

Chapter – 5: Findings, Conclusions and Suggestions

5.0 FINDINGS OF THE RESEARCH STUDY

After the data collection and analysis, the researcher found the following findings:

5.1 FINDINGS FROM THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS:

- Data was collected from 752 males and 748 females. In terms of percentage, the total percentage of male respondents is 50.1 percent and female respondents is 49.9 percent from the selected states Gujarat, Rajasthan, Maharashtra, Goa and U.T. of DNH and Daman & Diu. Thus, the percentage of males was higher than females in the selected states.
- 29.7 percent belong from the age group of 15 to 24, 24.9 percent belong from the age group of 25 to 34, 18.9 percent belong from the age group of 35 to 44, 16.7 percent belong from the age group of 45 to 54, 7.5 percent belongs from the age group of 55 to 64, 2.3 percent belongs from the age group of 65 and above. 23.5 percent stay in rural areas and 1147 respondents i.e 76.5 percent stay in an urban area.
- 26.7 percent stay in Gujarat state, 26.7 percent stay in Maharashtra state, 26.7 percent stay in Rajasthan state, 13.3 percent stay in Goa state, 6.7 percent stay in U.T. of DNH and Daman & Diu.
- 50.7 percent are married, 48.1 percent are unmarried, 1.0 percent are divorced and 0.3 percent are widowers.
- 20.5 percent are educated up to Secondary School, 23.2 percent are educated up to Higher Secondary School, 8.1 percent are educated up to Diploma, 29.6 percent are educated upto Graduation, 13.7 percent are educated upto Post Graduation, 2.5 percent are educated upto Doctorate and 2.3 percent are educated in Professional Course.
- 45.5 percent are engaged in Service, 6.3 percent are engaged in Business, i.e 6.6 percent are Self Employed, 4.7 percent are students, 0.8 percent are Retired and 7.1 percent are housewives.
- 33.4 percent have a monthly income less than Rs. 30000, 20.6 percent have a monthly income between Rs. 30000 to Rs. 60000, 29.8 percent

have a monthly income between Rs. 60000 to Rs. 90000 and 16.2 percent have a monthly income of more than Rs. 90000.

- 61.9 percent live in a joint family, 34.1 percent live in a nuclear family, 2.6 percent live as a bachelor, 0.7 percent live as hosteller and 0.7 percent live in paying guest.
- 29.9 percent have a family of up to 3 Members, 49.3 percent have a family of 3 to 5 Members, 16.9 percent have a family of 5 to 7 Members and i.e 4.0 percent have a family of more than 7 Members.
- 52.7 has only one earning member in the family, 34.1 has two earning members in the family, 7.7 has three earning members in the family and 5.5 has four or above earning members in the family.
- 30.3 percent buying decision is taken by the senior member in the family, 31.9 percent buying decision is taken by the earning member in the family, percent buying decision is taken by the homemaker in the family and 9.3 percent buying decision is taken by the consumer in the family.
- 25.7 percent buying decision is taken by the senior member in the family, 24.6 percent buying decision is taken by the earning member in the family, 39.2 percent buying decision is taken by the homemaker in the family and 10.5 percent buying decision is taken by the consumer in the family.
- 35.8 percent buy products monthly, 15.4 percent buy products quarterly, 14.9 percent buy products semi-annually and 33.9 percent buy products annually.
- 22.7 percent buy products daily, 24.0 percent buy products twice a week, 20.7 percent buy products weekly, 4.7 percent buy products fortnightly and 27.8 percent buy products monthly.
- 30.6 percent prefer buying through Online Mode and 69.4 percent prefer buying through Offline Mode.
- 27.6 percent prefer buying through Online Mode, 72.4 percent prefer buying through Offline Mode.
- 60.9 percent have trust, 39.1 percent don't have trust in online mode.
- 59.0 percent will travel less than 1 Kms, 25.5 percent will travel 5 Kms to 10 Kms, 8.4 percent will travel 10 Kms to 15 Kms and 7.1 percent will travel more than 15 Kms.

