance P-Value is less than 0.001 for durable product and non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between return policy and offline mode of buying of durable product and return policy and offline mode of buying of non durable product. The p-value is less than 0.001 for durable products from offline mode of

buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between return policy of durable products and offline mode of buying and p-value is less than 0.001 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between return policy of non durable products and offline mode of buying.

The above table shows Pearson Correlation between return policy and mode of buying. The value of correlation for online mode of buying is -0.026 for durable product and -0.056 for non-durable product, Significance P-Value is 0.311 for durable product and 0.029 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between return policy and online mode of buying of durable product and negligible correlation between return policy and online mode of buying of non durable product. The p-value is 0.311 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between return policy of durable products and online mode of buying and p-value is 0.029 for non durable products from online mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between return policy of non durable products and online mode of buying.

$H0_{19}$: There is no significant association between Tangibility and Mode of Buying.

Table 4.91: Correlation between Tangibility and Mode of Buying

		Offline	Online
Tangibility of Durable Product	Pearson Correlation	-0.076	-0.009
	Sig. (2-tailed)	0.003	0.736
	N	1500	1500
Tangibility of Non-Durable Product	Pearson Correlation	-0.084	-0.009
	Sig. (2-tailed)	0.001	0.730
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between tangibility and mode of buying. The value of correlation for offline mode of buying is -0.076 for durable product and -0.084 for non-durable product,

Significance P-Value is 0.003 for durable product and 0.001 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between tangibility and offline mode of buying of durable product and tangibility and offline mode of buying of non durable product. The p-value is 0.003 for durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between tangibility of durable products and offline mode of buying and p-value is 0.001 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between tangibility of non durable products and offline mode of buying.

The above table shows Pearson Correlation between tangibility and mode of buying. The value of correlation for online mode of buying is -0.009 for durable product and for non-durable product, Significance P-Value is 0.736 for durable product and 0.730 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between tangibility and online mode of buying of durable product and tangibility and online mode of buying of non durable product. The p-value is 0.736 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between tangibility of durable products and online mode of buying and p-value is 0.730 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between tangibility of non durable products and online mode of buying.

$H0_{20}$: There is no significant association between quality and mode of buying.

Table 4.92: Correlation between Quality and Mode of Buying

		Offline	Online
Quality of Durable Product	Pearson Correlation	-0.110	0.016
	Sig. (2-tailed)	<.001	0.525
	N	1500	1500
Quality of Non-Durable Product	Pearson Correlation	-0.128	-0.026
	Sig. (2-tailed)	<.001	0.318
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between quality and mode of buying. The value of correlation for offline mode of buying is -0.110 for durable product and -0.128 for non-durable product, Significance P-Value is less than 0.001 for durable product and non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between quality and offline mode of buying of durable product and quality and offline mode of buying of non durable product. The p-value is less than 0.001 for durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between quality of durable products and offline mode of buying and p-value is less than 0.001 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between quality of non durable products and offline mode of buying.

The above table shows Pearson Correlation between quality and mode of buying. The value of correlation for online mode of buying is 0.016 for durable product and -0.026 for non-durable product, Significance P-Value is 0.525 for durable product and 0.318 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between quality and online mode of buying of durable product and quality and online mode of buying of non durable product. The p-value is 0.525 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between quality of durable products and online mode of buying and p-value is 0.318 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between quality of non durable products and online mode of buying.

$H0_{21}$: There is no significant association between after sales service and mode of buying.

Table 4.93: Correlation between After Sales Service and Mode of Buying

		Offline	Online
After Sales Service of Durable Product	Pearson Correlation	-0.060	-0.009
	Sig. (2-tailed)	0.020	0.725
	N	1500	1500
After Sales Service of Non-Durable Product	Pearson Correlation	-0.071	-0.013
	Sig. (2-tailed)	0.006	0.618
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between after sales service and mode of buying. The value of correlation for offline mode of buying is -0.060 for durable product and -0.071 for non-durable product, Significance P-Value is 0.020 for durable product and 0.006 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between after sales service and offline mode of buying of durable product and after sales service and offline mode of buying of non durable product. The p-value is 0.020 for durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between after sales service of durable products and offline mode of buying and p-value is 0.006 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between after sales service of non durable products and offline mode of buying.

