

**A STUDY ON PERCEPTION, BEHAVIOUR AND SATISFACTION OF
ONLINE CONSUMERS WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Thesis submitted to the Bharathiar University for the award of the Degree of

DOCTOR OF PHILOSOPHY IN COMMERCE

Submitted by

R. GAYATHIRI

Under the Guidance of

Dr. G. KAVITHA, M.Com., M.Phil., PGDCA., Ph.D.,

Head, Department of Commerce

PSGR Krishnammal College for Women

Coimbatore



UGC-certified College of Excellence • Autonomous • Affiliated to Bharathiar University • Accredited with 'A' Grade by NAAC • ISO 9001:2015 Certified • Ranked 10th in NIRF2020 by MHRD

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Peelamedu, Coimbatore - 641004

Tamilnadu, India

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CHAPTER VII

FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 FINDINGS

The present study has brought some novel contributions towards the knowledge of online shopping, perception and buying behaviour of online consumers. And also the purchase pattern, satisfaction and problems faced by consumers during their purchase of branded/ non-branded products through online shopping sites. They use internet not only to buy the products through online, but also to compare the prices of the product among different sites, features of the products and after sales services facilities. Along with the development of e-retailing, the present study aims to throw light on the online consumer behaviour on different perspectives.

Objective 1 - To know the awareness, purchase pattern and perception of online consumers towards various products purchased through online.

➤ **Percentage Analysis**

Demographic Data

- It is revealed for the study that women are the major online purchaser (63.6 per cent) who belongs to the age group less than 25 years (54.2 per cent) and half of them are unmarried (52.6 per cent). The findings are in accordance with the results of **Gaganeep Nagra and Gopal (2013)**.
- 48.4 per cent respondents are graduated and with respect to occupation status 29.4 per cent are students and unemployed.
- 76.2 per cent respondents are residing in a nuclear family and 54 per cent have 4 members in their family
- Out of 428 respondents 47.7 per cent respondent's family have 2 earning members and 32.7 per cent of the respondent's family is earning from Rs.25000 to Rs.40000 per month as their family income.

Purchase Pattern

- 31.3 per cent of the respondents came to know about shopping websites by the recommendation of the friends/ relatives/ Colleagues.
- After seeing advertisement, 36.9 per cent of the respondents discusses with others before purchasing products from online shopping sites.

- 57.2 per cent of the respondents always visits Amazon.in and 42.3 per cent of respondents visits Flipcart.com. The results obtained support from the studies conducted by **Nirmala and Harisevitha (2015)**.
- 63.8 per cent of the respondents are influenced by advertisements given in various Medias.
- 47.2 per cent of the respondents purchase branded products through online shopping sites.
- 42.5 per cent of the respondents purchase products through online shopping sites whenever they are in need only.
- With respect to decision making 30.4 per cent respondent's family, earning male is the decision maker on purchase of online products.
- 48.6 per cent of the respondents spend less than Rs.2000 per month for their online purchase.
- 70.6 per cent of the respondents prefer Cash On Delivery as a payment mode. Similar findings have been found in the results of **Ashish Bhatt's (2014) and Meeran Mydheen's (2016)** in their research papers.
- 54.4 per cent of the respondents feel that the price of the Branded Products are high and 65.4 per cent of the respondents feel that the price of the Non-Branded Products are reasonable.
- With respect to purchase pattern of various products purchased through online multiple responses has been collected. 32 per cent respondents always preferred cosmetics, 40.2 per cent frequently purchased electronics, 33.4 per cent occasionally purchased clothing, 42.8% purchased accessories, 36.2 per cent purchased books, 31.8 per cent purchased home needs and 43.9 per cent preferred kids products.
- 31.8 per cent of the respondents purchase immediately from their wish list and 31.8 per cent of the respondents takes 2-3 days to purchase from their wish list.
- 34.9 per cent of the respondents delay in making purchase from their wish list, because, they wait for more innovative products.
- 71.3 per cent of respondents agree that social media plays an important role in their online purchase.