- 54.1 percent will travel less than 1 Kms, 31.6 percent will travel 1 Kms to 5 Kms, 9.7 percent will travel 5 Kms to 10 Kms and 4.6 percent will travel more than 10 Kms.
- 71.1 percent compare the factors of online mode and offline mode and 28. percent don't compare the factors of online mode and offline mode.
- 44.7 percent prefer online mode, 55.3 percent prefer offline mode.
- 66.5 percent will let go of the mode, 33.5 percent will not let go of the mode.
- Among all the selected states, Gujarat, Goa and UT of DNH and Daman & Diu has faced maximum problem while buying online respectively 71.25 percentage, 65 percentage and 72 percentage. While the respondents of states Maharashtra and Rajasthan has responded more towards not faced problem while buying online respectively 52.50 percentages and 55 percentages. However, overall 57.13 per cent have faced problems online, and 42.87 per cent have not faced problems online.
- As far as kinds of problems faced is concerned, 41.38 per cent have faced problem of delay in delivery, 19.08 per cent have received a damaged product, 21.15 per cent have received cheap quality product, 6.21 per cent have received less quantity of the product, 15.17 per cent have received product not as shown in the display, 1.38 per cent have failures in payment, 3.22 per cent have not received the delivery of the product, 1.61 have faced fraud and 2.30 per cent have received a fake product.
- Among all response of problem faced, the selected states wise highest problem faced are Gujarat – 32 percentages - `Delay in delivery`, 38 percentages- Cheap quality of products, 42 percentages `Not as shown in display pictures` and 40 percentages - `Fake products. Maharashtra states has faced highest problem of 33 percentages - `Damaged Products`, Rajasthan 33 percentages `Less quantity of the products, Goa 57 percentages – Fraud.
- As far as reasons for not buying online is considered, 36.24 percentages respondents feels `Risk of the transactions`, 13.56 per cent are internet illiterate, 30.74 per cent responded for `Risk of identity theft`, and 19.46

per cent responded `High delivery charges` and no one has responded for reason of `Tangibility`.

5.2 MAJOR FINDINGS OF THE RESEARCH:

- The data depicts that in the case of durable products, the majority of consumers prefer buying through offline mode, similarly for non-durable products the consumers prefer buying through offline mode.
- However, it is also revealed that consumers have more trust in online buying mode.
- The researcher came across the generalised conclusion that the consumers prefer buying through offline mode for distance less than one kilometre for durable products. Similarly, it is concluded for offline buying mode for non-durable products.
- The researcher studied that while making a buying decision, both for offline and online buying mode, the consumers prefer to compare various factors for buying for example products prices, features, after sales services, product variety etc. to get best products and deals.
- The study revealed the facts that the consumers prefer to buy through offline mode, if both, offline and online buying mode offers the same attributes for durable and non-durable product.
- However, the researcher also concluded that the consumer forgo/compromise the buying mode i.e. offline or online mode of buying, if the consumers find the important factors that influence buying of a specific products while making a buying decision.
- So far as Gender criteria with respect to frequency of buying is considered, there is no significance difference in frequency of buying both durable as well as non-durable products between male consumers and female consumers. Further, the analysis clearly revealed that irrespective of gender either male or female, the frequency of buying both durable as well as non-durable products preferably is monthly.
- So far as Gender criteria with respect to preferred mode of buying is considered, again there is no significance difference in preferred mode of buying both durable as well as non-durable products between male consumers and female consumers. Further, the analysis also revealed that

irrespective of gender either male or female, the preferred mode of buying both, durable as well as non-durable products is offline.