The above table shows Pearson Correlation between after sales service and mode of buying. The value of correlation for online mode of buying is -0.009 for durable product and -0.013 for non-durable product, Significance P-Value is 0.725 for durable product and 0.618 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between after sales service and online mode of buying of durable product and after sales service and online mode of buying of non durable product. The p-value is 0.725 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between after sales service of durable

products and online mode of buying and p-value is 0.618 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between after sales service of non durable products and online mode of buying.

$H0_{22}$: There is no significant association between frequency of buying and mode of buying.

Table 4.94: Correlation between Frequency of Buying and Mode of Buying

		Offline	Online
Frequency of Buying Durable Product	Pearson Correlation	0.039	0.37
	Sig. (2-tailed)	0.136	0.149
	N	1500	1500
Frequency of Buying Non-Durable Product	Pearson Correlation	0.099	-0.18
	Sig. (2-tailed)	<0.001	0.498
	N	1500	1500

Interpretation: The above table shows Pearson Correlation between frequency of buying and mode of buying. The value of correlation for offline mode of buying is -0.039 for durable product and 0.099 for non-durable product, Significance P-Value is 0.136 for durable product and less than 0.001 for non-durable product and N is 1500. The value of correlation indicates, there is a negligible correlation between frequency of buying and offline mode of buying of durable product and frequency of buying and offline mode of buying of non durable product. The p-value is 0.136 for durable products from offline mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists significant association between frequency of buying of durable products and offline mode of buying and p-value is less than 0.001 for non durable products from offline mode of buying which is less than 0.05 which is evident that null hypothesis is rejected hence it indicates that there exists significant association between frequency of buying of non durable products and offline mode of buying.

The above table shows Pearson Correlation between frequency of buying and mode of buying. The value of correlation for online mode of buying is 0.37 for durable product and -0.18 for non-durable product, Significance P-Value is 0.149 for durable product and 0.498 for non-durable product and N is 1500.

The value of correlation indicates, there is a low positive correlation between frequency of buying and online mode of buying of durable product and negligle correlation between frequency of buying and online mode of buying of non durable product. The p-value is 0.149 for durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between frequency of buying of durable products and online mode of buying and p-value is 0.498 for non durable products from online mode of buying which is more than 0.05 which is evident that null hypothesis is accepted hence it indicates that there exists no significant association between frequency of buying of non durable products and online mode of buying.

4.7 REGRESSION ANALYSIS (ANOVA TEST)

$H0_{23}$: There is no significant association between reasons for switch from offline market to online market and mode of buying for durable products.

Table 4.95: Model Summary Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106[a]	.011	.006	.460

Table 4.96: ANOVA Test Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products

Model	R	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.608	8	.451	2.135	.030[b]
	Residual	314.938	1491	.211		
	Total	318.546	1499			
a. Dependent Variable: Mode of Buying Durable Products						

Interpretation: Regression analysis is held to know the association between reasons for switch from offline market to online market and mode of buying for durable products. From the ANOVA Test, it is clear that the significance value is 0.30, which is more than 0.05. It means there is no significant association between dependent variable mode of buying durable product and independent variables reasons for switch. The adjusted R^2 Value 0.006

indicates that the model explains 0.6% of the reasons for switch is responsible for the mode of buying durable product.

Table 4.97: Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.676	.029		58.757	.000
	Convenience	.062	.018	.134	3.450	<.001
	Better Prices	-.034	.024	-.069	-1.426	.154
	Discounts & Offers	-.023	.021	-.048	-1.059	.290
	Easy Price Comparison	.011	.021	.023	.508	.611
	Variety	.003	.021	.006	.135	.893
	Availability	.009	.022	.020	.428	.669
	No Sales Pressure	.011	.018	.026	.628	.530
	International Brands	-.025	.017	-.058	-1.445	.149
a. Dependent Variable: Mode of Buying Durable Products						

Interpretation: Coefficient analysis reveals the relationship between mode of buying and each statements of reasons for switch. Majority of the statements of reliability dimension, the significance value is more than 0.05. Hence, the null hypothesis is accepted and proved that there is a no significant association between reasons for switch from offline market to online market and mode of buying for durable products.