- 36.7 per cent of the respondents seek help in the form of getting reviews from friends and relatives.
- 63.6 per cent of the respondents are requested for Return/ Replacement of products purchased through online because of the changes in item specifications.
- 71 per cent of the respondents had cancelled their online purchase order and 46.7 per cent of respondents cancelled one day after the day of order due to personal reasons.
- 51.3 per cent of the respondents accept that the online shopping sites refunded the cancelled amount back to the account properly and 35.8 per cent of the respondents reason out that the particular seller's terms and conditions make delay in the refund of cancelled amount.

➤ **Descriptive Statistics**

Perception Regarding Purchase of Online Products

It is found from the descriptive statistics, the highest mean rating is found for the statement, "It has very less procedure to place an order" followed by the statement "There is no time limit for purchase of products through online (24X7)". The least mean rating is found for the statement, "It is easy to make payment for purchase of products through shopping sites". The findings reveals that, for most of the statements the mean rating are found between neutral and agree.

➤ **Rank Analysis**

- A Brand Name/ Logo stands as the first attractive elements of advertisement in shopping websites and in the meanwhile, celebrity stands last in the attractive element of advertisement on shopping websites.
- Regarding brand attributes, Brand Name stands first, Price stands second, High Quality stands third and Show Off stands last while purchasing branded products through online.

➤ **Chi-Square Test**

Chi-Square test has been applied to find out the association, if any, with respect to knowledge about shopping sites, Impact of advertisement on shopping sites, Occasion for purchase, Amount spent for online purchase, Time taken to make purchase of online products from kart/wish list among the respondents are classified based on the various personal factors.

- **Knowledge about shopping sites**

Source of knowledge on shopping websites has no significant relationship with the personal variables namely, Gender, Age, Marital Status and Type of the Family. Educational qualification, occupation and monthly income of the family are found to have significant association with the source of knowledge on shopping. Result reveals that education has more significant influencing factor with respect to knowledge about shopping sites.

- **Impact of Advertisement on shopping Sites**

Impact of advertisement on shopping websites has no significant relationship with the personal variables namely, Gender, Marital Status and Educational Qualification. Age, Occupation, Type of the Family and Monthly Income has significant relationship with the impact of advertisement on shopping sites. The result reveals that Age, Occupation, Type of the Family and Monthly Income of the family have a significant impact of advertisement on shopping sites.

- **Occasion for Purchase**

Occasion for purchase of products on shopping websites has no significant relationship with the personal variables namely, Gender, Age, Marital Status, Occupation, Type of the Family and Monthly Income. Occasion for purchase of products on shopping websites has significant relationship with Educational Qualification. Higher income group are more likely to shop online products in many occasions.

- **Amount spent for online purchase**

Amount spent on the purchase of products through shopping websites has significant relationship with the personal variables namely, Marital Status, Educational Qualification, Occupation, Type of the Family and Monthly Income. It has no significant relationship with the personal variables namely, Gender and Age. It is proved that, marital status, educational qualification, occupation, type of family and monthly income are the important predictors while spending amount in their online purchase.

- **Time taken to make purchase of online products from Kart/Wish list**

Time taken to purchase the online products from kart/ wish list has no significant relationship with the personal variables namely, Gender, Age, Marital

Status, Type of the Family and Monthly Income. It has significant relationship with the personal variables namely, Educational Qualification and Occupation.

➤ **Factor Analysis**

Factor Analysis has been applied to find out the latent factors in the set of 22 statements relating to the perception of respondents regarding online purchase. Finally 22 variables in the factor analysis were converted to 6 factors model. The factors includes shopping convenience, secured and easy transaction, Time saving, selective purchase, Hassle free purchase and product detailing.