- Similarly, for Age group criteria and preferred mode of buying, there is no significance difference in preferred mode of buying both durable as well as non-durable products across age groups. Further, the analysis revealed that irrespective of age group .e. from 15years to above 65 years, the preferred mode of buying both, durable as well as non-durable products is offline.
- The researcher analysed that there is significance difference in preferred mode of buying both durable as well as non-durable products between rural consumers and urban consumers. The analysis revealed that both rural and urban consumers preferred offline mode of buying for both durable as well as non-durable product, however, it is also evident that more urban consumers preferred offline buying than rural consumers.
- The data revealed that irrespective of selected states, the consumers preferred to buying offline for durable as well as non- durable products.
- Further, the data concluded that the service class and student consumers preferred more offline buying for both, durable as well as non-durable products other than business class, self-employed, professionals, retired and housewives.
- The study is evident that in case of buying durable products, the joint family preferred annual frequency of buying, whereas nuclear family preferred monthly frequency of buying. However, in case of non-durable product buying, the joint family and nuclear family preferred annual frequency of buying.
- The study revealed that in case of buying of durable as well as non-durable products, joint family as well as nuclear family mostly preferred offline mode of buying.
- The data revealed that irrespective of family monthly income, the consumers preferred buying offline mode for durable as well as non-durable products.
- The researcher found that mostly Gujarat, Goa and UT of DNH and Daman & Diu faced problem while buying online whereas Maharashtra and Rajasthan faced less problem while buying online.

- The researcher observed that that Gujarat state is facing maximum problem of `delay in delivery`, `cheap quality of product`, `Not as shown in display picture` and `Fake Product` out of total respective different kind of problems faced while buying online products. Maharashtra state facing maximum problem of `Damaged Products`, Rajasthan State is facing maximum problem of `Less quantity of Products`, Goa State is facing maximum problem of `Fraud` out of total respective different kind of problems faced while buying online products.
- It is evident that Gujarat state is having highest reason for not buying online for `Risk of transactions` and `High delivery charges` Rajasthan state having highest reason for not buying online for `Internet literacy`, and `Risk of identity theft`.

5.3 OBJECTIVE-WISE FINDINGS

Objective -1: To compare the demographic variables of consumers in terms of online and offline buying.

To identify the relationship between demographic variables and mode of buying, hypotheses were tested with a chi-square test. The summary of hypotheses is as follows:

Table - 5.1: Summary of Chi-Square Test of Demographic Profile

Hypotheses		Result
H0 ₁ :	There is no significant association between age group and the mode of buying.	Rejected
H0 ₂ :	There is no significant association between gender and the mode of buying.	Rejected
H0 ₃ :	There is no significant association between marital status and the mode of buying.	Rejected
H0 ₄ :	There is no significant association between family type and the mode of buying.	Rejected
H0 ₅ :	There is no significant association between family monthly income and the mode of buying.	Rejected
H0 ₆ :	a.) There is no significant association between the number of earning members and the mode of buying for durable products.	Rejected
	b.) There is no significant association between the number of earning members and the mode of buying for non durable products	Fail to reject
H0 ₇ :	There is no significant association between occupation and the mode of buying.	Fail to reject

H0 ₈ :	There is no significant relation between purchase decisions for durable products and the mode of buying.	Rejected
H0 ₉ :	There is no significant relation between purchase decisions for non-durable products and the mode of buying.	Rejected
H0 ₁₀ :	There is no significant association between Residential Location and the mode of buying for durable products.	Rejected
	There is no significant association between Residential Location and the mode of buying for non durable products.	Fail to reject
H0 ₁₁ :	There is no significant association between selected states and the mode of buying	Rejected
H0 ₁₂ :	There is no significant association between trust and the mode of buying.	Rejected
H0 ₁₃ :	There is no significant association between selected states and problem faced while buying online	Rejected
H0 ₁₄ :	There is no significant association between selected states and kinds of problem faced.	Rejected
H0 ₁₅ :	There is no significant association between selected states and Reasons for not buying online	Rejected

From the above table, it can be concluded that there is significant relationship between some Demographic variables and mode of buying behaviour and no significant relationship between very few demographic variables and mode of buying behaviour.

Objective-2: To study the factors that motivates the consumer to go for online buying.

- To study the factors that motivates the consumers to go for online mode of buying exploratory factor analysis was conducted. Extraction method used in this analysis was Principal Component Analysis. (PCA). Exploratory Factor analysis was used to determine these critical factors.
- The results showed that the KMO measure of sampling adequacy is 0.980. The significance P-Value of Bartlett's Test of Sphericity is 0.000 i.e.. $P < 0.05$ which signifies that the data is suitable for the application of factor analysis
- The factor analysis performed on the set of data through which two factors were extracted. .Table no. 4.107 shows the Range of Communalities, indicating factor loading values for factors influencing to purchase through online mode of buying.