$H0_{24}$: There is no significant association between reasons for switch from online market to offline market and mode of buying for non-durable products.

Table 4.98: Model Summary Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.104[a]	.011	.006	.446

Table 4.99: ANOVA Test Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products

Model	R	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.262	8	.408	2.050	.038b
	Residual	296.474	1491	.199		
	Total	299.736	1499			
a. Dependent Variable: Mode of Buying Non-Durable Products						

Interpretation: Regression analysis is held to know the association between reasons for switch from offline market to online market and mode of buying for non-durable products. From the ANOVA Test, it is clear that the significance value is 0.38, which is more than 0.05. It means there is no significant association between dependent variable mode of buying non-durable product and independent variables reasons for switch. The adjusted R^2 Value 0.006 indicates that the Model explains 0.6% of the reasons for switch is responsible for the mode of buying non-durable product.

Table 4.100: Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.731	.028		62.554	.000
	Convenience	.060	.017	.134	3.469	<.001
	Better Prices	-.036	.023	-.075	-1.556	.120
	Discounts & Offers	-.013	.021	-.028	-.602	.547
	Easy Price Comparison	.008	.020	.018	.395	.693
	Variety	-.027	.020	-.062	-1.342	.180
	Availability	.017	.021	.038	.827	.409
	No Sales Pressure	-.002	.017	-.006	-.143	.886
	International Brands	-.007	.017	-.016	-.408	.683
a. Dependent Variable: Mode of Buying Non-Durable Products						

Interpretation: Coefficient analysis reveals the relationship between mode of buying and each statement of reasons for switch. Majority of the statements have the significance value is more than 0.05. Hence, the null hypothesis is accepted and proved that there is a no significant association between reasons

for switch from offline market to online market and mode of buying for non-durable products.

$H0_{25}$: There is no significant impact of COVID 19 on buying behavior with respect to various reason for switch over from offline to online buying within different selected states group.

Table 4.101: Kruskal Wallis Test

(Impact of COVID 19 on buying behavior with respect to various reasons for switch over from offline to online buying within different selected states group.)

Reason Number	Various reason for switch over	Chi-square	Df	Asymp. Sig	H_0
Reason: 1	Online Buying is more convenient than Offline Buying for Durable Products.	63.502	4	0.000	Rejected
Reason: 2	Online Buying is more convenient than Offline Buying for Non-Durable Products.	98.505	4	0.000	Rejected
Reason: 3	Started Buying Online during Covid 19 out of Compulsion	100.949	4	0.000	Rejected
Reason: 4	Started Buying Online post Covid 19 out of Choice	80.345	4	0.000	Rejected
Reason: 5	Post Covid Online Shopping has become a habit	113.311	4	0.000	Rejected
Reason: 6	Is there increase in digital platforms to sell more products post covid 19	66.220	4	0.000	Rejected
Reason: 7	Has the increase in digital platform made online shopping easy	69.797	4	0.000	Rejected
Reason: 8	Monthly Consumption have increased by using Online Mode of Buying	85.005	4	0.000	Rejected
Reason: 9	Digital Mode of Payment is User Friendly	63.556	4	0.000	Rejected
Reason: 10	Monthly Expenditure have increased by using Online Mode of Buying	92.080	4	0.000	Rejected
a. Kruskal Wallis Test					
b. Grouping Variable: Selected states					

The captioned table for Kruskal Wallis Test indicates the significance in various reasons for switch over from offline to online buying within different selected states group. In case, if significance value is more than 0.05, the H_0 Null Hypothesis is failed to reject i.e. accepted. In the contrary, if significance value is less than 0.05, Researcher will reject the H_0.

