

CHAPTER V

ANALYSIS ON PURCHASE BEHAVIOUR, SATISFACTION AND PROBLEMS FACED BY ONLINE SHOPPERS

INTRODUCTION

This chapter consists of analysis on purchase behaviour of online shopping, satisfaction on purchase of branded and non-branded products through online shopping sites and problems faced by the consumers during their online shopping experience.

5.1 PURCHASE BEHAVIOUR

Purchase behaviour of online consumers who purchased branded and non-branded products through various online shopping sites have been analysed and discussed below.

Respondent's Opinion on Brand Name

A brand name is a name given to a brand identity and it differentiates a product from other similar products. The term brand name meant in various forms by various people.

Table 5.1
Respondent's Opinion on Brand Name

Opinion on Brand Name	No.	Percent
Name	84	19.6
Labeling	79	18.5
Company Image	78	18.2
Slogan	14	3.3
All of the above	173	40.4
Total	428	100.0

Source: Primary Data

The table 5.1 explains about the respondent's view on brand name that what it means. 40.4 per cent of the 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, 19.6 per cent of the respondents meant the brand name as a name only, 18.5 per cent of respondents meant it as labelling, 18.2 per cent of the respondents meant it as company image, 3.3 per cent of the respondents meant it as slogan. Most of the respondents opinioned that all the attributes as a brand name.

Influence of Brand Variables on Purchase

To avoid uncertainty and quality issues, consumers prefer for branded products. This quality may leads to make purchase of online branded products.

Table 5.2

Influence of Brand Variables on Purchase

Brand Variables	No.	Percent
Core brand images	17	5.9
Brand Attitude	82	28.6
Brand Attachment	27	9.4
Brand Trust	97	33.8
Brand Loyalty	64	22.3
Total	287	100.0

Source: Primary Data

The table 5.2 speaks about the influence of brand variables to purchase online products. 33.8 per cent of the respondents are influenced by brand trust, 28.6 per cent of the respondents are influenced by Brand Attitude, 22.3 per cent of the respondents are influenced by brand loyalty for the purchase of online products, 9.4 per cent of the respondents are influenced by Brand attachment and 5.9 per cent of the respondents are influenced by core brand images for the purchase of online products. Thus, the majority of the respondents are influenced by brand trust for purchasing of branded products from online shopping sites.

Opinion on Switch over to Other Brands

Due to availability of number of similar products with different brands, the consumers have variety of choices. Over the choices, they may switch over from one brand to another due to offers, prices etc.,

Table 5.3

Opinion on Switch over to Other Brands

	No.	Percent
Yes	162	56.4
No	125	43.6
Total	287	100.0

Source: Primary Data

The table 5.3 depicts about the switch over of brand preference from one brand to another brand. 56.4 per cent of the respondents accept that they switch over from one brand to another brand and 43.6 per cent of the respondents accept that they never switch over from one brand to another brand.

Ranking Analysis - Factors Helping to Build Brand Image

The respondents were asked to rank a set of 5 items regarding factors helping to build brand image. The most important item was given a rank 1. The least important item was given a rank 5. Mean ranks were found out for each item and were again rank ordered based on the mean values. The details are given in the following table.

Table 5.4

Ranking Analysis - Factors Helping to Build Brand Image

Factors	Mean Rank
Quality	2.04
Communication Strategies	3.35
Competitive pricing	3.06
Good value added services	3.03
Free trials and Discounts	3.52

Source: Primary Data

It is seen from the above table 5.4 that the lowest mean rank is 2.04 for “Quality”. It has the highest rank value of 1. The lowest mean rank is 3.52 for free trials and discounts. It has the lowest rank of 5.

Kendall’s Coefficient of Concordance

Kendall's W	0.131
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Kendall’s coefficient of concordance (W) was used to find whether any similarity among the respondents in their order of assigning the ranks. Kendall’s (W) will vary between 0 and 1. Higher the value of W more will be the similarity of the respondents in their rank order. The Kendall’s (W) found for the 5 items is 0.131. This shows that there is very low similarity among the respondents in their ranking order.

Ranking Analysis on Factors Influenced to Purchase Branded Products Online

The respondents were asked to rank a set of 8 items regarding factors influencing the purchase of branded products through online. The most important item was given a rank 1. The least important was given a rank 8. Mean ranks were found out for each item and were again rank ordered based on the mean values. The details are given in the following Table

Table 5.5

Ranking Analysis on Factors Influenced to Purchase Branded Products

Factors influenced to purchase branded products online	Mean Rank
Long time desire to buy	3.69
Fantasy to new brand	4.09
Family based brand affinity	4.18
Attracted by wide publicity	4.52
Special offers, discounts and prizes during and after purchase	4.13
Long term warranty and guarantee for spares	4.24
Increase in Social Status	6.11
Durability of the Product	5.03

Source: Primary Data

It is known from the above table 5.5 that the lowest mean rank is 3.69 for “long time desire to buy”. It has the highest rank value of 1. The second lowest mean rank is 4.09 for “fantasy to new brand” which has second highest rank value. The lowest mean rank is 6.11 for “Increase in Social Status”. It has the lowest rank of 8.

Kendall’s Coefficient of Concordance

Kendall's W	0.096
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Kendall’s coefficient of concordance (W) was used to find whether any similarity among the respondents in their order of assigning the ranks. Kendall’s (W) will vary between 0 and 1. Higher the value of W more will be the similarity of the respondents in their rank order. The Kendall’s (W) found for the 8 items is 0.096. This shows that there is very low similarity among the respondents in their ranking order.

Opinion on Branded Products Purchased Online

Respondents were asked to express their opinion regarding branded products purchased through online on a 5 point rating scale. The scale consisted of 8 statements. The ratings assigned by the respondents for each statement is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating were found out for each item which are given below.

Table 5.6
Opinion on Branded Products

Opinion	N	Minimum	Maximum	Mean	S.D
I have the full knowledge about the brands	287	1.00	5.00	4.1254	.80965
There are wide publicity/advertisements in shopping sites	287	1.00	5.00	3.9024	.72726
Everybody are aware about the brands available in shopping sites	287	1.00	5.00	3.6272	.85915
The brand awareness induces to buy the new arrivals when launched in Shopping Sites	287	1.00	5.00	3.7979	.84099
I am satisfied with the awareness campaign of the brands available in Shopping sites	287	1.00	5.00	3.6237	.91483
The guarantee/ warranty of the brands offered at the time of purchase in shopping sites are reliable	287	1.00	5.00	3.6794	.87807
The overall dealer service of the brands available in shopping sites are excellent	287	1.00	5.00	3.6132	.92000
The branded products purchased from Shopping sites increases my social status	287	1.00	5.00	3.5261	1.02683

Source: Primary Data

It is noted from the above table 5.6 that the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is 4.13 for the statement “I have the full knowledge about the brands”, that is the level of agreement for this statement falls above “Agree”. The next highest mean rating is 3.9 for “There are wide publicity / advertisement in shopping sites” which falls on “Agree”. The lowest mean rating is 3.52 for “The branded products purchased from shopping sites increases my social status” that is the agreement level falls between neutral and agree. For most of the items the mean ratings are between 3 and 4, that is the opinion of the respondents for most of the items fall between neutral and agree.

Opinion on Non-Branded Products

Respondents were asked to express their opinion regarding branded products purchased through online on a 5 point rating scale. The scale consisted of 8 statements. The ratings assigned by the respondents for each statement is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating were found out for each item which are given below.

Table 5.7**Opinion on Non-Branded Products**

Opinion on non-branded products purchased online	N	Minimum	Maximum	Mean	S.D
Buy products with best price	226	1.00	5.00	4.2124	.75367
Branded Goods are more expensive	226	1.00	5.00	3.6549	.76327
Non branded products with equal or better quality than the branded products	226	1.00	5.00	3.6681	.81680
Getting delighted with more commercials	226	1.00	5.00	3.6239	.91659
Equally durable to branded products	226	1.00	5.00	3.4381	.96063
More number of sellers for Non-Branded Products	226	1.00	5.00	3.6372	.84393
More offers for Non-Branded Products	226	1.00	5.00	3.7035	.93128
More offers among the sellers of Non-Branded Products	226	1.00	5.00	3.6991	.94643

Source: Primary Data

The table 5.7 depicts that the highest mean rating is 4.41 for the statement “Buy products with best price”, that is the level of agreement for this statement falls above “Agree”. The next highest mean rating is 3.7 for “More offers for Non-Branded Products” which falls on “Agree”. The lowest mean rating is 3.43 for “Equally durable to branded products” that is the agreement level falls between Neutral and Agree. For most of the statements the mean ratings are between 3 and 4, that is the opinion of the respondents for most of the statements fall between Neutral and Agree.

Chi- Square Analysis

Personal Factors Vs. Branded and Non-Branded Products

Chi- Square has been applied to find the relationship between branded and non-branded products and various personal factors.

Purchase of branded and non-branded products among respondents have been analysed with the help of personal variables. The distribution of the respondents with regard to purchase of branded and non-branded products on online shopping among different groups of selected personal variables are given below.

H₀ – “Purchase of branded and non-branded products on shopping websites have no significant relationship with the personal variables namely, Gender, Age, Marital Status, Educational Qualification, Occupation, Type of the Family and Monthly Income.”