- There are two components having the Initial Eigen Values over 1 and it explained for about 72.940 percent of variation in influencing online Buying.
- The factors named as “Product Features” and “Service Features” were the two factors that have been identified.
- For testing the Reliability, Cronbach's Alpha score of all two components are calculated. Factor 1 has alpha score of 0.966 for 13 no. of items in it. Factor 2 has alpha score is 0.956 for 9 no. of items in it. Hair et al. (1998) have suggested that the acceptable alpha score should be more than 0.60. This analysis fulfils the given condition.

Objective-3: To study the factors that motivates the consumer to go for offline buying.

- To study the factors that motivates the consumers to go for offline mode of buying exploratory factor analysis was conducted. Extraction method used in this analysis was Principal Component Analysis. (PCA). Exploratory Factor analysis was used to determine these critical factors.
- The results showed that the KMO measure of sampling adequacy is 0.979. The significance P-Value of Bartlett's Test of Sphericity is 0.000 i.e.. $P < 0.05$ which signifies that the data is suitable for the application of factor analysis.
- The factor analysis performed on the set of data through which two factors were extracted. .Table no. 4.103 shows the Range of Communalities, indicating factor loading values for factors influencing to purchase through offline mode of buying.
- There are two components having the Initial Eigen Values over 1 and it explained for about 71.709 percent of variation in influencing offline buying.
- The factors named as “Product Features” and “Service Features” were the two factors that have been identified.
- For testing the Reliability, Cronbach's Alpha score of all two components are calculated. Factor 1 has alpha score of 0.949 for 13 no. of items in it. Factor 2 has alpha score is 0.943 for 9 no. of items in it.

Hair et al. (1998) have suggested that the acceptable alpha score should be more than 0.60. This analysis fulfils the given condition.

Objective-4: To study and analyse the factors related to problem faced while buying and restrict the consumers for online buying:

- So far as state wise problem faced while online buying is concerned, it is evident that each select state has faced different problem while online buying as there exist significant association between selected states and problem faced while online buying. UT of DNH and Daman & Diu respondents has responded that they facing highest 72 percentage while Rajasthan faced lowest 45 percentages problems. In contradiction to this Rajasthan respondents has responded highest 55 percentages that they are not facing problems while buying online.
- Further, it is also evident that each select state has faced different kinds of problems like Gujarat state is facing maximum problem of `delay in delivery` - 32 percentage, `cheap quality of product` - 38 percentage , `Not as shown in display picture` - 28 percentage and `Fake Product` - 40 Percentage out of total respective different kind of problems faced while buying online products. Maharashtra state facing maximum problem of `Damaged Products` - 33 percentage, Rajasthan State is facing maximum problem of `Less quantity of Products` - 33 percentage, Goa State is facing maximum problem of `Fraud` - 57 percentage out of total respective different kind of problems faced while buying online products
- It is evident that Gujarat state is having highest reason for not buying online for `Risk of transactions` - 36 percentage, and `High delivery charges` - 34 percentage Rajasthan state having highest reason for not buying online for `Internet literacy` - 47 percentage, and `Risk of identity theft` - 32 percentage.

Objective-5: To study the factors influencing the consumer to switch from Offline buying to Online buying.

- To study the factors influencing the consumer to switch from offline buying to online buying mode regression analysis was conducted using ANOVA Test.

Table - 5.2: Summary of Reasons for Switch from Offline Market to Online Market and Mode of Buying

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

- From the ANOVA Test, it is clear that the significance value is 0.30, which is less than 0.05. It means there is significant association between dependent variable mode of buying durable product and independent variables reasons for switch. The adjusted R² Value 0.006 indicates that the model explains 6% of the reasons for switch is responsible for the mode of buying durable product.

Table - 5.3: Summary of Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying

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

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

Objective-6: To study the factors influencing the consumer to switch from Online buying to Offline buying.

- To study the factors influencing the consumer to switch from online buying to offline buying mode regression analysis was conducted using ANOVA Test.