Reason: 1: The aforesaid analysis revealed that there is significant impact of COVID 19 on buying behavior with respect to reasons of `online Buying is more convenient than Offline Buying for Durable Products` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 2 Moreover, it is discovered from the above analysis that there significant impact of COVID 19 on buying behavior with respect to reasons of ` Online Buying is more convenient than Offline Buying for Non-Durable Products` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 3 Researcher discovered from the above analysis that there is significant impact of COVID 19 on buying behavior with respect to reasons of `Started Buying Online during Covid 19 out of Compulsion` within different selected states group as the significance value is 0.001 which stay within the standard significance level of 0.05.

Reason: 4 Researcher further discovered from the above analysis that there is significant impact of COVID 19 on buying behavior with respect to reasons of ` Started Buying Online post Covid 19 out of Choice ` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 5 Researcher discovered that there is significant impact of COVID 19 on buying behavior with respect to reasons of ` Post Covid Online Shopping has become a habit ` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 6 Researcher discovered from the above analysis that there is significant impact of COVID 19 on buying behavior with respect to reasons of ` Is there increase in digital platforms to sell more products post covid 19` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 7 Researcher discovered that there is significant impact of COVID 19 on buying behavior with respect to reasons of ` Has the increase in digital platform made online shopping easy ` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 8 Researcher discovered that there is significant impact of COVID 19 on buying behavior with respect to reasons of ` Monthly Consumption have increased by using Online Mode of Buying` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason:9 Researcher discovered that there is significant impact of COVID 19 on buying behavior with respect to reasons of `Digital Mode of Payment is User Friendly` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

Reason: 10 Researcher discovered that there is significant impact of COVID 19 on buying behavior with respect to reasons of `Monthly Expenditure have increased by using Online Mode of Buying` within different selected states group as the significance value is 0.000 which stay within the standard significance level of 0.05.

4.8 FACTOR ANALYSIS

Factor analysis is calculated by taking twenty two factors influencing to buy through offline mode of buying. The results are presented in below table:

Table 4.102: KMO and Bartlett's Test Factors Influencing To Buy Through Offline Mode of Buying

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.979
Bartlett's Test of Sphericity	Approx. Chi-Square	33257.018
	df	231
	Sig.	.000

Interpretation: The results showed that the KMO measure of sampling adequacy is 0.979. The significance P-Value of Bartlett's Test of Sphericity is 0.000 i.e.. P<0.05 which signifies that the data is suitable for the application of factor analysis.

Table 4.103: KMO Range Communalities and Bartlett's Test Factors Influencing To Buy Through Offline Mode Of Buying

	Initial	Extraction
Factors Influencing to purchase through Offline Buying Mode [Price]	1.000	.642
Factors Influencing to purchase through Offline Buying Mode [Discount]	1.000	.746
Factors Influencing to purchase through Offline Buying Mode [Quality]	1.000	.699
Factors Influencing to purchase through Offline Buying Mode [Convenience]	1.000	.723
Factors Influencing to purchase through Offline Buying Mode [Time Saving]	1.000	.647
Factors Influencing to purchase through Offline Buying Mode Availability]	1.000	.721
Factors Influencing to purchase through Offline Buying Mode [Product Variety]	1.000	.724
Factors Influencing to purchase through Offline Buying Mode [Brand Name]	1.000	.701
Factors Influencing to purchase through Offline Buying Mode [packaging]	1.000	.667
Factors Influencing to purchase through Offline Buying Mode [Features]	1.000	.744
Factors Influencing to purchase through Offline Buying Mode [Design]	1.000	.731
Factors Influencing to purchase through Offline Buying Mode [Appearance]	1.000	.714
Factors Influencing to purchase through Offline Buying Mode [Size]	1.000	.683
Factors Influencing to purchase through Offline Buying Mode [Touch]	1.000	.688
Factors Influencing to purchase through Offline Buying Mode [Manufacturer's goodwill	1.000	.698
Factors Influencing to purchase through Offline Buying Mode [Payment Service]	1.000	.696
Factors Influencing to purchase through Offline Buying Mode [Delivery Service]	1.000	.715
Factors Influencing to purchase through Offline Buying Mode [After Sales Service]	1.000	.745
Factors Influencing to purchase through Offline Buying Mode [Warranty]	1.000	.801
Factors Influencing to purchase through Offline Buying Mode [Returns]	1.000	.750
Factors Influencing to purchase through Offline Buying Mode [Replacement]	1.000	.747
Factors Influencing to purchase through Offline Buying Mode [Guarantee]	1.000	.795
Extraction Method: Principal Component Analysis.		

