

LIST OF TABLES

Table No.	Particular	Page No.
3.1	Sample Size for Research Study	101
3.2	Variables Under Study	104
4.1	Demographic Profile Of Respondents	109
4.2	Purchase Decision	113
4.3	Frequency Of Buying	113
4.4	Mode Of Buying	114
4.5	Others Variables	114
4.6	Cross Tabulation Gender And Frequency Of Buying Durable Products	117
4.7	Cross Tabulation Gender And Frequency Of Buying Non-Durable Products	117
4.8	Cross Tabulation Gender And Preferred Mode Of Buying Durable Product	118
4.9	Cross Tabulation Gender And Preferred Mode Of Buying Non-Durable Product	118
4.10	Cross Tabulation Age And Frequency Of Buying Durable Products	119
4.11	Cross Tabulation Age And Frequency Of Buying Non-Durable Products	120
4.12	Cross Tabulation Age And Preferred Mode Of Buying Durable Product	121
4.13	Cross Tabulation Age And Preferred Mode Of Buying Non-Durable Product	121
4.14	Cross Tabulation Residential Location And Preferred Mode Of Buying Durable Product	122
4.15	Cross Tabulation Residential Location And Preferred Mode Of Buying Non-Durable Product	121
4.16	Cross Tabulation State And Preferred Mode Of Buying Durable Product	123
4.17	Cross Tabulation State And Preferred Mode Of Buying Non-Durable Product	123
4.18	Cross Tabulation Occupation And Preferred Mode Of Buying Durable Product	124
4.19	Cross Tabulation Occupation And Preferred Mode Of Buying Non-Durable Product	125
4.20	Cross Tabulation Occupation And Frequency Of Buying Durable Products	125
4.21	Cross Tabulation Occupation And Frequency Of Buying Non-Durable Products	126
4.22	Cross Tabulation Family Type And Frequency Of Buying Durable Products	127
4.23	Cross Tabulation Family Type And Frequency Of Buying Non-Durable Products	127
4.24	Cross Tabulation Family Type And Preferred Mode Of Buying Durable Product	128

4.25	Cross Tabulation Family Type And Preferred Mode Of Buying Non-Durable Product	128
4.26	Cross Tabulation Family Income And Frequency Of Buying Durable Products	129
4.27	Cross Tabulation Family Income And Frequency Of Buying Non-Durable Products	130
4.28	Cross Tabulation Family Income And Preferred Mode Of Buying Durable Product	130
4.29	Cross Tabulation Family Income And Preferred Mode Of Buying Non-Durable Product	131
4.30	Cross Tabulation for State wise problem faced while buying online	132
4.31	Cross Tabulation for State wise different kinds of problem faced while buying online	133
4.32	Cross Tabulation for State wise appropriate reason for not buying Online	134
4.33	Descriptive Statistics For Variables	135
4.34	Paired Samples Test For Factors Influencing Purchase	141
4.35	Tests Of Normality Between Age Group And Mode Of Buying	143
4.36	Age And Mode Of Buying Durable Products	143
4.37	Age And Mode Of Buying Non-Durable Products	143
4.38	Chi Square Test Age And Mode Of Buying	143
4.39	Tests Of Normality Between Gender And Mode Of Buying	144
4.40	Gender And Mode Of Buying Durable Products	144
4.41	Gender And Mode Of Buying Non-Durable Products	144
4.42	Chi Square Test Gender And Mode Of Buying	144
4.43	Tests Of Normality Between Marital Status And Mode Of Buying	145
4.44	Marital Status And Mode Of Buying Durable Products	145
4.45	Marital Status And Mode Of Buying Non-Durable Products	145
4.46	Chi Square Test Marital Status And Mode Of Buying	145
4.47	Tests of Normality Between Family Type and Mode of Buying	146
4.48	Family Type and Mode of Buying Durable Products	146
4.49	Family Type and Mode of Buying Non - Durable Products	146
4.50	Chi Square Test Family Type and Mode of Buying	147
4.51	Tests Of Normality Between Family Monthly Income And Mode Of Buying Durable Products	147
4.52	Family Monthly Income And Mode Of Buying Durable Products	147
4.53	Family Monthly Income And Mode Of Buying Non - Durable Products	148
4.54	Chi Square Test Family Monthly Income And Mode Of Buying	148

