**Dissertation Report**

**On**

**Comprehensive Study of Apparel E-Retailing In India**

**Submitted By :**

**Radhika .K**

**2K11/MBA/66**

**Under the Guidance of :**

**Mrs. Meha Joshi**

**Assistant Professor**

****

**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

**January -May 2013**

**Declaration**

I Radhika .K, 2K11/MBA/66, student of Delhi School of Management hereby declare that I have pursued a research study on the topic “**Future of Apparel E-Retailing In India** ” under the guidance of Mrs. Meha Joshi, Assistant Professor, Delhi School Of Management. I also declare that this work has not been submitted in part or full to this or any other organization/ institute aspart of any project work by me.

**Acknowledgement**

It is indeed a matter of great pleasure to present this project report on the topic **“Future of Apparel E- Retailing In India”** to The Head, Delhi School Of Management. I gratefully acknowledge my profound indebtedness towards my esteemed guide **Mrs. Meha Joshi, Assistant Professor, Delhi School Of Management** for her invaluable guidance, excellent supervision and constant encouragement during the entire the project work. I also take the opportunity to thank **Prof. P.K.Suri, Head, Delhi School Of Management** for being a constant support in deciding the framework of the research study

Last but not the least; I would like to express my heartfelt gratitude towards my parents for their constant encouragement & support.

Radhika .k

Delhi School Of Management

**Certificate by Guide**

This to certify that the dissertation report entitled **‘Comprehensive study on apparel E-Retailing In India’** submitted by the candidate, Radhika.K in partial fulfillment of the requirement for the award of **Master of Business Administration by Delhi School Of Management, Delhi Technological University, New Delhi** is a record of the candidate’s own work carried out by him under my supervision.The matter embodied in the report is original and has not been submitted for the award of any degree.

Date :

Asst Professor Meha Joshi

(Head of Department,DSM)

**Executive Summary**

Online retail accounts for over 10 per cent of India’s GDP. Fuelled by increasing customer base, rising disposable income, changing lifestyles and growing absorptive power of the domestic market, online retail sector is likely to grow at a much faster pace of 45-50 per cent per annum. The e-commerce sector in India is certainly a beneficiary of the growth of the Indian economy, but it is also a key cause and catalyst of that growth, and will remain so for at least 15 years. Considering that modern e-retail will have a positive, multiplier effect not only on the economy, but also on employment, direct and indirect government revenue, industrial output, urban and rural development, strengthening of infrastructure, etc, it would be fair to expect the government to play a supporting role. It is interesting to note that the bulk of the retail development in India has taken place through self-motivated efforts of the Indian retail industry, with no external support from government agencies or for that matter, industry lobbying of retailers. Online shopping has seen a lot of traction in the last 12-18 months. India has almost 130 million online users at present, out of which as many as 10% are engaging in online transactions. The online user base is expected to cross 300 million in the next 2 – 3 years and a larger percentage of people are expected to transact online by 2015. This large base will provide vast scope for e-commerce businesses to establish themselves in India. The e-commerce industry is growing at a rapid pace and changing the dynamics of the retail industry. In the coming years, e-commerce is expected to contribute close to 8-10% of the total retail segment in India. This growth is bound to continue provided e-commerce companies focus on innovating, building strong technology infrastructure and delivering the best customer experience