Table 5.8
Personal Factors Vs. Branded and Non-Branded Products

Variable	Groups	A		B		C		Total		V	TV	Significance
		No	%	No	%	No	%	No	%			
Gender	Male	73	46.8	49	31.4	34	21.8	156	100	0.646	5.991	NS
	Female	129	47.4	92	33.8	51	18.8	272	100			
Age	Less than 25 Years	105	45.3	90	38.8	37	15.9	232	100	18.052	16.812	**
	26 -35 Years	46	48.4	60	31.6	19	20	95	100			
	36 – 45 Years	25	43.9	17	29.8	15	26.3	57	100			
	46 – 55 Years	26	59.1	4	9.1	14	31.8	44	100			
Marital Status	Married	89	43.8	63	31	51	25.1	203	100	6.734	5.991	*
	Unmarried	113	50.2	78	34.7	34	15.1	225	100			
Educational Qualification	Up to School Level	48	49	38	38.8	12	12.2	98	100	16.184	15.507	*
	Graduate	97	46.9	64	30.9	46	22.2	207	100			
	Post Graduate	40	45.5	33	37.5	15	17	88	100			
	Diploma	3	25	4	33.3	5	41.7	12	100			
	Professional	14	60.9	2	8.7	7	30.4	23	100			
Occupation	Student and not working	61	48.4	40	31.7	25	19.8	126	100	23.563	21.026	*
	Student and working	20	47.6	22	52.4			42	100			
	Private Employment	45	47.9	24	25.5	25	26.6	94	100			
	Government Employment	10	66.7	2	13.3	3	20	15	100			
	Business	32	47.8	22	32.8	13	19.4	67	100			
	Professional	10	55.6	5	27.8	3	16.7	18	100			
	House Wife	24	36.4	26	39.4	16	24.2	66	100			
Type of the Family	Nuclear Family	157	48.2	110	33.7	59	18.1	326	100	2.671	5.991	NS
	Joint Family	45	44.1	31	30.4	26	25.5	102	100			
Monthly Income	Below Rs.25000	49	40.2	58	47.5	15	12.3	122	100	24.018	20.090	NS
	Rs.25000 – Rs.40000	64	45.7	45	32.1	31	22.1	140	100			
	Rs.40000 – Rs.55000	30	50	13	21.7	17	17	28.3	100			
	Rs.55000 – Rs.70000	28	50.9	13	23.6	14	25.5	55	100			
	Above Rs.70000	31	60.8	12	23.5	8	15.7	51	100			

Source: Computed Data

A – Branded Products; B – Non-Branded Products; C – Both Branded and Non-Branded Products

Gender

Gender wise distribution of respondents about purchase of branded and non-branded products online shopping is given above. Among women 47.4 per cent of the respondents purchased branded products, 33.8 per cent purchase non-branded products and 19.9 per cent of the respondents purchased both branded as well as non-branded products. Among men 46.8 per cent of the respondents purchased branded products, 31.4 per cent of the respondents purchased non-branded products and 21.8 per cent of the respondents purchased both branded and non-branded products.

Age

Age wise distribution of respondents about purchase of branded and non-branded products on online shopping shows that 59.1 per cent of the respondents belong to 46-55 years, 48.4 per cent of the respondents belong to the age group between 26 – 35 years, 45.3 per cent of the respondents belong to the age group less than 25 years and 43.9 per cent belong to 36-45 years have purchased only branded products.

Marital Status

Marital status wise distribution of respondents about purchase of branded and non-branded products on online shopping shows that 50.2 per cent of unmarried respondents purchased only branded products. 34.7 per cent of them purchased only non-branded products and 15.1 per cent of them purchased both branded and non-branded products. 43.8 per cent of respondents are married who purchased only branded products. 31 per cent of them only purchased non- branded products and 25.1 per cent of them purchased both branded and non-branded products.

Educational Qualification

Qualification wise distribution of respondents about purchase of branded and non-branded products on online shopping exhibits that, 60.9 per cent are professionals, 49 per cent of the respondents who had completed their school level of education, 46.9 per cent of graduate respondents, 45.5 per cent of post graduate respondents have purchased only branded products through online shopping sites. 41.7 per cent of the respondents had completed diploma who had purchased both branded and non-branded products.

Occupation

Occupation wise distribution of respondents about purchase of branded and non-branded products on online shopping depicts that 66.7 per cent of Government

employees, 55.6 per cent of professionals, 48.4 per cent of respondents, 47.9 per cent of private employees, 47.8 per cent of business persons belongs to the student category who are not working had purchased only branded products. 52.4 per cent of the respondents belong to the student's category who are part time workers and 39.4 per cent of the respondents are housewives who had purchased only non-branded products.

Type of the Family

Family wise distribution of respondents about purchase of branded and non-branded products on online shopping displays that 48.2 per cent of the respondents belong to the nuclear family who purchases only branded products. 33.7 per cent of them had purchased non-branded products through online shopping and 18.1 per cent of them purchased both branded and non-branded products. 44.1 per cent of the respondents belongs to the joint family who purchased only branded products. 30.4 per cent of them purchased only non-branded products and 25.5 per cent of the respondents purchased both branded and non-branded products through online shopping.

Monthly Income

Income wise distribution of respondents about buying behaviour on online shopping shows that 60.8 per cent of the respondents belongs to the family having their monthly income above Rs.70000, 50.9 per cent of the respondents belong to the family having monthly between Rs.55000 to 70000, 50.00 per cent of the respondents belong to the family having monthly income between Rs.40000 – 55000, 45.7 per cent of the respondents belong to the family having their monthly income between Rs.25000 – 40000 prefer to purchase only branded products. 47.5 per cent of the respondents belong to the family having their monthly income below Rs.25000 had purchased only non-branded products through online shopping sites.

The relationship between personal variables and purchase of branded and non-branded products on shopping websites are tested by framing the above hypothesis. Chi-Square test has been applied for each of the personal variable separately and the results are shown in the table given above. It is seen from the above table that age, marital status, educational qualification and occupation are found to have significant association with purchase of branded and non-branded products on shopping websites at 5 per cent or 1 per cent level of significance. The calculated Chi-Square values are found to be greater than the table values at the indicated significance levels. Hence,

the hypothesis has been rejected with respect to gender, type of the family and monthly income only. The personal factors such as age, educational qualification, marital status and occupation have no significant relationship with purchase of branded and non-branded products.

Opinion Regarding Price of the Branded Products

Chi- Square has been applied to find the relationship between opinion on price of the branded products and various personal factors.

Opinion regarding price of the branded products has been analyzed with the help of personal variables. The distribution of the respondents regarding opinion regarding price of the branded products among different group of selected personal variables are given below.

H₀ – “Opinion on price of branded products has no significant relationship with personal variables namely, Gender, Age, Marital Status, Educational Qualification, Occupation, Type of the Family and Monthly Income.”

Table 5.9
Opinion regarding Price of Branded Products

	Groups	High		Reasonable		Low		Total		V	TV	Significance
		No	%	No	%	No	%	No	%			
Gender	Male	83	53.2	68	43.6	5	3.2	156	100	0.869	5.991	Ns
	Female	150	55.1	117	43	5	1.8	272	100			
Age	Less than 25 Years	124	53.4	103	44.4	5	2.2	232	100	4.764	12.592	Ns
	26 -35 Years	60	63.2	33	34.7	2	2.1	95	100			
	36 – 45 Years	27	47.4	28	49.1	2	3.5	57	100			
	46 – 55 Years	22	50.0	21	47.7	1	2.3	44	100			
Marital Status	Married	113	55.7	84	41.4	6	3	203	100	1.044	5.991	Ns
	Unmarried	120	53.3	101	44.9	4	1.8	225	100			
Educational Qualification	Up to School Level	62	63.3	36	36.7			98	100	15.063	15.507	Ns
	Graduate	100	48.3	103	49.8	4	1.9	207	100			
	Post Graduate	51	58	33	37.5	4	4.5	88	100			
	Diploma	5	41.7	6	50	1	8.3	12	100			
	Professional	15	65.2	7	30.4	1	4.3	23	100			
Occupation	Student and not working	69	54.8	55	43.7	2	1.6	126	100	12.430	21.026	Ns
	Student and working	17	40.5	24	57.1	1	2.4	42	100			
	Private Employment	45	47.9	46	48.9	3	3.2	94	100			
	Government Employment	10	66.7	5	33.3			15	100			
	Business	39	58.2	27	40.3	1	1.5	67	100			
	Professional	13	72.2	5	27.8			18	100			
	House Wife	40	60.6	23	34.8	3	4.5	66	100			
Type of the Family	Nuclear Family	187	57.4	131	40.2	8	2.5	326	100	5.153	5.991	Ns
	Joint Family	46	45.1	54	52.9	2	2	102	100			
Monthly Income	Below Rs.25000	71	58.2	46	37.7	5	4.1	122	100	6.435	15.507	Ns
	Rs.25000 – Rs.40000	71	50.7	67	47.9	2	1.4	140	100			
	Rs.40000 – Rs.55000	34	56.7	26	43.3			60	100			
	Rs.55000 – Rs.70000	30	54.5	24	43.6	1	1.8	55	100			
	Above Rs.70000	27	52.9	22	43.1	2	3.9	51	100			

Source: Computed Data

Gender

Gender wise distribution of the respondents about opinion regarding price of the product was given above. Among women 55.1 per cent of the respondents feel that the price of the branded products are high, 43 per cent of the respondents opine that the price is reasonable and 1.85 per cent of the respondents express that the price of the branded product is less. Among men 53.2 per cent of the respondents feel that the price of the branded products are high, 43.6 per cent of the respondents think that price is reasonable and 3.2 per cent of the respondents view that price is low.