➤ **Multivariate Analysis of Variance (MANOVA)**

MANOVA technique is used in the study for the analysis of factors relating to perception towards online purchase. Before conducting MANOVA, the correlations between all the six factors has been found to understand the interrelationship between the factors.

The correlation between the factors have moderate degree of correlation which are found to be significant.

MANOVA has been applied by taking 6 factors as dependent variable and selected personal and purchase related variables as independent variables namely gender, age, marital status, educational qualification, occupation, type of the family, monthly income of the family, kind of products purchased, occasion for purchase, decision making on online purchase, amount spent on purchase of online products and kind of payment mode.

➤ **Multivariate Analysis of Variance (MANOVA)**

• **Perception towards Online Purchase by Gender**

The factors “shopping convenience” and “selective purchase” are significantly different between gender groups. The other four factors do not differ significantly between male and female respondents.

• **Perception towards Online Purchase by Age**

The factors “shopping convenience” and “selective purchase” are significantly different between age groups. The other four factors do not differ significantly between the different age groups of the respondents.

• **Perception towards Online Purchase by Marital Status**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “Time saving, selective purchase”, “Hassle free purchase” and

“product detailing” have no significant difference among married and unmarried respondents and hence, the hypothesis has been accepted.

- **Perception towards Online Purchase by Educational Qualification**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “Time saving”, “selective purchase”, “Hassle free purchase” and “product detailing” have no significant difference among various educational qualifications of the respondents and hence, the hypothesis has been accepted.

- **Perception towards online purchase by Occupation**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “Time saving, selective purchase”, “Hassle free purchase” and “product detailing” have no significant difference among various occupations of the respondents and hence, the hypothesis has been accepted.

- **Perception towards online purchase by Type of the Family**

The factors “shopping convenience” and “selective purchase” are significantly different between types of the family. The other four factors do not differ significantly between the different types of the family of the respondents

- **Perception towards online purchase by Monthly Income of the Family:**

The factors “shopping convenience”, “time saving” and “selective purchase” are significantly different among various income groups. The other three factors do not differ significantly between the different income groups of the respondents.

- **Perception towards online purchase by kind of products purchased**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “Time saving”, “selective purchase”, “Hassle free purchase” and “product detailing” have no significant difference among the kinds of products purchased through online and hence, hypothesis has been accepted.

- **Perception towards online purchase by Occasion**

The factors “shopping convenience” and “time saving” are significantly different between various occasions. The other four factors do not differ significantly between the different occasions on the purchase of online products of the respondents.

- **Perception Towards Online Purchase by Decision Making on Online Purchase**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “Time saving”, “selective purchase”, “Hassle free purchase” and

“product detailing” have no significant difference among the decision makers on purchase of online products and hence, the hypothesis has been accepted.

- **Perception towards Online Purchase by Amount Spent on Purchase of Online Products**

The factor “selective purchase” significantly different between various amounts spent on purchase of online products. The other five factors do not differ significantly between the different amounts spent on the purchase of online products of the respondents.

- **Perception towards Online Purchase by Kind of Payment Mode**

The perception factors namely “shopping convenience”, “secured and easy transaction”, “time saving”, “selective purchase”, “hassle free purchase” and “product detailing” have no significant difference among the kind of payment on purchase of online products and hence, the hypothesis has been accepted.

Objective II: To analyze the purchase behavior, level of satisfaction and problems faced during online purchase with respect to branded and non-branded products.

PURCHASE BEHAVIOUR

The main aim of marketing is to come across and fulfill the target consumer’s requirements and necessities. It strains to know how emotions disturb the buying behaviour, both individually and in groups.

➤ **Percentage Analysis**

- 40.4 per cent of respondents meant it as a name, as a label, as a company image, as a slogan that is they meant all attributes as a brand name. The findings are similar to the findings of **Salim, Praven Raj (2010)**.
- 33.8 per cent of respondents were influenced by brand trust, 28.6 per cent of respondents were influenced by Brand Attitude.
- 56.4 per cent of respondents accepts that they always switch over from one brand to another brand.