**Table of Contents**

**CHAPTER-1: Introduction**

1.1 General Profile of the Apparel Retail Stores 5

1.2 Profile of the surveyed companies 7

1.3 Objectives of the study 10

**CHAPTER-2: Literature Review** 12

**CHAPTER-3: Research Methodology** 14

**CHAPTER-4: Case Study** 15

4.1 Introduction to the case 16

4.2 Data Collection Techniques 18

4.3 Data Analysis 20

4.4 Findings & Recommendations 41

4.5 Conclusion 42

4.6 Limitations of the study 43

**CHAPTER-5 : Bibliography/ References** 44

**CHAPTER-6 : Appendix** 45

CHAPTER-1

INTRODUCTION

**1.1 General Profile of the Apparel E-Retailing in India**

With changing demographics and an increase in the quality of life of urban people,the Indian retail sector is poised for a boom.Currently estimated at $500 billion, it is forecast to reach $1 trillion in 2020.However, with 0.1% penetration, the online market presently constitutes only $500 million of the total retail market, but is expected to grow 140 times and reach $70 billion by 2020,thanks to the demand from the so-called Generation Z.E-commerce has brought about a revolution in the shopping model of India. With over 10 million Indian consumers shopping online for commodities other than electronics, this sector is growing at a great pace.Opportunities for web-exclusive brands are coming up in apparel, accessories, shoes etc and also gathering momentum across all market segments with each passing day. In the last two years, the $130 million apparel e-retailing space has attracted investments worth $70 million i.e. 40% of the total funding Indian e-retailers bagged during the period. In fact, the recent inflow of private equity investment into many garment start-ups is an indication that the apparel e-tailing platform is reaching a tipping point fast. Many PE and VC firms have invested between $5 million and $52 million in portals like Letsbuy.com, Flipkart.com, FashionAndYou.com, Yebhi.com, and Snapdeal.com.Apparel e-tailing has experienced significant growth across the country due to increasing time-poverty, changing lifestyles, convenience and flexibility of shopping from home and option of free home delivery (in most cases). Factors such as dramatic increase in penetration of IT devices and communication solutions(especially tablets, broadband and smart-telephony), and emergence of exciting new “virtual reality” technologies are contributing to the expansion of apparel e-tailing.The average Indian consumer has been experiencing increasing time-poverty these days. People have been spending more time commuting to and at their offices, on leisure and recreation, on vacations, in grooming and maintaining their well-being, socializing, teaching school-going children etc. leading to limited time available for shopping and such activities. There is an increasing emphasis on reducing the stress and time taken for routine activities (household chores/ shopping etc.) and maximizing the time spent with families and friends. Convenience in terms of ease and time, information, decision-making, transactions and flexibility has been a major factor influencing adoption of e-commerce. This factor to a large extent also plays out for apparel e-tailing.Increasingly consumers feel stressed to drive to a crowded mall and navigate through it to buy a garment. Rather, they prefer the convenience of shopping at home and getting the goods home-delivered. For them, this allows comparison of designs and prices at their leisure, and in the privacy of their homes, without having to deal with either hovering sales staff or the rush of the stores. The Internet’s ubiquity gives online brands the capability to reach all Indians, even those with no access to an online payment facility, as most brands offer Cash-on-Delivery (COD) options, offering them the luxury of seeing the product before making payment for it

.Infact, COD has been a one of the big factors for online retailing to take off in its second

innings in India (first being in the year 2000). Technology has also played a major role in addressing some key concerns of apparelretailing on the web. High resolution graphics, streaming videos of garments donned by models, virtual dressing rooms and 360° viewing and zoom tools have made online shopping an interesting exercise. Customers can key in their vital measurements to find the right fit, and can also browse through multiple brands for the perfect dress. Players like Yempe.com, India’s first online fashion brand, trying to get the first-mover advantage, aim to create experiences and craft consumer memories, apart from offering private-label fashion brands. It has integrated, advanced and highly user-friendly facilities like 'Virtual Dressing Room' where users can “try” the merchandise before the actual purchase.Among big cities, consumers in Mumbai topped the numbers of online shoppers,followed by Ahmedabad and Delhi. However, shopping on the net is gaining traction with consumers beyond metros and Tier I cities as well and gaining momentum across the country

**1.2 Profile of the surveyed companies**

Apparel e-tailing has started to boom. In doing so, it has taken three distinct routes:

First is the **Multi-brand route**-Few players have cashed in on early-bird benefits and captured a significant online Market share : Myntra.com–an online fashion store for women and men launched in 2007; Yebhi.com (Big Shoe Bazaar India Pvt Ltd) launched in 2008, is the fastest growing company in lifestyle category in India; Futurebazaar.com– an online retailer which caters to the fashion and apparel category, launched in 2007.

Second is the **Apparel brands going online**- Brands like Zodiac, Madame, Fabindia, Mustard and La Senza, to name a few,have made their products available online.