Age

Age wise distribution of respondents about opinion regarding price of the branded product shows that 63.2 per cent of the respondents belong to the age group between 26 – 35 years, 53.4 per cent of the respondents belong to the age group less than 25 years, 50.00 per cent of the respondents belong to the age group between 46-55 years, opine that the prices of the branded products to be high. 49.1 per cent of the respondents belong to the age group between 36 – 45 years who express that the price of the branded products are reasonable.

Marital Status

Marital status wise distribution of respondents about opinion regarding price of branded products is given below. 55.7 per cent of married respondents opinion that price of the branded products are high and 41.4 per cent of the respondents feel that the price of branded products are reasonable and only 3 per cent of the respondents opine that the price is low. 53.3 per cent of the respondents are unmarried who feel that the price of the product are high. 44.9 per cent of unmarried respondents think that the price of branded products are reasonable and 1.8 per cent of the respondents experience that it is low.

Educational Qualification

Educational qualification wise distribution of respondents about opinion regarding price of the branded products is given below. 65.2 per cent of professionals, 63.3 per cent of the respondents who had completed their school level education, 58 per cent of post-graduates, express the price of the branded products are high. 49.8 per cent of the respondents are graduates who opine that the price of the branded products are reasonable, 50 per cent of the respondents who had completed their diploma opinions that the prices are reasonable.

Occupation

Occupation wise distribution of respondents about opinion regarding price of the branded products display that 72.2 per cent of professional respondents 66.7 per cent of Government employees, 60.6 per cent of house wives, 58.2 per cent of business persons and 54.8 per cent of respondents are students and not working indicates the price of the branded products are high. 57.1 per cent of respondents are students and part time workers and 48.9 per cent of respondents are private employees, convey that the price of the branded products are reasonable.

Type of the Family

Family wise distribution of respondents about opinion on price of the branded products are given above. 57.4 per cent of the respondents belong to the nuclear family who indicate that price of the branded products are high and 40.2 per cent of the respondents opine that the prices are reasonable and 2.5 per cent of the respondents express that the prices are low. 52.9 per cent of the respondents convey that the prices are reasonable, 45.1 per cent of the respondents belong to the joint family who feel that the prices of branded products are high and 2 per cent of the respondents feel that the prices of branded products are low.

Monthly Income

Income wise distribution of respondents about opinion on price of the branded products are given above. 58.2 per cent of respondents belong to the family having their income below Rs.25000, 56.7 per cent of respondents belong to the income group between Rs.40000-55000, 54.5 per cent of respondents belong to the family having monthly income between Rs.55000 - Rs.70000, 52.9 per cent of respondents belong to the family having monthly income above Rs.70000 and 50.7 per cent of respondents belong to the income group between Rs.25000 – 40000 feel that the prices are high for the branded products.

Chi-Square test was applied for each of the personal variable separately and the results are displayed in the table given above. It is seen from the above table that opinion on price of branded products has no significant association with gender, age, educational qualification marital status, educational qualification, occupation, type of the family and monthly income. The calculated Chi-Square values are found to be lesser than the table values at the indicated significance levels. Hence, the hypothesis has been accepted with respect to gender, age, marital status, educational qualification, occupation, type of the family and monthly income.

Opinion on Non-Branded Products

Chi- Square has been applied to find the relationship between opinion on price of non-branded products and various personal factors

Opinion regarding price of the non-branded products has been analyzed with the help of personal variables. The distribution of the respondents regarding opinion regarding price of the non-branded products among different group of selected personal variables are given below.

H₀ – “Opinion on price of non-branded products has no significant relationship with personal variables namely, Gender, Age, Marital Status, Educational Qualification, Occupation, Type of the Family and Monthly Income.”

Table 5.10

Opinion Regarding Price of Non-Branded Products

Variable	Groups	High		Reasonable		Low		Total		V	TV	Significance
		No	%	No	%	No	%	No	%			
Gender	Male	12	7.7	97	62.2	47	30.1	156	100	1.273	5.991	Ns
	Female	16	5.9	183	67.3	73	26.8	272	100			
Age	Less than 25 Years	17	7.3	149	64.2	66	28.4	232	100	1.707	12.592	Ns
	26 -35 Years	6	6.3	64	67.4	25	26.3	95	100			
	36 – 45 Years	2	3.5	37	64.9	18	31.6	57	100			
	46 – 55 Years	3	6.8	30	68.2	11	25	44	100			
Marital Status	Married	9	4.4	139	68.5	55	27.1	203	100	3.297	5.991	Ns
	Unmarried	19	8.4	141	62.7	65	28.9	225	100			
Educational Qualification	Up to School Level	4	4.1	74	75.5	20	20.4	98	100	12.364	15.507	Ns
	Graduate	20	9.7	124	59.9	63	30.4	207	100			
	Post Graduate	3	3.4	57	64.8	28	31.8	88	100			
	Diploma			8	66.7	4	33.3	12	100			
	Professional	1	4.3	17	73.9	5	21.7	23	100			
Occupation	Student and not working	11	8.7	79	62.7	36	28.6	126	100	13.388	21.06	Ns
	Student and working	5	11.9	27	64.3	10	23.8	42	100			
	Private Employment	5	5.3	61	64.9	28	29.8	94	100			
	Government Employment	3	4.5	10	66.7	3	20	15	100			
	Business	3	4.5	39	58.2	25	37.3	67	100			
	Professional	1	5.6	13	72.2	4	22.2	18	100			
	House Wife	1	1.5	51	77.3	14	21.2	66	100			
Type of the Family	Nuclear Family	19	5.8	218	66.9	89	27.3	326	100	1.770	5.991	Ns
	Joint Family	9	8.8	62	60.8	31	30.4	102	100			
Monthly Income	Below Rs.25000	6	4.9	80	65.6	36	29.5	122	100	5.869	15.507	Ns
	Rs.25000 – Rs.40000	10	7.1	95	67.9	35	25	140	100			
	Rs.40000 – Rs.55000	5	8.3	42	70	13	21.7	60	100			
	Rs.55000 – Rs.70000	4	7.3	35	63.6	16	29.1	55	100			
	Above Rs.70000	3	5.9	28	54.9	20	39.2	51	100			

Source: Computed Data

Gender

Gender wise distribution of products about opinion on non-branded products was given below. 62.2 per cent of the respondents feel that the prices are reasonable, 30.1 per cent of the respondents feel that prices are low for non-branded products and 7.7 per cent of the respondents are men who convey that prices of non-branded products are high. 67.3 per cent of the respondents feel that the prices are reasonable, 26.8 per cent of the respondents opine that prices are low for non-branded products and 5.9 per cent of the respondents are females who feels that prices of non-branded products are high.

Age

Age wise distribution of respondents about opinion on non-branded products describe that 64.2 per cent of the respondents belong to the age group less than 25 years, 67.4 per cent of the respondents belong to the age group between 26- 35 years, 64.9 per cent of the respondents belong to the age group between 36 – 45 years and 68.2 per cent of the respondents belong to the age group between 46-55 years express that prices of the non-branded products are reasonable.

Marital Status

Marital Status wise distribution of respondents about opinion on non-branded products depict that 68.55 per cent of married respondents feel that prices of non-branded products are reasonable, 27.1 per cent opine that prices of non-branded products are low and 4.4 per cent of married respondents feels that the prices of non-branded products are high. 62.7 per cent of unmarried respondents feel that prices of non-branded products are reasonable, 28.9 per cent of the respondents feel that prices of non-branded products are low and 8.4 per cent of unmarried respondents feel that prices of non-branded products are high.

Educational Qualification

Educational qualification wise distribution of respondents about opinion on non-branded products says that, 75.5 per cent of the respondents had completed their school level, 73.9 per cent of professionals, 66.7 per cent of diploma holders, 64.8 per cent of postgraduates and 59.9 per cent of undergraduates opinioned that prices of non-branded products are reasonable.

Occupation

Occupation wise distribution of respondents about opinion on price of the non-branded products express that 77.3 per cent of housewives, 72.2 per cent of

professionals, 66.7 per cent of Government employees, 64.9 per cent of private employees, 64.3 per cent of respondents are students and part time workers, 62.7 per cent of respondents belongs to the student and not working category and 58.2 per cent of business persons opinioned that prices are moderate for non-branded products.

Type of the Family

Family wise distribution of respondents about opinion on price of the non-branded products depicts that, 66.9 per cent of the respondents belonged to the nuclear family opinioned that prices of non-branded products are reasonable, 27.3 per cent responds that prices of non-branded products are low and 5.8 per cent responds that prices of the non-branded products are high. 60.8 per cent of respondents belonged to joint family, opine that prices of non-branded products are moderate, 30.4 per cent responds that prices are low for non-branded products and 8.8 per cent of the respondents feel that prices of non-branded products are high.

Monthly Income

Income wise distribution of respondents about opinion on non-branded products show that 70 per cent of respondents belong to the family having income between Rs.40000-55000, 65.6 per cent of respondents belong to the family having monthly income below Rs.25000, 67.9 per cent belongs to the family having monthly income between Rs.25000 – 40000, 63.6 per cent belongs to the family having monthly income between Rs.55000 – 70000, 54.9 per cent of respondents belong to the family having monthly income above Rs.70000 feels that the price of the non-branded products are moderate.

Chi-Square test was applied for each of the personal variable separately and the results are produced in the table given above. It is seen from the above table that opinion on non-branded products has no significant association with gender, age, educational qualification, marital status, educational qualification, occupation, type of the family and monthly income. The calculated Chi-Square values are found to be lesser than the table values at the indicated significance levels. Hence, the hypothesis has been accepted with respect to gender, age, marital status, educational qualification, occupation, type of the family and monthly income.