➤ **Descriptive Statistics**

- It is found from the descriptive statistics about the opinion on branded products purchased through online, the highest mean rating is found for the statement, “I have the full knowledge about the brands”. The least mean rating is found for the statement, “The branded products purchased from shopping

sites increases my social status”. Finding reveals that, for most of the statement the mean rating are found between neutral and agree.

- It is found from the descriptive statistics about the opinion on non-branded products purchased through online, the highest mean rating is found for the statement, “Buy products with best price”. The lowest mean rating is found for the statement, “Equally durable to branded products”. The findings reveals that, for most of the statements, the mean rating are found between neutral and agree.

➤ **Rank Analysis**

- Quality factor stands first in building brand image and free trials and discounts factor rank’s last in building brand image.
- Long time desire to buy stands as the first factor which influenced the respondents to purchase branded products through online shopping sites and in the meanwhile, increase in social status stands as the last factor to influence the respondents to purchase

➤ **Chi-Square Analysis**

Chi-Square Test has been applied to find out the significant association, if any, with respect to buying behaviour, opinion regarding the price of the branded products, opinion the regarding price of the non-branded products are classified based on the various personal factors.

- **Buying behavior**

Buying behaviour on shopping websites has significant relationship with the personal variables like age, marital status, educational qualification and occupation. The variables gender, type of the family and monthly income are found to have no significant association with buying behaviour on shopping websites. Hence, it is proved that age, marital status, educational qualification and occupation are the important predictors of consumer buying behaviour towards online purchase.

- **Opinion Regarding Price of the Branded Products**

Opinion on the price of branded products has no significant difference with gender, age, educational qualification, marital status, educational qualification, occupation, type of the family and monthly income.

- **Opinion Regarding price of Non-Branded Products**

Opinion on non-branded products has no significant relationship with gender, age, educational qualification, marital status, educational qualification, occupation, type of the family and monthly income.

LEVEL OF SATISFACTION

➤ **Descriptive Statistics**

- It is found from the descriptive statistics of satisfaction on various products purchased through online, the highest mean rating is found for the item, “Cosmetics”. The lowest mean rating is found for the item, “Kids (Baby Products)”. The findings reveals that, for most of the statements the mean rating are found between neutral and agree.

SATISFACTION ON BRANDED PRODUCTS

➤ **Descriptive Statistics**

- It is revealed from the descriptive statistics of satisfaction on branded products purchased through online, the highest mean rating is found for the statement, “product information available in shopping sites”. The lowest mean rating is found for the statement, “availability of products in shopping sites”. The findings unveils, for most of the statements, the mean rating are found between neutral and agree.

➤ **t-Test**

t-Test has been applied to find out the significant difference, if any, with respect to the satisfaction on branded products and respondents are classified based on the personal factors.

- The mean satisfaction scores do not differ significantly between the selected attributes such as gender, marital status and type of the family. The result shows that both male or female, married or unmarried, nuclear or joint family have the same level of satisfaction.

➤ **ANOVA**

ANOVA has been applied to find out whether there is any significant difference in the mean scores among the respondents with respect to personal factors, occasion for purchase of online products, final decision maker, amount spent on purchase of online products and the kind of payment mode.

- The satisfaction scores do not differ significantly among the branded products and demographic variables, such as Age, Educational Qualification, Occupation and Monthly Income.
- While considering the satisfaction of respondents towards an occasion for the purchase of products scores differ significantly. While taking the factors such as whenever needed, festival season, special offers, special occasions, the most significant factor is whenever needed, the respondents purchase products. The respondents who purchase whenever needed are more satisfied when compared to the other respondents.
- The satisfaction scores do not differ significantly among the respondent's satisfaction score and the amount spent on the purchase. There is not much difference in the satisfaction shows that the respondents have a positive attitude while spending the amount and they are satisfied whatever money they have spent.
- With respect to payment mode, the respondents are satisfied with their kind of payment. The scores do not differ significantly among the respondent's payment mode.