Interpretation: Communalities ranges less than 0.50 is not taken in to consideration as these factors are not contributing anything to the factor analysis.

Table 4.104: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.722	66.919	66.919	14.722	66.919	66.919	8.314	37.789	37.789
2	1.054	4.790	71.709	1.054	4.790	71.709	7.462	33.920	71.709
3	.676	3.073	74.781						
4	.566	2.571	77.353						
5	.504	2.289	79.642						
6	.415	1.885	81.527						
7	.399	1.816	83.343						
8	.367	1.669	85.011						
9	.330	1.500	86.512						
10	.318	1.444	87.956						
11	.304	1.383	89.339						
12	.270	1.229	90.568						
13	.253	1.150	91.718						
14	.247	1.121	92.839						
15	.238	1.081	93.920						
16	.225	1.021	94.942						
17	.214	.971	95.913						
18	.201	.912	96.825						
19	.196	.892	97.717						
20	.181	.825	98.541						
21	.167	.758	99.300						
22	.154	.700	100.000						
Extraction Method: Principal Component Analysis.									

Interpretation: There are two components having the Initial Eigen Values over 1 and it explained for about 71.709 percent of variation in influencing offline buying.

Figure 15: Scree Plot of Factors Influencing Offline Buying Behaviour

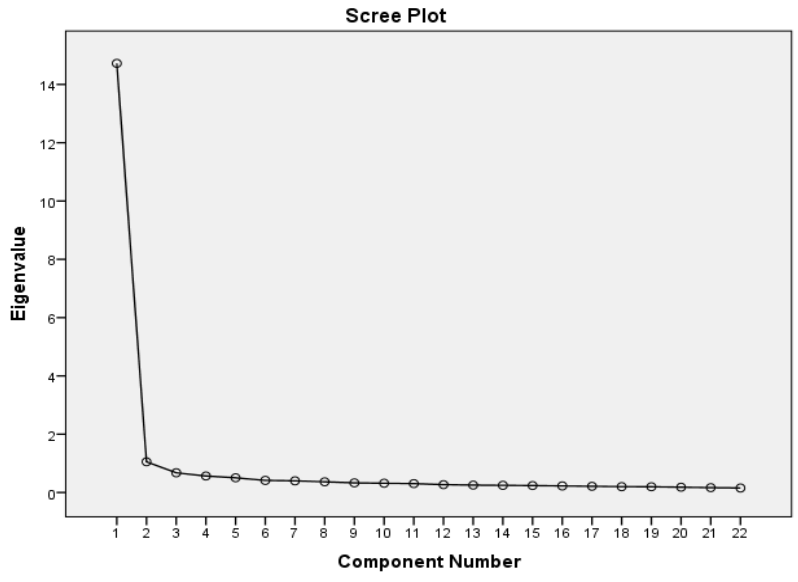

Table 4.105: Rotated Component Matrix of Factors Influencing Offline Buying Behaviour