5.2 LEVEL OF SATISFACTION

Level of satisfaction on purchase of branded and non-branded products purchased through various shopping sites have been analysed and discussed below.

Descriptive Statistics - Satisfaction on Various Products Purchased through Online.

Respondents were asked to express their opinion regarding level of satisfaction on various items purchased through online on a 5 point rating scale. The scale consisted of 7 items. The ratings assigned by the respondents for each item is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating are found out for each item which are given below.

Table 5.11

Satisfaction on Various Products Purchased through Online.

Items	N	Minimum	Maximum	Mean	S.D
Cosmetics	428	1.00	5.00	3.8925	.91700
Electronics	428	1.00	5.00	3.7056	.76042
Clothing	428	1.00	5.00	3.5771	.92133
Accessories	428	1.00	5.00	3.5678	.89891
Books	428	1.00	5.00	3.4673	1.00180
Home Needs	428	1.00	5.00	3.3271	.93364
Kids (Baby Products)	428	1.00	5.00	3.1449	.97632

Source: Primary Data

It is noted from the above table 5.11 that the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is 3.89 for the item “Cosmetics”, that is the level of agreement for this statement falls above “Agree”. The lowest mean rating is 3.15 for “Kids (Baby Products)” that is the agreement level falls between Neutral and Agree. For most of the items, the mean ratings are between 3 and 4, that is the opinion of the respondents for most of the items fall between Neutral and Agree.

Satisfaction on Branded Products Purchased through Online

Respondents were asked to express their opinion regarding level of satisfaction on branded products purchased through online on a 5 point rating scale. The scale consisted of 14 statements. The ratings assigned by the respondents for each statement is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating are found out for each statement which are given below.

Table 5.12
Satisfaction on Branded Products Purchased through Online

Attributes	N	Minimum	Maximum	Mean	S.D
Product information available in shopping sites	287	1.00	5.00	4.1951	.69733
The quality & quantity of the products purchased through online	287	1.00	5.00	3.8467	.73678
The price of the products	287	1.00	5.00	3.7631	.88081
Availability of products in shopping sites	287	1.00	5.00	3.6481	.95613
Product's images with specifications	287	1.00	5.00	3.7700	1.02559
Prompt and safe delivery of the products which are ordered through shopping sites.	287	1.00	5.00	3.7143	1.02516
Attractive discounts, festival offers and coupons	287	1.00	5.00	4.0941	.85375
User ratings and reviews	287	1.00	5.00	3.7770	.79273
the Latest Items launched in the market from the shopping site itself	287	1.00	5.00	3.8850	.86745
Cash on delivery for all the Products	287	1.00	5.00	3.7596	1.02147
Return or replacement of the products purchased through shopping sites	287	1.00	5.00	3.8049	.95543
Refund on cancellation of orders placed	287	1.00	5.00	3.6969	.94726
Tracking the status of the order	287	1.00	5.00	3.8467	.99519
Notification on out of stock	287	.00	5.00	3.7700	1.00840

Source: Primary Data

It is noted from the above table 5.12 that the ratings for all the statements vary between a minimum of 1 to a maximum of 5. The highest mean rating is 4.2 for the statement “Product Information available in shopping site” that is the level of agreement for this statement falls above “Agree”. The lowest mean rating is 3.65 for “Availability of products in shopping sites” that is the agreement level falls on “Agree”. For most of the statements, the mean ratings are above 3.65, that is the level of satisfaction of the respondents for most of the statements falls on “Agree”.

Satisfaction Score on Branded Products Purchased Through Online – t - Test

t-Test has been applied to find out whether there is any significant difference in the mean scores of satisfaction on branded products purchased through online among the respondents in respect of personal factors namely gender, marital status and type of the family

H₀ – “The mean satisfaction scores of branded products do not differs significantly among the respondents classified based on Gender, Marital Status, and Type of the Family.”

Table 5.13

Satisfaction Score on Branded Products Purchased Through Online – t - Test

Variable	Groups	Mean	S.D	No.	t	TV	Significance
Gender	Male	52.93	8.28	107	1.167	1.967	Ns
	Female	53.96	6.54	180			
Marital Status	Married	53.75	8.11	140	0.407	1.968	Ns
	Unmarried	53.40	6.32	147			
Type of the Family	Nuclear Family	54.35	6.40	216	3.238	2.593	Ns
	Joint Family	51.20	8.98	71			

Source: Computed Data

It is noted from the above table 5.13 that the average satisfaction score of women is 53.96 which is comparatively higher than the average scores of men respondents (52.93).

The average satisfaction score of married respondents is 53.75 which is comparatively little higher than the average scores of unmarried respondents (53.40)

The average satisfaction score of nuclear type of family (54.35) is comparatively higher than that of the joint family (28.54)

The difference between the mean scores of the satisfaction variables was tested by framing the null hypothesis which is given above.

t - Test for equality means was applied to verify the above hypothesis. The calculated t-value is less than the table value at 5% or 1% level of significance. This shows that the mean perception scores do not differ significantly between the attributes of gender, marital status and type of the family. Hence, the hypothesis was accepted.

Satisfaction Score on Branded Products Purchased Through Online – ANOVA Test

ANOVA has been applied to find out whether there is any significant difference in the mean scores of respondents in respect of personal factors namely age, educational qualification, occupation and monthly income as far as the satisfaction of branded products purchased through online.

H₀ – “The mean satisfaction scores on branded products do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation and Monthly Income.”

Table 5.14
Satisfaction Score on Branded Products

Variable	Groups	Mean	S.D	No.	F	TV	Significance
Age	Less than 25 Years	53.15	6.61	142	1.899	2.637	Ns
	26 -35 Years	52.65	8.97	65			
	36 – 45 Years	54.43	7.59	40			
	46 – 55 Years	55.73	5.38	40			
Educational Qualification	Up to School Level	53.97	5.58	60	1.283	2.404	Ns
	Graduate	54.09	6.33	143			
	Post Graduate	51.65	10.90	55			
	Diploma	52.63	6.21	8			
	Professional	54.29	5.05	21			
Occupation	Student and not working	52.98	6.16	86	0.589	2.131	Ns
	Student and working	55.15	6.54	20			
	Private Employment	52.97	9.49	70			
	Government Employment	54.46	6.10	13			
	Business	53.49	7.05	45			
	Professional	53.62	6.08	13			
	House Wife	54.90	6.16	40			
Monthly Income	Below Rs.25000	51.69	8.36	64	2.270	2.404	Ns
	Rs.25000 – Rs.40000	53.60	7.17	95			
	Rs.40000 – Rs.55000	55.09	5.80	47			
	Rs.55000 – Rs.70000	53.05	7.48	42			
	Above Rs.70000	55.33	6.14	39			

Source: Computed Data

It is shown in the above table 5.14 that among different age groups, 46-55 years age group has high mean score of 55.73 and 26 -35 years age group has the lowest mean score of 52.65.

It is evident from the above table that qualification professionals has the highest mean score of 54.29 and the next highest score was obtained by the graduate respondents (29.95) and the lowest mean score was earned by post graduates (51.65).

According to occupation students who are part time working has the highest mean score of 55.15 and the next highest score was gained by house wives (54.90). The lowest mean score was obtained by student who was not working (52.98).

The mean scores for monthly income wise classification is provided in the above table. The highest mean score according to monthly income was gained by the respondents who are earning Rs.70000 and above (55.33) and the next highest score was obtained by the respondents whose monthly family income is between Rs.40000 – 55000 (55.09). The lowest mean score was gained by the respondents whose monthly income is below Rs.25000 (51.69).

The differences among mean scores of different demographic groups were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for branded products. This shows that the satisfaction scores do not differ significantly among branded products and demographic variables such as Age, Educational Qualification, Occupation and Monthly Income. Hence, the Hypothesis is accepted.

Satisfaction Score on Occasion for Purchase of Products through Online

ANOVA has been applied with null hypothesis to find the difference between satisfaction and occasion for purchase of products through online.

H₀ – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based on occasion for purchase of online products.”

Table 5.15**Satisfaction Score on Occasion for Purchase of Branded Products**

		Satisfaction Score-Branded Products					
		Mean	S.D	No.	F-ratio	TV	Significance
Occasion for purchase of products	Whenever needed	54.93	5.94	128	2.951	2.637	*
	Festival season	52.12	7.01	34			
	Special Offers/ Discounts	52.76	8.34	105			
	Special Occasions	51.60	7.92	20			

Source: Computed Data

It is depicted from the above table 5.15 that the occasion for purchase of products is explained. The mean satisfaction score for the purchase of products through online whenever they are in need is 54.93. The mean satisfaction score for purchase of products only during festival season is 52.12 and those who purchase only during the availability of special offers is 5.76. The mean satisfaction score for purchase of products only during some special occasions are 51.60. Thus, the highest mean satisfaction score is for those who purchase products through online, whenever they are in need and the lowest is for those who purchase online products during the festival season.

The differences among mean satisfaction scores of different attributes in occasion for purchase of online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is higher than the table value @ 5% or 1% level of significance is attained in each variable of occasion for purchase of branded products through online shopping sites. This shows that the satisfaction scores differ significantly among purchase of online products and occasion for purchase of online products. Hence, the hypothesis is rejected.

Satisfaction Score on Final Decision Maker on Online Purchase - ANOVA

Null hypothesis has been framed to find the significant difference, if any in the satisfaction score of the respondents and final decision maker on online purchase.

H₀ – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based decision makers for purchase of branded products purchased through online shopping sites.”