SATISFACTION ON NON-BRANDED PRODUCTS

➤ **Descriptive Statistics**

- It is known from the descriptive statistics of satisfaction on non-branded products purchased through online, the highest mean rating is found for the statement, "product information available in shopping sites". The lowest mean rating is found for the statement, "Refund on cancellation of orders placed". The findings reveal that the level of satisfaction of the respondents is very high regarding the product information available in shopping sites.

➤ **t-Test**

t-Test has been applied with null hypothesis to study the significant difference, if any with respect to satisfaction towards non-branded products and the personal factors and kind of products purchased through online.

- There has been no significant difference in all most all the personal factors, such as gender, marital status, type of the family and satisfaction score on non-branded products purchased through online.

- With respect to the kind of the product, the satisfaction scores are more significant for electronic products when compared to the other products.

➤ **ANOVA**

ANOVA has been applied to find out whether there is any significant difference in the mean score with satisfaction on non-branded products and the respondents classified based on personal factors, occasion for purchase of online products, final decision maker, amount spent on purchase of online products and kind of payment mode.

- Irrespective of age, educational qualification, occupation and monthly income the respondents have same level of satisfaction while purchasing non-branded products through online
- With respect to the occasion of purchase, the respondents who purchase whenever needed are more satisfied when compared to the other respondents. The result reveals significant difference found between satisfaction of non-branded products and the occasion of purchase.
- The satisfaction scores do not vary among the members while taking decision, whether earning male, earning women and children have same level of satisfaction.
- Amount spent on the purchase of non-branded products have no significant influence towards satisfaction score.
- The satisfaction scores do not differ significantly among the purchase of products through online shopping sites and the kind of payment mode preferred for the purchase of non-branded products through online shopping.

➤ **Regression Analysis**

Regression analysis has been used to find out the level of contribution towards overall satisfaction on branded and non-branded products.

➤ **Regression Analysis of Satisfaction on Branded Products**

- From the regression analysis it is found that the eight independent variables have significant effect on Overall Satisfaction Score on branded products .
- The perception factors namely, Shopping convenience, Product detailing and Hassle free purchase have positive influence on the satisfaction score.
- Among the personal variables, Age is found to have positive regression coefficient. That is respondents who are in their older age are more satisfied with the branded products purchased online.

- The perception score on branded products purchased online also has positive regression coefficient. The respondents who have positive perception also have higher satisfaction score regarding the branded products purchased online
 - Time saving is another perception factor with negative regression coefficient. That is, respondents who have scored higher on this variable regarding their perception on online purchase have less satisfaction on the branded products purchased online.
- **Regression Analysis for Satisfaction level of Non-branded Products**
- From the regression analysis for non-branded products it's found that four independent variables have significant effect on Overall Satisfaction Score
 - The perception factors namely, Secured and easy transaction, shopping convenience and Hassle free purchase have positive influence on the satisfaction score on non-branded products purchased online.
 - The perception score on non-branded products purchased online also has positive regression coefficient. That is respondents who have higher positive perception on non-branded products purchased online also have higher satisfaction score regarding non-branded products purchased online.

PROBLEMS FACED ON PURCHASING PRODUCTS THROUGH ONLINE

➤ **Descriptive Statistics**

- It is found from the descriptive statistics on problems faced while purchasing products through online, the highest mean rating is found for the statement, "Change of product at the time of delivery". The lowest mean score is found for the statement, "Credit/debit card details may be compromised and misused". The findings reveals that, for most of the statements the mean rating are found between neutral and agree. The findings are similar to the findings of **Sanjeev Kumar, Savita Maan (2014)**.