Sr. No.	Factors	Component	
		1	2
1	Factors Influencing to purchase through Offline Buying Mode [Price]	.749	.286
2	Factors Influencing to purchase through Offline Buying Mode [Discount]	.799	.327
3	Factors Influencing to purchase through Offline Buying Mode [Quality]	.585	.597
4	Factors Influencing to purchase through Offline Buying Mode [Convivence]	.724	.446
5	Factors Influencing to purchase through Offline Buying Mode [Time Saving]	.726	.346
6	Factors Influencing to purchase through Offline Buying Mode [Availability]	.748	.401
7	Factors Influencing to purchase through Offline Buying Mode [Product Variety]	.757	.388
8	Factors Influencing to purchase through Offline Buying Mode [Brand Name]	.731	.407
9	Factors Influencing to purchase through Offline Buying Mode [Packaging]	.662	.477
10	Factors Influencing to purchase through Offline Buying Mode [Features]	.701	.503
11	Factors Influencing to purchase through Offline Buying Mode [Design]	.671	.530
12	Factors Influencing to purchase through Offline Buying Mode [Appearance]	.599	.596
13	Factors Influencing to purchase through Offline Buying Mode [Size]	.511	.650
14	Factors Influencing to purchase through Offline Buying Mode [Touch]	.290	.777
15	Factors Influencing to purchase through Offline Buying Mode [Manufacturer's goodwill	.492	.675
16	Factors Influencing to purchase through Offline Buying Mode [Payment Service]	.679	.484
17	Factors Influencing to purchase through Offline Buying Mode [Delivery Service]	.650	.540
18	Factors Influencing to purchase through Offline Buying Mode [After Sales Service]	.393	.768
19	Factors Influencing to purchase through Offline Buying Mode [Warranty]	.391	.805
20	Factors Influencing to purchase through Offline Buying Mode [Returns]	.469	.728
21	Factors Influencing to purchase through Offline Buying Mode [Replacement]	.407	.762

22	Factors Influencing to purchase through Offline Buying Mode [Guarantee]	.385	.804
a. Rotation converged in 3 iterations.			

Interpretation: The above table depicts Principal component Analysis. Varimax with Kaiser Normalization Rotated method is used in factor rotation. The analysis identified three components. Items having factor loading more than 0.50 is considered.

Factor 1 contains 13 attributes and explained 66.919 % of the variance in the data, with an Eigen Value of 14.722. The attributes associated with this factor includes “Price”, “Discount”, “Convenience”, “Time Saving”, “Availability”, “Product Variety”, “Brand Name”, “Packaging”, “Features”, “Design” “ Appearance” “Payment Facility” and “Delivery Service”. Consequently this factor referred as “Product Features”.

Factor 2 contains 9 attributes and explained 4.790 % of the variance in the data, with an Eigen Value of 1.054. The attributes associated with this factor includes “Quality”, “Size”, “Touch”, “Manufacturers’ Goodwill” , “After Sales Service”, “Warranty”, “Returns”, “Replacements” and “Guarantee”. Consequently this factor referred as “Service Features”.

Reliability: Cronbach's Alpha score of all two components are calculated.

Factor 1 has alpha score of 0.949 for 13 no. of items in it. Factor 2 has alpha score is 0.943 for 9 no. of items in it. Hair et al. (1998) have suggested that the acceptable alpha score should be more than 0.60. This analysis fulfils the given condition.

Table 4.106: KMO and Bartlett's Test Factors Influencing To Buy Through Online Mode of Buying

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.980
Bartlett's Test of Sphericity	Approx. Chi-Square	34536.569
	df	231
	Sig.	.000

Interpretation: The results showed that the KMO measure of sampling adequacy is 0.980. The significance P-Value of Bartlett's Test of Sphericity is 0.000 i.e.. $P<0.05$ which signifies that the data is suitable for the application of factor analysis.

Table 4.107: KMO Range Communalities and Bartlett's Test Factors Influencing Buy Through Online Mode Of Buying