Table - 5.4: Summary of Reasons for Switch from Online Market to Offline Market and Mode of Buying

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

- From the ANOVA Test, it is clear that the significance value is 0.38, which is more than 0.05. It means there is no significant association between dependent variable mode of buying non-durable product and independent variables reasons for switch. The adjusted R^2 Value 0.104 indicates that the Model explains 10.4% of the reasons for switch is responsible for the mode of buying non-durable product.

Table - 5.5: Summary of Coefficients of Reasons for Switch from Online Market to Offline Market and Mode of Buying

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

- Coefficient analysis reveals the relationship between mode of buying and each statements of reasons for switch. Majority of the statements of reliability dimension, the significance value is more than 0.05. Hence, the null hypothesis is accepted and proved that there is a no

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

Objective-7: To examine the relationship between factors and online buying and offline buying.

- To examine the relationship between factors and online buying and offline buying hypotheses were tested with correlation analysis. The summary of hypotheses is as follows:

Table - 5.6: Summary of Correlation Analysis

Hypotheses		Result
H0 ₁₆ :	There is no significant association between price and the mode of buying.	
	There is no significant association between price and the offline mode of buying durable products.	Reject
	There is no significant association between price and the offline mode of buying non-durable products.	Fail to reject
	There is no significant association between price and the online mode of buying durable products.	Reject
	There is no significant association between price and the online mode of buying non-durable products	Fail to reject
H0 ₁₇ :	There is no significant association between convenience and the mode of buying.	
	There is no significant association between convenience and the offline mode of buying durable products.	Reject
	There is no significant association between convenience and the offline mode of buying non-durable products.	Reject
	There is no significant association between convenience and the online mode of buying durable products.	Fail to reject
	There is no significant association between convenience and the online mode of buying non-durable products.	Fail to reject
H0 ₁₈ :	There is no significant association between Return policy and mode of buying.	
	There is no significant association between return policy and the offline mode of buying durable products.	Reject
	There is no significant association between return policy and the offline mode of buying non-durable products.	Reject
	There is no significant association between return policy and the online mode of buying durable products.	Fail to reject
	There is no significant association between return policy and the online mode of buying non-durable products.	Reject

H0 ₁₉ :	There is no significant association between tangibility and the mode of buying.	
	There is no significant association between tangibility and the offline mode of buying durable products.	Reject
	There is no significant association between tangibility and the offline mode of buying non-durable products.	Reject
	There is no significant association between tangibility and the online mode of buying durable products.	Fail to reject
	There is no significant association between tangibility and the online mode of buying non-durable products.	Fail to reject
H0 ₂₀ :	There is no significant association between quality and the mode of buying.	
	There is no significant association between quality and the offline mode of buying durable products.	Reject
	There is no significant association between quality and the offline mode of buying non-durable products.	Reject
	There is no significant association between quality and the online mode of buying durable products.	Fail to reject
	There is no significant association between quality and the online mode of buying non-durable products.	Fail to reject
H0 ₂₁ :	There is no significant association between After Sales Service and the mode of buying.	
	There is no significant association between After Sales Service and the offline mode of buying durable products.	Reject
	There is no significant association between After Sales Service and the offline mode of buying non-durable products.	Reject
	There is no significant association between After Sales Service and the online mode of buying durable products.	Fail to reject
	There is no significant association between After Sales Service and the online mode of buying non-durable products.	Fail to reject
H0 ₂₂ :	There is no significant association between Frequency of Buying and the mode of buying.	
	There is no significant association between Frequency of Buying and the offline mode of buying durable products.	Fail to reject
	There is no significant association between Frequency of Buying and the offline mode of buying non-durable products.	Reject
	There is no significant association between Frequency of Buying and the online mode of buying durable products.	Fail to reject
	There is no significant association between Frequency of Buying and the online mode of buying non-durable products.	Fail to reject

Table – 5.7: Summary of Correlation between Influencing Factors of Durable and Non-Durable Products and Mode of Buying