➤ **t – Test**

t-Test has been applied to find out the significant difference, if any, with respect to the problems faced on the purchase of products through online shopping sites and the respondents are classified based on personal factors.

- The mean problem scores do not differ significantly between the attributes of gender and marital status. The mean problem score differs significantly for

type of the family. The scores are more significant for the nuclear family members when compared to joint family.

➤ **ANOVA**

ANOVA has been applied to find out the significant difference, if any, with respect to the problems faced on purchase of products through online shopping sites and the respondents are classified based on personal factors and kind of products purchased.

- The problem scores do not differ significantly among the products purchased through online and demographic variables such as age, occupation and monthly income. The problem scores are more significant for the personal factor educational qualification, the respondents with different education qualification face problems while purchasing the products through online. The respondents who have school level education are faced more problems when compared to the other respondents groups.
- The problem scores do not differ significantly among the products purchased through online and kind of products purchased through online.

Objective III: To identify the relationship between perception, buying behaviour and satisfaction of online consumers towards branded and non- branded products.

➤ **Path Analysis of Relationship between Purchase Behaviour Factors, Perception and Satisfaction of Branded Products Purchased Online.**

Path analysis was attempted to find the influence of purchase behaviour factors namely, shopping convenience, secured and easy transaction, time saving, selective purchase, hassle free purchase and product detailing on perception and satisfaction factors of branded products purchased online.

- The results showed that the purchase behaviour factors secured and easy transaction, selective purchase and hassle free purchase had significant effect on the perception on branded products. Shopping convenience, product detailing and hassle free purchases were found to have significant effect on the satisfaction on branded products.
- Perception on branded products on satisfaction was significant. While problems faced (Problem Score) had significant positive effect on perception, and had no significant effect on satisfaction.

- The standardized regression coefficients were found out to examine the relative contribution of each factor on the other. It was found that the direct effect of Secured and easy transaction on Perception was relatively higher than the selective purchase or hassle free purchase and the direct effects of other factors. The variable, shopping convenience has low direct effect on perception.
 - The direct effect of shopping convenience on satisfaction is higher than the other purchase behaviour factors. However, it could also be seen that perception on branded products on satisfaction is also higher the direct effects of purchase behaviour factors.
 - Purchase behaviour factors also have indirect effect on satisfaction. The indirect effect of secured and easy transaction contributes more to satisfaction.
 - It is observed that overall, secured and easy transaction has more effect on the perception followed by problem score.
 - The total effects of purchase behaviour factors on satisfaction show that the total effect of shopping convenience contributes more to satisfaction when compared with the other purchase behaviour factors. However, perception is seen to contribute more to satisfaction than the purchase behaviour factors.
- **Path Analysis of Relationship between Purchase Behaviour Factors, Perception and Satisfaction of Non - Branded Products Purchased Online.**

Path analysis was attempted to find the influence of purchase behaviour factors namely, shopping convenience, secured and easy transaction, time saving, selective purchase, hassle free purchase and product detailing on perception and satisfaction factors of non-branded products purchased online.

- The results showed that the purchase behaviour factors, time saving and shopping convenience had a significant effect on the perception on non-branded products.
- Secured and easy transaction, shopping convenience and hassle free purchase were found to have significant effect on the satisfaction on non-branded products.
- Perception on non-branded products on satisfaction was significant. While problems faced (Problem Score) had significant positive effect on perception, and had no significant effect on satisfaction.

- The standardized regression coefficients were found out to examine the relative contribution of each factor on the other. It was found that the direct effect of shopping convenience on perception was relatively higher than direct effects of other factors. The variable, product detailing has low direct effect on perception.
- The direct effect of secured and easy transaction on satisfaction is higher than the other purchase behaviour factors.
- It is found that perception on non-branded products on satisfaction is also higher than the direct effects of purchase behaviour factors.
- Purchase behaviour factors also have indirect effect on satisfaction. The indirect effect of shopping convenience contributes more to satisfaction.
- It is found that overall problem score has more effect on perception followed by shopping convenience.
- The total effects of purchase behaviour factors on satisfaction show that the total effect of secured and easy transaction contributes more to satisfaction when compared with the other purchase behaviour factors. However, perception is seen to contribute more to satisfaction than the purchase behaviour factors.