4.55	Tests Of Normality No. Of Earning Members And Mode Of Buying	148
4.56	Number Of Earning Members And Mode Of Buying Durable Products	149
4.57	Number Of Earning Members And Mode Of Buying Non-Durable Products	149
4.58	Chi Square Test Number Of Earning Members And Mode Of Buying Non-Durable Products	149
4.59	Tests Of Normality Occupation And Mode Of Buying	150
4.60	Occupation And Mode Of Buying Durable Products	150
4.61	Occupation And Mode Of Buying Non-Durable Products	150
4.62	Chi Square Test Occupation And Mode Of Buying	150
4.63	Tests Of Normality Purchase Decision Maker For Durable Products And Mode Of Buying	151
4.64	Purchase Decision Maker For Durable Products And Mode Of Buying	151
4.65	Chi Square Test Purchase Decision Maker For Durable Products And Mode Of Buying	151
4.66	Tests Of Normality Purchase Decision For Non-Durable Products And Mode Of Buying	152
4.67	Purchase Decision Maker Of Non-Durable Products And Mode Of Buying	152
4.68	Chi Square Test Occupation and Mode of Buying	152
4.69	Tests Of Normality Residential Location And Mode Of Buying	153
4.70	Residential Location And Mode Of Buying Durable Products	153
4.71	Residential Location And Mode Of Buying Non-Durable Products	153
4.72	Chi Square Test Residential Location And Mode Of Buying Non-Durable Products	153
4.73	Tests Of Normality State And Mode Of Buying	154
4.74	State And Mode Of Buying Durable Products	154
4.75	State And Mode Of Buying Non-Durable Products	154
4.76	Chi Square Test State And Mode Of Buying Durable Products	154
4.77	Tests Of Normality State And Mode Of Buying Durable Products	155
4.78	Trust And Mode Of Buying Durable Goods	155
4.79	Trust And Mode Of Buying Non-Durable Goods	155
4.80	Chi Square Test Trust And Mode Of Buying Non-Durable Goods	155
4.81	Tests of Normality for Selected States and Problem Faced while buying online.	156
4.82	Cross Tabulation for select State wise problem faced while buying online	156
4.83	Chi Square Test for select State wise problem faced while buying online	156

4.84	Tests of Normality for selected States and kinds of problem faced	157
4.85	Chi Square Test for selected States and kinds of problem faced	157
4.86	Tests of Normality for selected State and Reasons for not buying online	157
4.87	Chi Square Test for selected States and kinds of problem faced	157
4.88	Correlation Between Price And Mode Of Buying	158
4.89	Correlation between Convenience and Mode of Buying	159
4.90	Correlation between Return Policy and Mode of Buying	160
4.91	Correlation between Tangibility and Mode of Buying	161
4.92	Correlation between Quality and Mode of Buying	162
4.93	Correlation between After Sales Service and Mode of Buying	164
4.94	Correlation between Frequency of Buying and Mode of Buying	165
4.95	Model Summary Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products	166
4.96	ANOVA Test Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products	166
4.97	Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying for Durable Products	167
4.98	Model Summary Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products	167
4.99	ANOVA Test Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products	168
4.100	Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying for Non-Durable Products	168
4.101	Kruskal Wallis Test	169
4.102	KMO and Bartlett's Test Factors Influencing To Buy Through Offline Mode Of Buying	171
4.103	KMO Range Communalities and Bartlett's Test Factors Influencing To Buy Through Offline Mode Of Buying	172
4.104	Total Variance Explained	173
4.105	Rotated Component Matrix of Factors Influencing Offline Buying Behaviour	174
4.106	KMO and Bartlett's Test Factors Influencing To Buy Through Online Mode Of Buying	175
4.107	KMO Range Communalities Factors Influencing To	176

	Buy Through Online Mode Of Buying	
4.108	Total Variance Explained	177
4.109	Rotated Component Matrix of Factors Influencing Online Buying Behaviour	178
5.1	Summary of Chi-Square Test of Demographic Profile	185
5.2	Summary of Reasons for Switch from Offline Market to Online Market and Mode of Buying	189
5.3	Summary of Coefficients of Reasons for Switch from Offline Market to Online Market and Mode of Buying	189
5.4	Summary of Reasons for Switch from Online Market to Offline Market and Mode of Buying	190
5.5	Summary of Coefficients of Reasons for Switch from Online Market to Offline Market and Mode of Buying	190
5.6	Summary of Correlation Analysis	191
5.7	Summary of Correlation between Influencing Factors of Durable and Non-Durable Products and Mode of Buying	193
5.8	Summary of Kruskal Wallis Test	194