	Initial	Extraction
Factors Influencing to purchase through Online Buying Mode [Price]	1.000	.655
Factors Influencing to purchase through Online Buying Mode [Discount]	1.000	.756
Factors Influencing to purchase through Online Buying Mode [Quality]	1.000	.713
Factors Influencing to purchase through Online Buying Mode [Convenience]	1.000	.738
Factors Influencing to purchase through Online Buying Mode [Time Saving]	1.000	.684
Factors Influencing to purchase through Online Buying Mode [Availability]	1.000	.725
Factors Influencing to purchase through Online Buying Mode [Product variety]	1.000	.735
Factors Influencing to purchase through Online Buying Mode [Brand Name]	1.000	.716
Factors Influencing to purchase through Online Buying Mode [Packaging]	1.000	.681
Factors Influencing to purchase through Online Buying Mode [Features]	1.000	.756
Factors Influencing to purchase through Online Buying Mode [Design]	1.000	.736
Factors Influencing to purchase through Online Buying Mode [Appearance]	1.000	.717
Factors Influencing to purchase through Online Buying Mode [Size]	1.000	.682
Factors Influencing to purchase through Online Buying Mode [Touch]	1.000	.690
Factors Influencing to purchase through Online Buying Mode [Manufacturer's Goodwill]	1.000	.700
Factors Influencing to purchase through Online Buying Mode [Payment Facility]	1.000	.710
Factors Influencing to purchase through Online Buying Mode [Delivery Service]	1.000	.730
Factors Influencing to purchase through Online Buying Mode After Sales Service]	1.000	.776
Factors Influencing to purchase through Online Buying Mode [Warranty]	1.000	.806
Factors Influencing to purchase through Online Buying Mode [Returns]	1.000	.772
Factors Influencing to purchase through Online Buying Mode [Replacements]	1.000	.765
Factors Influencing to purchase through Online Buying Mode [Guarantee]	1.000	.803
Extraction Method: Principal Component Analysis.		

Interpretation: Communalities ranges less than 0.50 is not taken in to consideration as these factors are not contributing anything to the factor analysis.

Table 4.108: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.045	68.386	68.386	15.045	68.386	68.386	8.382	38.099	38.099
2	1.002	4.553	72.940	1.002	4.553	72.940	7.665	34.841	72.940
3	.654	2.972	75.912						
4	.520	2.363	78.275						
5	.471	2.141	80.416						
6	.405	1.840	82.256						
7	.382	1.735	83.991						
8	.337	1.532	85.523						
9	.319	1.448	86.971						
10	.299	1.361	88.332						
11	.286	1.299	89.631						
12	.265	1.203	90.834						
13	.259	1.178	92.011						
14	.237	1.078	93.089						
15	.227	1.032	94.121						
16	.221	1.007	95.128						
17	.213	.969	96.097						
18	.199	.905	97.001						
19	.183	.833	97.835						
20	.169	.767	98.602						
21	.156	.708	99.310						
22	.152	.690	100.00						
Extraction Method: Principal Component Analysis.									

Interpretation: There are two components having the Initial Eigen Values over 1 and it explained for about 72.940 percent of variation in influencing online Buying.