7.2 SUGGESTIONS

➤ Suggestions to the e-retailers

- The online customers have least satisfaction towards payment option, they face higher risk of fraud than face to face communication, and it is the duty of the e-seller to provide a protected buying system, so that interception of credit card number in transit can be avoided.
- There is a chance for hackers to crack the merchant's website and take the names, address and credit card numbers. To overcome from this, the payment card data security standard must be maintained to enhance the confidence of online shoppers.
- While making delivery of the goods, the e-retailer should check the delivery boys and ensures that the goods have reached at the correct destination. A proper delivery monitor software can be installed to monitor the delivery mechanism. Accordingly, consumers get confident about their delivery mechanism.

- The return policy and returning goods are the main issues of online consumers. Therefore, the retailers need to make sure easy return process and refund mechanism to get confidence and satisfaction from the consumers
- The online consumers' complaints and grievances about delivery, price, quality etc., has to be solved without delay.
- The respondents expressed that, some products were physically damaged when they received and they should improve the quality of packing of the products when dispatched to the consumers.
- Irrespective of branded and non-branded products, most of the respondents have great faith in shopping online and they were influenced to avail the products and services through online. It is suggested that the retailers shall display products globally available at the door steps of their consumers when ordered online.
- Online websites should focus more on female segments as results prove that females shop more in online as compared to men. Accordingly, retailers should plan policies and strategies to capture the attention of people in this segment in future also.

➤ **Suggestions to the Consumers**

- While buying, the online consumers should assess website properly. They should ensure whether the e- sellers have listed their telephone numbers, place and address along with e-contact information. The online consumers should check the refund/ return policy and clearly study the product specifications and other details about the product.
- The online Consumers should have a complete understanding on authenticity and reliability of the online shopping website before browsing. They should verify the consumers' ratings/ feed back of the website prior to their purchase
- Online Consumers should compare the price between various e-tailers before taking purchase decisions. They should check the terms and conditions of return / exchange of the products and they must read carefully before accepting the purchase deal.

7.3 CONCLUSION

Online shopping concept will replace the existing traditional shopping completely in the near future. With developed internet penetration, increasing adoption of devices like smart phones, tablets and laptops, access to internet have a major shift in buying behaviour of the consumers. The development and growth in online shopping will provide benefit to the society in the aspect of reduction in pollution, road traffic, effective reduction and unnecessary movement of people from one place to another place. It acts as a core concept of marketing on the internet. Attractive strategies should be implemented based on the demographic factors. The risks should be reduced in online shopping environment so as to increase the trust of the online shoppers.

The success of online shopping completely depends on how the consumers initially adopt the companies that succeed in their e-business initiatives by creating, maintaining and sustaining long-term relationship with their loyal customers. Understanding the online consumers in terms of their attitude during internet shopping is a difficult task. Hence, it is essential to overcome the problems related to delivery of goods, maintaining quality and delivering quantity and strategic planning. Competitive market price, providing offers and discounts will attract the consumers towards online shopping. Many people have revealed fear of unsecured transactions in online payment. Hence, the e-stores should particularly mention about the security of transactions of their e-stores and strengthen the faith of consumers in online shopping. The entire process of online shopping begins from developing, marketing, selling, delivering, servicing and ends with paying and delivering the products to the consumers. If it is properly utilized with guaranteed safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

SCOPE FOR FURTHER RESEARCH

- Online shopping practice among general public on specific product with multiple brands.
- Perception and satisfaction of online consumers - A comparative study on foreign brands and Indian brands.
- A study can be made on brand based customer loyalty and brand extension among online consumers.