Table 5.16

Final Decision Maker on Online Purchase

		Satisfaction Score-Branded Products					
		Mean	S.D	No.	FV	TV	Sig
Final Decision Maker on Online Purchase	Earning Male	52.80	7.17	82	0.646	2.246	Ns
	Earning Female	54.74	5.89	27			
	both earning male and female	53.79	8.35	61			
	Children	51.89	6.75	9			
	Elders	52.50	8.15	20			
	All the members	54.19	6.73	88			

Source: Computed Data

The above table 5.16 explains about the final decision maker of the family regarding online purchase. The mean satisfaction score about decision makers are given above. The mean satisfaction score for earning men is 52.80 and for earning women is 54.74. The mean satisfaction score for both earning men and earning women is 53.79 and for children is 51.89. The mean satisfaction score for elders is 52.50 and for all the members is 54.19. The highest score is for earning women and lowest score is for children. The result reveals that when compared to other members earning women was the final decision maker while purchasing product.

The differences among mean satisfaction scores of different attributes in purchase decision maker for purchase of online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for decision makers in purchase of branded products through online shopping sites. This shows that the satisfaction scores do not differ significantly among purchase of online products and decision makers for purchase of branded online products. Hence, the hypothesis is accepted.

Satisfaction Score on Amount Spent on Purchase of Online Products - ANOVA

ANOVA has been applied to find out whether there is any significant difference between satisfaction and amount spent on purchase of online products.

H₀ – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based on amount spent on purchase of online products.”

Table 5.17**Satisfaction Score on Amount Spent on Purchase of Online Products**

		Satisfaction Score-Branded Products					
		Mean	S.D	No.	FV	TV	Significance
Amount spent for purchasing online per month	Less than Rs.2000	53.70	7.32	109	1.847	2.246	Ns
	Rs.2000 to Rs.4000	54.17	6.53	100			
	Rs.4001 to Rs.6000	54.36	6.89	33			
	Rs.6001 to Rs.8000	53.50	5.54	12			
	Rs.8001 to Rs.10000	51.58	6.57	24			
	Rs.10001 & Above	47.89	14.51	9			

Source: Computed Value

The table 5.17 interprets about the amount spent on online purchase of products. The average satisfaction score for the respondents who spent below Rs.2000 is 53.70. The average satisfaction score for the respondents who spent from Rs.2000 – 4000 is 54.17 and who spent from Rs.4001 – 6000 is 54.36. The mean satisfaction score for the respondents who spent from Rs.6001 to 8000 is 53.50 and who spent from Rs.8001 to 10000 is 51.58. The mean satisfaction score for respondents who spent above Rs.10001 is 47.89. The highest mean score is for the respondents who spent from Rs.4001 – 6000 and lowest mean score is for who spent above Rs.10000. The result expresses that when compared other salaried persons, the respondents who earns salary between Rs.4001 to Rs.6000 spends more amount on purchase of online products.

The differences among mean satisfaction scores of different attributes on the amount spent on purchase of online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for amount spent on purchase of branded online products. This shows that the satisfaction scores do not differ significantly among purchase of online products and amount spent on purchase of online branded products. Hence, the hypothesis is accepted.

Satisfaction Score on Kind of Payment Mode Preferred for Purchase of Branded Products through Online Shopping - ANOVA

Null hypothesis has been framed to find the significant difference, if any in the satisfaction score of the respondents and kind of payment mode preferred for purchase of online products.

H₀ – Hypothesis

The mean perception scores on purchase of branded products through online shopping do not differ significantly among the respondents classified based on kind of payment mode preferred for purchase of branded products through online shopping.

Table 5.18
Satisfaction Score on Kind of Payment Mode Preferred for Purchase of Branded Products through Online Shopping

		Satisfaction score on Branded Products purchased online					
		Mean	S.D	No.	F Ratio	TV	Significance
Kind of Payment Mode preferred to pay for purchase of goods	Debit Card	52.33	7.31	43	1.675	2.637	Ns
	Credit Card	51.75	11.39	36			
	Cash on Delivery	54.08	6.27	186			
	Net Banking	54.68	5.63	22			

Source: Computed Value

The table 5.18 depicts the satisfaction score on the kind of payment mode preferred for purchase of branded products through online shopping. The average perception score for respondents who prefer to pay through debit card is 52.33 and who prefer to pay through credit card is 51.75. The mean perception score for the respondents who prefer to pay by cash on delivery is 54.08. A mean score of 54.68 is gained by the respondents who prefer to pay through net banking. The highest mean score is gained by the respondents who prefer to pay through net banking and the lowest mean scored by the respondents who prefer to pay by credit cards. It is resulted that making payment through net banking is more preferable when compared to other payment modes.

The differences among mean satisfaction scores of different attributes on the kind of payment mode preferred by the respondents to purchase branded products through online shopping were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for the kind of payment mode preferred by respondents for purchase of branded products through online shopping sites. This shows that the satisfaction scores do not differ significantly among purchase of branded products through online shopping sites and kind of payment mode preferred for purchase of branded products through online shopping. Hence, the hypothesis is accepted.

Descriptive Statistics - Satisfaction on Non-Branded Products Purchased through Online

Respondents were asked to express their opinion regarding level of satisfaction on non - branded products purchased through online on a 5 point rating scale. The scale consisted of 14 statements. The ratings assigned by the respondents for each statement is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating were found out for each statement which are given below.

Table 5.19
Descriptive Statistics - Satisfaction on Non-Branded Products Purchased through Online

Attributes	N	Minimum	Maximum	Mean	S.D
Product Information available in shopping sites	226	1.00	5.00	3.8673	.78321
The Quality & Quantity of the products purchased through online	226	1.00	5.00	3.5177	.82308
The price of the products	226	1.00	5.00	3.4956	.82864
Availability of products in shopping sites	226	1.00	5.00	3.6460	.87352
Product’s images with specifications	226	1.00	5.00	3.4735	.93414
Prompt and safe delivery of the products which are ordered through shopping sites.	226	1.00	5.00	3.5531	.95653
Attractive discounts, festival offers and coupons	226	1.00	5.00	3.7699	.82202
user ratings and reviews	226	1.00	5.00	3.4735	.82823
The Latest Items launched in the market from the shopping site itself	226	1.00	5.00	3.6062	.91882
Cash on delivery for all the Products	226	1.00	5.00	3.6327	1.00337
Return or replacement of the products purchased through shopping sites	226	1.00	5.00	3.5575	.83200
Refund on Cancellation of orders placed	226	1.00	5.00	3.3496	.91745
Tracking the status of the order	226	1.00	5.00	3.5575	.96552
Notification on out of stock	226	1.00	5.00	3.4469	1.07881

Source: Primary Data

It is denoted from the above table 5.19 that the ratings for all the statements vary between a minimum of 1 to a maximum of 5. The highest mean rating is 3.87 for the statement “Product Information available in shopping sites” that is the level of agreement for this statement falls on “Agree”. The lowest mean rating is 3.35 for “refund on cancellation of orders placed” that is the agreement level falls between Neutral and Agree. For most of the statements, the mean ratings are between 3 and 4,

that is the level of satisfaction of the respondents for most of the statements fall between Neutral and Agree.

Satisfaction Score on Non-Branded Products Purchased Through Online – t Test

t-Test has been applied to find out whether there is any significant difference in the mean scores of satisfaction on non-branded products purchased through online among the respondents in respect of personal factors namely gender, marital status and type of family.

H₀ – “The mean satisfaction scores of non- branded products do not differs significantly among the respondents classified based on Gender, Marital Status, and type of the Family.”

Table 5.20
Satisfaction Score on Non-Branded Products Purchased through Online

Variable	Groups	Mean	S.D	No.	t	TV	Significance
Gender	Male	49.25	6.50	83	1.208	1.971	Ns
	Female	50.35	6.62	143			
Marital Status	Married	50.07	6.61	114	0.282	1.971	Ns
	Unmarried	49.82	6.60	112			
Type of the Family	Nuclear Family	50.64	6.13	169	2.784	1.971	Ns
	Joint Family	47.88	7.47	57			

Source: Computed Data

It is depicted from the above table 5.20 that the average satisfaction score of females is 50.35 which is comparatively higher than the average scores of male respondents (49.25).

The average satisfaction score of married respondents is 50.07 which is comparatively little higher than the average scores of unmarried respondents (49.82)

The average satisfaction score of nuclear type of family (50.64) is comparatively higher than that of the joint family (47.88)

The difference between the mean scores of the satisfaction variables was tested by framing the null hypothesis which is given above.

t-Test for equality means was applied to verify the above hypothesis. The calculated t-value is less than the table value at 5% or 1% level of significance. This shows that the mean perception scores do not differ significantly between the attributes of Gender, Marital Status and Type of the family. Hence, the hypothesis was accepted.

Satisfaction Score on Non-Branded Products Purchased Through Online – ANOVA

ANOVA has been applied to find out whether there is any significant difference in the mean scores of respondents in respect of personal factors namely age, educational qualification, occupation and monthly income as far as the satisfaction of non-branded products purchased through online.

H₀ – “The mean satisfaction scores on non-branded products do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation and Monthly Income.”