Dimensions		Offline Mode of Buying	Online Mode of Buying
Durable Products	Price	-0.74	0.07
	Sig. (2-tailed)	-0.04	-0.006
Non-Durable Products	Price	0.729	0.52
	Sig. (2-tailed)	0	0
Durable Products	Convenience	-0.104	0.032
	Sig. (2-tailed)	(<0.01)	-0.21
Non-Durable Products	Convenience	-0.115	0.005
	Sig. (2-tailed)	(<0.01)	-0.847
Durable Products	Return Policy	-0.104	-0.026
	Sig. (2-tailed)	(<0.01)	-0.311
Non-Durable Products	Return Policy	-0.115	0.056
	Sig. (2-tailed)	(<0.01)	-0.029
Durable Products	Tangibility	-0.076	-0.009
	Sig. (2-tailed)	-0.003	-0.736
Non-Durable Products	Tangibility	-0.084	-0.009
	Sig. (2-tailed)	-0.001	-0.73
Durable Products	Quality	-0.11	0.016
	Sig. (2-tailed)	(<0.001)	-0.525
Non-Durable Products	Quality	-0.128	-0.026
	Sig. (2-tailed)	(<0.001)	-0.318
Durable Products	After Sales Service	-0.06	-0.009
	Sig. (2-tailed)	-0.02	-0.725
Non-Durable Products	After Sales Service	-0.071	-0.013
	Sig. (2-tailed)	-0.006	-0.618
Durable Products	Frequency of Buying	0.039	0.37
	Sig. (2-tailed)	0.136	0.149
Non-Durable Products	Frequency of Buying	0.099	-0.18
	Sig. (2-tailed)	(<0.001)	0.498

As stated in table no. 5.2, some null hypotheses were rejected and few hypothesis failed to reject. While, table no. 5.3 shows the value of the correlation between factors of durable and non-durable products and the mode of buying. And as the significance value stay within the standard significance level of 0.05. Therefore, it is concluded that there is a significant association

between the factors of durable and non-durable products and the mode of buying.

Objective-8: To study and analyse the impact of COVID 19 on buying behavior within different selected states.

- The significance of the impact of COVID 19 on buying behaviour within different selected states with respect to various reasons for switch over from offline to online buying is carried out through **Kruskal Wallis Test**.

Table – 5.8: Summary of Kruskal Wallis Test

Reason Number	Various reason for switch over	Chi-square	Df	Asymp .Sig	H ₀
Reason: 1	Online Buying is more convenient than Offline Buying for Durable Products.	63.502	4	0.000	Rejected
Reason: 2	Online Buying is more convenient than Offline Buying for Non-Durable Products.	98.505	4	0.000	Rejected
Reason: 3	Started Buying Online during Covid 19 out of Compulsion	100.949	4	0.000	Rejected
Reason: 4	Started Buying Online post Covid 19 out of Choice	80.345	4	0.000	Rejected
Reason: 5	Post Covid Online Shopping has become a habit	113.311	4	0.000	Rejected
Reason: 6	Is there increase in digital platforms to sell more products post Covid 19	66.220	4	0.000	Rejected
Reason: 7	Has the increase in digital platform made online shopping easy	69.797	4	0.000	Rejected
Reason: 8	Monthly Consumption have increased by using Online Mode of Buying	85.005	4	0.000	Rejected
Reason: 9	Digital Mode of Payment is User Friendly	63.556	4	0.000	Rejected
Reason: 10	Monthly Expenditure have increased by using Online Mode of Buying	92.080	4	0.000	Rejected
a. Kruskal Wallis Test					
b. Grouping Variable: Selected states					

- The analysis revealed that there exists significant impact of COVID 19 on buying behaviour within different selected states with respect to various reasons as mentioned in the captioned table for switch over from offline to online buying as the significance value stay within the standard significance level of 0.05, which assumed to be the motivating for the online buying behaviour and demotivation for offline buying behaviour.

5.4 CONCLUSION OF THE RESEARCH STUDY

The competition is increasing day by day due to globalization and privatization. It is essential to understand the buying behaviour and influencing factors of online and offline buying modes, to retain consumers.

Consumer is a king and being the main focus of the market, they play a significant role. Hence, it is mandatory to study their buying behaviour with respect to various buying modes.

This study provides a comparison of buying behaviour through online and offline modes of buying durable and non-durable products. The study identifies various factors that influence a consumer to buy online or offline and, if given the same attributes, which mode of buying they would prefer. It also identifies if they will forgo the mode of buying for the important factors of the product they wish to buy.