Figure 16: Scree Plot of Factors Influencing Online Buying Behaviour

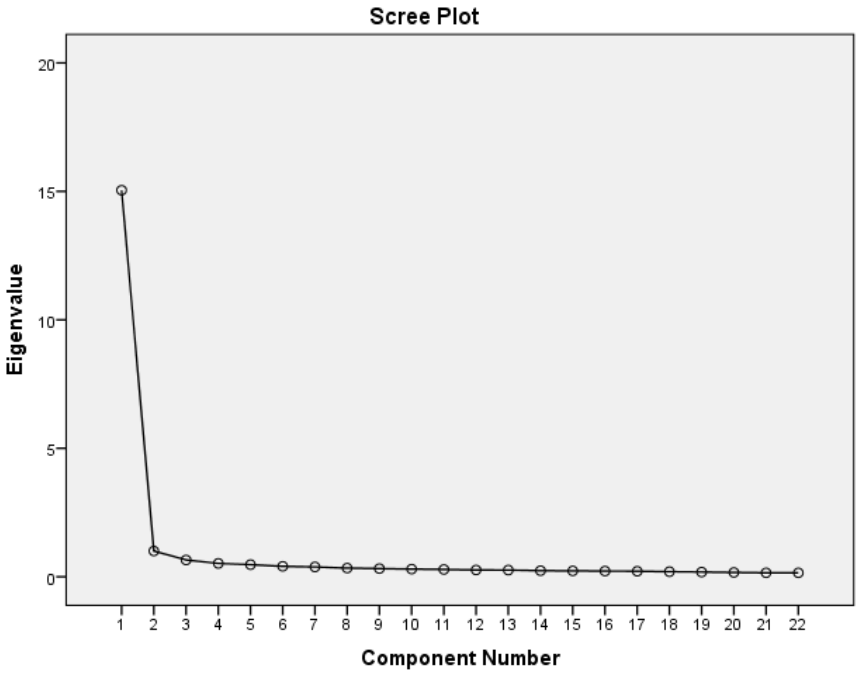

Table 4.109: Rotated Component Matrix of Factors Influencing Online Buying Behaviour

Sr. No	Factors	Component	
		1	2
1	Factors Influencing to purchase through Online Buying Mode [Price]	.743	.321
2	Factors Influencing to purchase through Online Buying Mode [Discount]	.801	.339
3	Factors Influencing to purchase through Online Buying Mode [Quality]	.593	.601
4	Factors Influencing to purchase through Online Buying Mode [Convenience]	.736	.442
5	Factors Influencing to purchase through Online Buying Mode [Time Saving]	.762	.320
6	Factors Influencing to purchase through Online Buying Mode [Availability]	.746	.410
7	Factors Influencing to purchase through Online Buying Mode [Product variety]	.755	.406
8	Factors Influencing to purchase through Online Buying Mode [Brand Name]	.713	.456
9	Factors Influencing to purchase through Online Buying Mode [Packaging]	.655	.502
10	Factors Influencing to purchase through Online Buying Mode [Features]	.697	.519
11	Factors Influencing to purchase through Online Buying Mode [Design]	.669	.537
12	Factors Influencing to purchase through Online Buying Mode [Appearance]	.604	.594
13	Factors Influencing to purchase through Online Buying Mode [Size]	.539	.626
14	Factors Influencing to purchase through Online Buying Mode [Touch]	.312	.770
15	Factors Influencing to purchase through Online Buying Mode [Manufacturer's Goodwill]	.489	.679
16	Factors Influencing to purchase through Online Buying Mode [Payment Facility]	.678	.500
17	Factors Influencing to purchase through Online Buying Mode [Delivery Service]	.633	.574
18	Factors Influencing to purchase through Online Buying Mode After Sales Service]	.398	.786
19	Factors Influencing to purchase through Online Buying Mode [Warranty]	.403	.802
20	Factors Influencing to purchase through Online Buying Mode [Returns]	.463	.747
21	Factors Influencing to purchase through Online Buying Mode [Replacements]	.417	.769
22	Factors Influencing to purchase through Online Buying Mode [Guarantee]	.392	.806
a. Rotation converged in 3 iterations.			

Interpretation: The above table depicts Principal component Analysis Varimax with Kaiser Normalization Rotated method is used in factors

rotation. The analysis identified three components. Items having factor loading more than 0.50 is considered.

Factor 1 contains 13 attributes and explained 68.386 % of the variance in the data, with an Eigen Value of 15.045. The attributes associated with this factor includes “Price”, “Discount”, “Convenience”, “Time Saving”, “Availability”, “Product Variety”, “Brand Name”, “Packaging”, “Features”, “Design” “ Appearance” “Payment Facility” and “Delivery Service”. Consequently this factor referred as “Product Features”.

Factor 2 contains 9 attributes and explained 4.790 % of the variance in the data, with an Eigen Value of 1.054. The attributes associated with this factor includes “Quality”, “Size”, “Touch”, “Manufacturers’ Goodwill” , “After Sales Service”, “Warranty”, “Returns”, “Replacements” and “Guarantee” Consequently this factor referred as “Service Features”.

Reliability: Cronbach's Alpha score of all two components are calculated. Factor 1 has alpha score of 0.966 for 13 no. of items in it. Factor 2 has alpha score is 0.956 for 9 no. of items in it. Hair et al. (1998) have suggested that the acceptable alpha score should be more than 0.60. This analysis fulfils the given condition.