Table 5.21
Satisfaction Score on Non-Branded Products Purchased Through Online - ANOVA

Variable	Groups	Mean	S.D	No.	F	TV	Significance
Age	Less than 25 Years	50.27	6.28	127	1.573	2.645	Ns
	26 -35 Years	48.27	7.20	49			
	36 – 45 Years	50.34	6.33	32			
	46 – 55 Years	51.56	7.08	18			
Educational Qualification	Up to School Level	49.06	5.36	50	0.873	2.140	Ns
	Graduate	50.66	6.92	110			
	Post Graduate	49.21	7.36	48			
	Diploma	48.89	5.01	9			
	Professional	51.11	5.62	9			
Occupation	Student and not working	50.62	7.62	65	1.186	2.051	Ns
	Student and working	49.18	4.11	22			
	Private Employment	48.67	6.76	49			
	Government Employment	54.20	7.05	5			
	Business	50.29	6.35	35			
	Professional	48.88	7.43	8			
	House Wife	50.21	5.68	42			
Monthly Income	Below Rs.25000	49.26	6.60	73	1.653	2.412	Ns
	Rs.25000 – Rs.40000	49.08	6.59	76			
	Rs.40000 – Rs.55000	51.57	6.32	30			
	Rs.55000 – Rs.70000	51.89	6.94	27			
	Above Rs.70000	50.70	5.97	20			

Source: Computed Data

It is evident from the above table 5.21 that among different age groups, 46-55 years age group has high mean score of 51.56 and 26 -35 years age group has the lowest mean score of 48.27.

The qualification of professionals has the highest mean score of 51.11 and the next highest score was obtained by the graduate respondents (50.66). The lowest mean score was earned by diploma holders (48.89).

According to occupation, Government employees has the highest mean score of 56.75 and the next highest score was gained by students who are not working (50.62). The lowest mean score was obtained by private employees (48.67).

The mean scores for monthly income wise classification is provided in the above table. The highest mean score according to monthly income was gained by the respondents who are earning Rs.55000 – 70000 (51.89) and the next highest score was obtained by the respondents whose monthly family income is between Rs.40000 – 55000 (51.57). The lowest mean score was gained by the respondents whose monthly income is between Rs.25000 – 40000 (49.08).

The differences among mean scores of different demographic groups were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for non-branded products. This shows that the satisfaction scores do not differ significantly among non-branded products and demographic variables such as Age, Educational Qualification, Occupation and Monthly Income. Hence, the hypothesis is accepted.

Satisfaction Score on Occasion for Purchase of Non-Products through Online - ANOVA

Null hypothesis has been framed to find the significant difference, if any in the satisfaction score of the respondents and occasion for purchase of non-branded products.

H₀ – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based on occasion for purchase of online products.”

Table 5.22

Satisfaction Score on Occasion for Purchase of Non-Branded Products through Online - ANOVA

		Satisfaction Score – Non-Branded Products					
		Mean	S.D	No.	F-ratio	TV	Significance
Occasion for purchase of products through online	Whenever needed	54.93	5.94	128	2.951	2.637	*
	Festival season	52.12	7.01	34			
	Special Offers/ Discounts	52.76	8.34	105			
	Special Occasions	51.60	7.92	20			

Source: Computed Data

It is depicted from the above table 5.22 that the occasion for purchase of non-branded products through online shopping is explained. The mean satisfaction score for the purchase of non-branded products through online whenever they are in need is 54.93. The mean satisfaction score for purchase of products only during festival season is 52.12 and for those who purchase only during the availability of special offers is 5.76. The mean satisfaction score for purchase of products only at some special occasions is 51.60. Thus, the highest mean satisfaction score is for those who purchase products through online whenever they are in need and the lowest is for those who purchase online products during the festival season. The result reveals that the satisfaction scores are more significant for the respondents those who are purchasing the products whenever needed.

The differences among mean satisfaction scores of different attributes in occasion for purchase of online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is higher than the table value @ 5% level of significance is attained in each variable of occasion for purchase of non-branded products through online shopping sites. This shows that the satisfaction scores differ significantly among purchase of online products and occasion for purchase of non- branded online products. Hence, the hypothesis is rejected.

Satisfaction Score on Final Decision Maker on Purchase of Non-Branded Products Purchased Online - ANOVA

ANOVA has been applied with null hypothesis to find the difference between satisfaction and final decision maker on purchase of non-branded products through online.

H₀ – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based on decision makers for purchase of non-branded products purchased through online shopping sites.”

Table 5.23
Final Decision Maker on Online Purchase

		Satisfaction Score for Non-Branded Products					
		Mean	S.D	No.	F Ratio	TV	Significance
Final Decision Maker on Online Purchase	Earning Male	50.11	5.58	73	2.111	2.255	Ns
	Earning Female	50.86	3.94	35			
	Both earning male and female	48.57	7.71	37			
	Children	42.00	4.74	5			
	Elders	50.39	7.95	18			
	All the members	50.62	7.54	58			

Source: Computed Data

The above table 5.23 expresses the final decision maker of the family regarding online purchase of non-branded products. The mean satisfaction score about decision makers are given above. The mean satisfaction score for earning men is 50.11 and for earning women is 50.86. The mean satisfaction score for both earning men and earning women is 48.57 and for children is 42. The mean satisfaction score for elders is 50.39 and for all the members is 50.62. The highest score is for earning female and lowest score is for children. The result reveals that when compared to other members, earning women has the final decision maker while purchasing product.

The differences among mean satisfaction scores of different attributes in purchase decision maker for purchase of branded online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance which is attained in each variable for decision makers in purchase of non-branded products through online shopping sites. This shows that the satisfaction scores do not differ significantly among purchase of online products and decision makers for purchase of non-branded online products. Hence, the hypothesis is accepted.

Satisfaction Score on Amount Spent on Purchase of Non-Branded Online Products - ANOVA

Null hypothesis has been framed to find the significant difference if any in the satisfaction score of the respondents and amount spent on purchase of non-branded products.

H_0 – “The mean satisfaction scores on purchase of online products do not differ significantly among the respondents classified based on amount spent on purchase of non-branded online products.”

Table 5.24

Satisfaction Score on Amount Spent on Purchase of Online Products

		Satisfaction Score Non-Branded Products					
		Mean	S.D	No.	F Ratio	TV	Significance
Amount spent for purchasing online per month	Less than Rs.2000	50.07	6.66	131	0.077	2.412	Ns
	Rs.2000 to Rs.4000	49.69	7.06	58			
	Rs.4001 to Rs.6000	49.55	4.77	20			
	Rs.6001 to Rs.8000	49.75	6.18	4			
	Rs.8001 to Rs.10000	50.54	7.02	13			

Source: Computed Data

The table 5.24 interprets about amount spent on online purchase of non-branded products through online shopping. The average satisfaction score for the respondents who spent below Rs.2000 is 50.07. The average satisfaction score for the respondents who spent from Rs.2000 – 4000 is 49.69 and who spent from Rs.4001 – 6000 is 49.55. The mean satisfaction score for the respondents who spent from Rs.6001 to 8000 is 49.75 and who spent from Rs.8001 to 10000 is 50.54. The highest mean score is for the respondents who spent from Rs.8001 – 10000 and the lowest mean score is for the respondents who spent from Rs.4001 – Rs.6000.

The differences among mean satisfaction scores of different attributes on amount spent on purchase of non-branded online products were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained in each variable for amount spent on purchase of non-branded online products. This shows that the satisfaction scores do not differ significantly among purchase of online

products and amount spent on purchase of online non-branded products. Hence, the Hypothesis is accepted.

Satisfaction Score on Kind of Payment Mode Preferred for Purchase of Non-Products through Online Shopping

ANOVA has been applied to find out whether there is any significant relationship in the mean scores of respondents with respect to kind of payment mode preferred for purchase of non-branded products through online shopping.

H₀ – “The mean satisfaction scores on purchase of non-branded products through online shopping do not differ significantly among the respondents classified based on kind of payment mode preferred for purchase of non-branded products through online shopping.”

Table 5.25
Satisfaction Score on Kind of Payment Mode Preferred for Purchase of Non-Branded Products through Online Shopping

		Satisfaction score on Non-Branded Products purchased online					
		Mean	S.D	No.	F Ratio	TV	Significance
Kind of Payment Mode preferred to pay for purchase of goods	Debit Card	51.28	7.36	18	1.210	2.645	Ns
	Credit Card	48.07	8.91	30			
	Cash on Delivery	50.19	6.12	170			
	Net Banking	48.88	2.53	8			

Source: Computed Data

The table 5.25 depicts the satisfaction score on the kind of payment mode preferred for purchase of non-branded products through online shopping. The average perception score for respondents who prefer to pay through debit card is 51.28 and who prefer to pay through credit card is 48.07. The mean perception score for the respondents who prefer to pay by cash on delivery is 50.19. A mean score of 48.88 is gained by the respondents who prefer to pay through net banking. The highest mean score is gained by the respondents who prefer to pay through debit card and the lowest mean scored by the respondents who prefer to pay by credit cards. It is resulted that the respondents prefer debit card payment than other modes of payment.

The differences among mean satisfaction scores of different attributes on the kind of payment mode preferred by the respondents to purchase non-branded products through online shopping were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance which is attained in each variable for kind of payment mode preferred by respondents for purchase of non-branded products through online shopping sites. This shows that the satisfaction scores do not differ significantly among purchase of products through online shopping sites and kind of payment mode preferred for purchase of non-branded products through online shopping. Hence, the Hypothesis is accepted.

Satisfaction Score on Kind of Products Purchased Through Online – t -Test

Mean satisfaction scores were found out on the basis of branded and non-branded products in the below table to know the satisfaction score on kind of products purchased through online.

H_0 – “The mean satisfaction scores on types of products purchased do not differ significantly among the respondents classified based on branded products and non-branded products.”