The data analysis reveals that there is a gap between buying behaviour through online buying mode and buying behaviour through offline buying mode. That means people still resist buying through the online buying mode as compared to offline buying mode.

5.5 SUGGESTIONS & RECOMMENDATIONS OF THE RESEARCH STUDY

1. It was observed that respondents preferred offline buying over online buying due to the dependability of manufacturers. Therefore, it is advised for online marketers to utilise such techniques where they may build customer trust in the dependability of manufacturers.

2. Consumers consider the primary benefit of online buying is that it is available around the clock, so online stores should make sure their websites run without a glitch all day.
3. Since discounts are drivers of online buying, e-commerce websites should offer discount in regular intervals to keep consumers interested in doing their online buying.
4. As there is no face-to-face interaction when buying online, some consumers are discouraged from making purchases because they are dissatisfied with the websites' post-purchase support. It is advised that e-websites should develop measures to enhance their post-purchase support.
5. Respondents' lack of confidence that the desired product variety is always available in offline stores affects their trust in offline buying. Therefore, it is advised that offline retailers always ensure a comprehensive selection of products in the store to prevent those consumers from being dissatisfied.
6. Prices are an influencing factor, to keep price competitive offline stores should offer more discount and offers as it has been discovered that consumers do not consider the prices to be attractive when buying through offline. Mode of buying
7. The lack of product delivery and return policies in all offline stores today encourages people to buy online. Offline stores are urged to work on these two facilities in order to remain competitive.
8. Before making any online or offline purchases, consumers should compare the prices of the various goods and services on the market.
9. According to the findings, there are considerable differences in the factors influencing online and offline buying behaviour, prompting the development of whole new tactics to cater to both online and offline buyers.
10. Respondents' social class, marital status, educational background, and monthly income have a substantial impact on how satisfied they are with offline buying, different groups should be handled differently. The same applies to buying online.
11. The marketers of Gujarat states and UT of DNH and Daman & Diu has to prepare a policy and facilitate the consumers for buying online, increase

awareness towards benefits of online buying to enhance markets and increase profitability.

12. E-commerce companies shall have to frame marketing policy focusing on shortest period delivery and have to establish storage facility at different metro areas for speedy delivery of products with free replacement pick up to widen trust of consumers for quality of products particularly for Gujarat, Rajasthan and Maharashtra state.
13. In order to increase the market penetration by e-commerce companies, the marketing strategies should focus that their websites are secured and trusted one, facilitate for free credit card transactions and cash on delivery to reduce risk of transactions, enhance return policy with offers of free delivery during each of the festival season and seasonal sale.
14. Due to COVID 19, the post covid buying behaviour is observed to be changes and is motivating for the online buying leads to enhancement of online buying within different selected states with respect to various reasons as mentioned in the captioned table for switch over from offline to online buying. Looking to this, it is opportunities for e-commerce and online companies to establish and obtain market for their durable and non-durable products to be sold the market.

5.6 DIRECTIONS FOR THE FUTURE RESEARCH STUDY

1. This research has focused on Western India; similar research can be carried out in other parts of the country.
2. This researcher has considered the buying behaviour of consumers. Future research may be conducted by taking marketers' point of view.
3. This research covered selected durable and non-durable products. similar research can be carried out on other products.
4. Future research studies can incorporate other aspects of buying behaviour.

5.7 MANAGERIAL IMPLICATIONS

The undertaken research study will be useful to producers and manufacturers to enhance the buying behaviour of durable and non-durable products among consumers of different classes. Social class, marital status, qualification and monthly income of respondents significantly impact customers' buying behaviour with offline and online buying for durable and non-durable products, so different classes should be treated differently.

Consumers are the king. Satisfying the consumers is of utmost importance. As per the results, a significant difference has been found between the factors affecting online and offline buying behaviour for durable and non-durable products, the study will be helpful to formulate various strategies to satisfy offline & online buyers.

This research study will be helpful for studying different variables like frequency of buying, convenience, return policy, tangibility, and trust which are required to be focused on for increasing buying behaviour through both the methods of online buying and offline buying.