Table 5.26
Satisfaction Score on Kinds of Products Purchased through Online

Variable	Branded Products			Non-Branded Products			t	TV	Significance
	Mean	S.D	No.	Mean	S.D	No.			
Cosmetics	3.84	0.95	202	3.96	0.87	141	1.199	1.967	Ns
Electronics	3.81	0.76	202	3.54	0.71	141	3.350	2.590	**
Clothing	3.64	0.95	202	3.45	0.87	141	1.904	1.967	Ns
Accessories	3.60	0.92	202	3.48	0.87	141	1.238	1.967	Ns
Books	3.48	0.96	202	3.43	0.99	141	0.400	1.967	Ns
Home Needs	3.32	0.87	202	3.25	1.03	141	0.666	1.967	Ns
Kids (Baby Products)	3.19	0.93	202	3.02	1.00	141	1.590	1.967	Ns

Source: Computed Data

It is known from the above table 5.26 that the average satisfaction score for cosmetics is 3.84 in the case of branded products which is comparatively little lower than the average scores of non-branded products (3.96).

The average satisfaction score for electronics is 3.81 in case of branded products which is comparatively little higher than the average scores of non – branded products (3.54).

The average perception score for clothing is (3.64) in case of branded products which is comparatively higher than that of the non-branded products (3.45).

The tables depicts the average satisfaction scores for accessories. It is for both branded and non-branded products which are valued 3.60 and 3.48 respectively. On comparison of branded and non-branded products in accessories, branded products shows the higher level of satisfaction than that of non-branded products.

The average satisfaction score for books (3.48) in case of branded products which is comparatively little higher than that of the non-branded products (3.43) which were purchased through online shopping sites.

The average satisfaction score for home need products were purchased through online. The score is for both branded and non-branded products which are valued 3.32 and 3.25 respectively. It is resulted that branded products showed a higher level of satisfaction when comparing to the non-branded products.

The average satisfaction score for baby products which were purchased through online shopping sites. The score shows higher level to the branded baby products (3.19) and little lower to non-branded baby products (3.02).

The difference between the mean scores of the satisfaction variables was tested by framing the null hypothesis which is given above.

t-Test for equality means was applied to verify the above hypothesis. The calculated t-value is less than the table value at 5 per cent level of significance for all the items purchased through online except electronic goods. This shows that the mean satisfaction scores do not differ significantly between the attributes of branded and non-branded products such as cosmetics, clothing, accessories, books, home needs and baby products. Hence, the hypothesis was accepted only for cosmetics, clothing, accessories, books, home needs and baby products. For electronic goods, the hypothesis was rejected.

Regression Analysis of Satisfaction on Branded Products

The satisfaction of the respondents who bought branded products online was analyzed using Multiple Regression Analysis. Various predictor variables (independent variables) have been included to explain the influence of these variables on the satisfaction of the respondents. The satisfaction score on branded products already found out in this study was used as the dependent variables. Regression analysis was applied to find the effect of several perception factors along with personal variables on the overall satisfaction of the respondents towards branded products. The following 22 variables were identified to be included in the model.

Stepwise multiple regression analysis was to find the appropriate variables to be included in the model.

- Gender
- Age
- Marital Status
- Educational Qualification
- Type of the Family
- Size of the family
- Number of earning members in your family
- Monthly Income of the family
- Have you purchased the products after seeing the advertisement?
- Amount spent for purchasing online per month
- What kind of Payment Mode do you prefer to pay for purchase of goods?
- What is the time taken to purchase online products from your kart/ wish list?
- Have you ever request for return/replacement for your online purchase?
- Have you ever cancelled the online purchase order?
- Perception score on Branded Products purchased online
- Perception score on Non-branded Products purchased online
- Shopping convenience
- Secured and easy transaction
- Time saving
- Selective purchase
- Hassle free purchase
- Product detailing

Multiple Regression is mainly building an equation wherein the predictor variables' coefficients are found out. The general multiple regression equation is of the form,

$Y = a_0 + a_1X_1 + a_2X_2 + \dots + X_n$ where Y, the dependent variable a_0 , constant a_1, a_2, \dots are the regression coefficients for the independent variables X_1, X_2, \dots, X_n respectively.

Initially, the analysis starts with estimating coefficients and the constant. Among the several methods of analysis of Multiple Regression, stepwise regression method is used for this study. In the beginning, the equation starts with no predictor

variables, then at first step, the variable with maximum correlation with the dependent variable is selected first and included in the model. Also, once the variable is included in the equation, then it is again considered for removal from the equation to avoid multi collinearity (correlation between independent variables) problems.

Once the variable is entered and remained in the equation, the next variable with highest positive/negative partial correlation is selected and considered for entry. If satisfied then it is added to the equation. Now the variables so far entered in to the equation are checked for removal. This process continues until all the variables satisfying entry and removal criteria are included in the equation. Finally, either all the independent variables selected for the analysis would have been included in the model or the variables selected based on the selection criteria are alone included in the model.

Stepwise Regression Analysis for Overall Satisfaction Score

Dependent Variable: Satisfaction Score-Branded Products

Table 5.27
Stepwise Regression Analysis for Overall Satisfaction Score

	Regression Coefficients (B)	Std. Error	Beta	T	Sig.
(Constant)	11.936	3.875			
Perception score on Branded Products purchased online	.655	.093	.344	7.064	**
Shopping convenience	.613	.129	.270	4.745	**
Product detailing	.543	.209	.143	2.594	**
Hassle free purchase	.602	.214	.145	2.813	**
Age	.710	.306	.107	2.321	*
What kind of Payment Mode do you prefer to pay for purchase of goods?	.990	.409	.113	2.418	*
Type of the Family	-1.878	.795	-.112	-2.362	*
Time saving	-.309	.149	-.104	-2.071	*

Source: Computed Data

R	R Square	F	Sig.
.649	.421	25.306	**

The table 5.27 shown above gives the result of stepwise regression analysis, giving details of Multiple correlation coefficient R, R² and step wise inclusion of variables in the regression equation. However, for the problem under study, all the

variables identified for the analysis have not been included in the equation. Out of 22 variables, only eight variables were included in the equation. The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

Multiple correlation coefficient R given above shows that the strength of relationship between the dependent variable and the set of independent variables are included in the equation. The R value indicates that a good correlation (0.649) exists between the dependent variable (Overall Satisfaction Score on branded products) and the set of independent variables. The R square value is shown as 0.421, which indicates that 42.1 per cent of variation in the dependent variable is explained by the set of all the predictor variables included in the equation. The significance of the multiple correlation coefficient is tested with the help of F-statistic. The F-value is found to be 25.306 which shows that the correlation is significant at 1 per cent level.

From the regression table, it is seen that all the eight independent variables have significant effect on Overall Satisfaction Score on branded products either at 5 per cent or 1 per cent level. Individually, 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 branded products purchased online.

The perception score on branded products purchased online also has positive regression coefficient. That is, respondents who have positive perception also have higher satisfaction score regarding branded products purchased online.

The kind of payment mode was classified into two groups for the purposes of regression analysis, namely Cash on delivery and other mode of payment. The payment mode was recoded as 1-Cash on delivery and 0-Other modes. The regression coefficient of 'What kind of Payment Mode do you prefer to pay for purchase of goods?' is positive. That is respondents who have preferred cash on delivery are more satisfied with the purchase of branded products online than other modes of payment.

The variable, Type of family was found to have negative regression coefficient. (The variable was coded as 0-Nuclear family and 1-Joint family). The results indicate that respondents who are from nuclear family have higher satisfaction score on average, compared to the respondents from joint family.

Time saving is another perception factor with negative regression coefficient. That is, respondents who have score higher on this variable regarding their perception on online purchase have less satisfaction on branded products purchased online.

The t-test statistic calculated for the regression coefficients show that all the variables which were finally included in the model significantly influence the overall satisfaction of the respondents either at 1 per cent level or at 5 per cent level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence comparable. The relative contribution of each variable to the dependent variable, Satisfaction score on branded products can be found out from these values. It is seen from the regression table that 'Perception score on Branded Products purchased online' has the highest beta value of 0.344, which contributes more towards overall satisfaction score. The next, more contributing variable is Shopping convenience with a beta value of 0.270. 'Time saving' is the least contributing variable to overall satisfaction with a beta value of -0.104.

Regression Analysis for Satisfaction level of Non-branded Products

Similar to regression analysis applied for the satisfaction scores of branded products, the regression analysis was also applied to find the effect of several predictor variables on the satisfaction level of non-branded products purchased online. The satisfaction score found out earlier in this study for non-branded products was used here. The same set of independent variables used for branded products were also used in this analysis. Stepwise regression analysis was used to identify variables which significantly influence the satisfaction score. The results of step-wise regression analysis is given below.

Stepwise Regression Analysis for Overall Satisfaction Score

Dependent Variable: Satisfaction Score-Non-branded Products

Table 5.28
Stepwise Regression Analysis for Overall Satisfaction Score on Non- Branded Products Purchased through Online

	Regression Coefficients (B)	Std. Error	Beta	T	Sig.
(Constant)	9.380	3.722			
Perception score on Non-branded Products purchased online	.628	.120	.318	5.246	**
Secured and easy transaction	.641	.153	.241	4.181	**
Shopping convenience	.353	.137	.160	2.581	**
Hassle free purchase	.516	.232	.131	2.221	*

Source: Computed Data

R	R Square	F	Sig.
.602	.363	31.426	**

The table 5.28 shown above gives the results of stepwise regression analysis for non-branded products, giving details of Multiple correlation coefficient R, R^2 and step wise inclusion of variables in the regression equation. However, for the problem under study, all the variables identified for the analysis have not been included in the equation. Out of 22 variables only four variables are included in the equation. Unlike the branded products, in this regression, only the perception factors and the perception score on non-branded products purchased online are alone included finally as the most contributing variables.

The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

Multiple correlation coefficient R given above shows that strength of relationship between the dependent variable and the set of independent variables are included in the equation. The R value indicates that a good correlation (0.602) exists between the dependent variable (Overall Satisfaction Score on non-branded products) and the set of independent variables. The R square value is shown as 0.363, which explains that 36.3 per cent of variation in the dependent variable is contributed by the set of all the predictor variables included in the equation. The significance of the

multiple correlation coefficient is tested with the help of F-statistic. The F-value is found to be 31.426 which shows that the correlation is significant at 1 per cent level.

From the regression table, it is seen that all the four independent variables have significant effect on Overall Satisfaction Score on non-branded products either at 5 per cent or 1 per cent level. Individually, 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.

The t - Test statistic calculated for the regression coefficients show that all the variables which were finally included in the model significantly influence the overall satisfaction of the respondents either at 1 per cent level or at 5 per cent level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence comparable. The relative contribution of each variable to the dependent variable, Satisfaction score on non-branded products can be found out from these values. It is seen from the regression table that 'Perception score on Branded Products purchased online' has the highest beta value of 0.318, which contributes more towards overall satisfaction score. The next more contributing variable is Secure and easy transaction with a beta value of 0.241. 'Hassle free purchase' is the least contributing variable to overall satisfaction on non-branded products with a beta value of 0.131.

PROBLEMS FACED ON PURCHASING PRODUCTS THROUGH ONLINE

Problems faced during purchase of products through various online shopping sites have been analysed and discussed below.

Opinion on Problems Faced while Purchasing Products Through Online

Respondents were asked to express their opinion on problems faced while purchasing Products through online on a 5 point rating scale. The scale consisted of 13 statements. The ratings assigned by the respondents for each statement is Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree -4, Strongly Agree – 5. Higher the rating more will be the level of agreement of the respondents. Mean rating were found out for each statement which are given below.

Table 5.29**Opinion on Problems Faced while Purchasing Products Through Online**

Problems Faced	N	Minimum	Maximum	Mean	S.D
Change of product at the time of delivery	428	1.00	5.00	3.7173	1.21735
It is hard to judge the quality of the product	428	1.00	5.00	3.6799	.91966
Required Size of the product may not be available	428	1.00	5.00	3.5374	1.00398
Finding right product is difficult	428	1.00	5.00	3.5467	1.08865
Credit/debit card details may be compromised and misused	428	1.00	5.00	3.1682	1.13274
Credit/debit card details may be compromised to third parties	428	1.00	5.00	3.1472	1.12428
There may be double time payment due to server problems	428	1.00	5.00	3.2313	1.21669
Problem in receiving the product on time	428	1.00	5.00	3.3995	1.11060
Delivered Goods may not be in working condition	428	1.00	5.00	3.3388	1.12859
Guarantee for products	428	1.00	5.00	3.4509	1.00347
Problem in returning goods	428	1.00	5.00	3.3668	1.08147
Damaged products and missing of the parts	428	1.00	5.00	3.2827	1.17027
Delivery of duplicate products	428	1.00	5.00	3.1589	1.19051

Source: Primary Data

The above table 5.29 denotes that the ratings for all the statements vary between a minimum of 1 to a maximum of 5. The highest mean rating is 3.70 for the statement “change of product at the time of delivery” that is the level of agreement for this statement falls on “Agree”. The lowest mean rating is 3.15 for “credit/ debit card details may be compromised to third parties” that is the agreement level falls between neutral and agree. For most of the statements, the mean ratings are between 3 and 4, that is the level of problem score of the respondents for most of the statements fall between neutral and agree.

Problem Score on Products Purchased Through Online – t - Test

Mean problem scores were found out gender wise, marital status wise and family wise in the below table to know the problem score for products purchased through online.

H₀ – “The mean problem scores of products purchased through online shopping do not differ significantly among the respondents classified based on Gender, Marital Status, and type of the Family.”

Table 5.30
Problem Score on Product Purchased Through Online t - Test

Variable	Groups	Mean	S.D	No.	T	TV	Significance
Gender	Male	43.74	9.57	156	0.497	1.966	Ns
	Female	44.19	8.82	272			
Marital Status	Married	43.41	9.87	203	0.497	1.323	Ns
	Unmarried	44.58	8.31	225			
Type of the Family	Nuclear Family	44.61	9.08	326	2.379	1.966	*
	Joint Family	42.17	8.92	102			

Source: Computed Data

It is discussed from the above table 5.30 that the average problem score of female respondents is 44.19 which is comparatively higher than the average score of male respondents (43.74).

The average satisfaction score of married respondents is 44.58 which is comparatively higher than the average score of unmarried respondents (43.41)

The average satisfaction score of nuclear family (44.61) is comparatively higher than that of the joint family (42.17)

The difference between the mean scores of the problem variables has been tested by framing the null hypothesis which is given above.

T-Test has been applied to verify the above hypothesis. The calculated t-value is lesser than the table value at 1per cent or 5 per cent level of significance for gender and marital status and the value is higher than the table value for type of the family. This shows that 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. Hence, the hypothesis was accepted for gender and marital status and rejected for type of the family only.

Problem Scores on Products Purchased Through Online – ANOVA Test

Problem scores for different demographic variables such as Age, Educational Qualification, Occupation, and Monthly Income are given in the below table.

H₀ – “The mean problem scores on products purchased through online do not differ significantly among the respondents classified based on Age, Educational Qualification, Occupation and Monthly Income.”

Table 5.31
Problem Scores on Products Purchased through Online – ANOVA Test

Variable	Groups	Mean	S.D	No.	F	TV	Significance
Age	Less than 25 Years	44.82	8.55	232	1.296	2.626	Ns
	26 -35 Years	43.15	9.34	95			
	36 – 45 Years	42.93	9.05	57			
	46 – 55 Years	43.16	11.10	44			
Educational Qualification	Up to School Level	47.20	7.59	98	5.548	3.364	**
	Graduate	43.39	9.17	207			
	Post Graduate	42.22	9.77	88			
	Diploma	38.83	8.53	12			
Occupation	Professional	45.83	8.38	23			
	Student and not working	43.97	9.64	126	1.037	2.120	Ns
	Student and working	46.14	5.93	42			
	Private Employment	42.98	9.36	94			
	Government Employment	46.27	11.09	15			
	Business	42.85	8.99	67			
	Professional	45.39	9.29	18			
Monthly Income	House Wife	44.59	8.81	66			
	Below Rs.25000	44.39	9.54	122	0.916	23.93	Ns
	Rs.25000 – Rs.40000	44.31	8.61	140			
	Rs.40000 – Rs.55000	44.38	9.26	60			
	Rs.55000 – Rs.70000	41.84	9.43	55			
Above Rs.70000	44.31	8.73	51				

Source: Computed Data

It is proved from the above table 5.31 that among different age groups, less than 25 years age group has the highest mean score of 44.82 and 26 -35 years age group has the lowest mean score of 43.15.

According to qualification, the respondents who had educated up to school level has the highest mean score of 47.20 and the next highest score was obtained by the professionals (45.83) and the lowest mean score was earned by diploma holders (38.83).

The table explains that according to occupation, Government employee has the highest mean score of 46.27 and the next highest score was gained by students who are working (46.14). The lowest mean score was obtained by the business persons (42.85).

The highest mean score according to monthly income was gained by the respondents who are earning Rs.55000 – 70000 (44.84) and the next highest score was obtained by the respondents whose monthly family income is below Rs.25000 (44.39). The lowest mean score was gained by the respondents whose monthly income is between Rs.55000 – 70000 (41.84).

The differences among mean scores of different demographic groups were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5% or 1% level of significance is attained for age, occupation, monthly income and not attained for educational qualification. This shows that the problem scores do not differ significantly among the products purchased through online and demographic variables such as age, occupation and monthly income. Hence, the hypothesis is accepted for age, occupation and monthly income and it is rejected for educational qualification.

Problem Score on Kind of Products Purchased through Online – ANOVA Test

Problem scores which were found out for kind of products purchased through online shopping sites are given in the below table.

H₀ – “The mean problem scores on products purchased through online do not differ significantly among the respondents classified based on kind of products purchased through online shopping sites.”

Table 5.32

Problem Score on Kind of Products Purchased through Online - ANOVA

		Problem Score					
		Mean	S.D	No.	F Ratio	TV	Significance
Kind of products purchased	Branded	43.19	9.30	202	2.160	3.017	Ns
	Non Branded Products	45.26	7.82	141			
	Both	43.98	10.35	85			

Source: Computed Data

The mean problem scores for the kind of products purchased through online shopping sites is given in the above table 5.32. The highest mean score according to kind of product purchased was gained by the respondents who prefer to purchase non-branded products (45.26) and the next highest score was obtained by the respondents

who purchase both branded and non-branded products (43.98). The lowest mean score was gained by the respondents who purchase only branded products (43.19).

The differences among mean scores of different attributes of kind of products purchased were tested by framing the above hypothesis.

One-Way ANOVA was applied to test the above hypothesis. The calculated F-ratio value is less than the table value @ 5 per cent or 1 per cent level of significance is attained for kind of products purchased through online shopping sites. This shows that the problem scores do not differ significantly among the products purchased through online and kind of products purchased through online. Hence, the hypothesis is accepted.