Third is the **Niche route** -Numerous pure-play e-tailers are entering into niche segments to cash in on these untapped categories. Strapsandstrings.com, promoted as India’s first online lingerie shopping boutique, offers Indian women the opportunity to shop for international lingerie brands like Lise Charmel, Chantelle, Mimi Holliday and Cosabella, which are not available locally. Learning from the international success of Diapers.com, a number of baby products (including apparel) focussed ventures like BabyOye.com, FirstCry.com, HushBabies.com and LittleHood.com have emerged in the country. E -commerce has come a long way, but the journey is still not complete. This growth story is not devoid of challenges common to the industry, both globally and locally.Consumers, for the longest time, have been accustomed to going to a store and shopping for their apparel and jewellery. Online shopping is a drastic shift for traditional shoppers as they can’t “touch and feel” theproducts. Also, e-commerce in India is in its infancy and the available infrastructure is still inadequate. Lack of common taxation rules

further hinder growth in this segment. Inter-state movement of products often posesa problem given the different taxation rates. However, brands and retailers have to understand that it is not merely about setting up a portal and creating an e-catalogue. The consumer mindset, engagement, after-sales service and supply chain, personalization, variety of offerings, return policies and convenience thereof and above all a greater value proposition to the consumer are some of the key success factors. Currently,huge opportunities lie ahead for the apparel e-tailers. Companies that ensure that their customers are happy are sure to receive success in the field.Having said that online shopping predominantly still remains a practice of urban and middle-class consumers. Apart form the infrastructure adequacy, its proliferation will depend on apparel e-tailers ability to overcome the said challenges. Though consumers in small towns have started using the Internet actively, the transformation from visitors to shoppers will take some time. In this context, apparel e-tailing is an interesting and definitive prospect for apparel brands and has bright future to scale greater heights.

**Objectives of the study**

* **PRIMARY OBJECTIVES**
* To explore the various online e-retailing organizations operating in India.
* To understand and analyze the emerging patterns and trends in the market.
  + **SECONDARY OBJECTIVES**
* To conduct a survey based on the consumer behaviour for conventional as well as online apparel shopping.

CHAPTER-2

LITERATURE REVIEW

**Overview Of The Apparel E-Retail Industry In India**

Online apparel shopping is getting very popular in India. At this stage most of the consumers shop from online portals as an experiment basis. Once they had good experience they continue shopping from their preferred online shopping portals. Online shopping is getting popular for few reasons like; consumer can purchase clothes 24X7 days. It takes only 5-10 minutes to place an order if customer is preregistered. Consumers get discounts in shopping online which is sometime higher than the stores provide. Working parents save time through online shopping. Online shopping portals even offer more choices for buying than stores. Companies deliver goods in 24 hours to 5 working days according to the distance from distribution centers. Most of the site has payment option *'cash on delivery'*. Consumer even can exchange purchased goods if they don’t like or it does not fit them. In a single sentence we can say online shopping saves time, saves money and gives access of variety of products. So why not have an experience online shopping?  Online shopping in India is not a new idea but recently number of web portal launched specially for apparel products. More and more young entrepreneurs are getting into this e-retailing business. Broadly clothing e-retailing sites are classified into three categories, such as

1. **Brands selling own clothes on their E-retailing site**. All leading brands have their online shopping portal with regular stores. E.g. [shoppersstop](http://www.shoppersstop.com/), [Pantaloons](http://pantaloon.futurebazaar.com/indexPantaloon.jsp), [fabindia](http://www.fabindia.com/), [madameonline](http://www.madameonline.com/home) etc. Designers also sell sells their designers production on their sites.
2. **Online shopping portals those sells only apparel products**. Site especially made for retailing clothes and accessories. Few sites sell bags, shoes as auxiliary items. Within these portals each one have specialty.
3. **Online shopping portals those sell clothes with other products**: Most of the popular online shopping sites sell apparel products. To name few sites [amazon.com](http://amazon.com/), [ebay.com](http://ebay.com/), [infibeam.com/apparel](http://infibeam.com/apparel), [yebhi.com](http://yebhi.com/).

 Following sites are launched in between 2004 to 2010. To provide you a brief profile about the web portals, we have taken text content from sites in this project.

1. [**Myntra.com**](http://myntra.com/)**:**  Myntra.com is ranked among the top 10 e-commerce companies in India and is scaling rapidly. Myntra was started by a group of IIT/IIM graduates in early 2007 and is headquartered in Bangalore with regional offices in New Delhi, Mumbai and Chennai. The company is funded by top tier Venture Capital Funds and is now among the best funded e-commerce companies in the country.
2. [**Mangostreet.com**](http://mangostreet.com/)**:** MangoStreet.com is India’s first online store for branded kidswear, incorporated to bring best brands and largest collection of apparels & accessories to the doorsteps of parents who couldn’t stop pampering & surprising their kids.
3. [**Inkfruit.com**](http://inkfruit.com/)**:** Inkfruit is Asia’s largest co-creation brand for people to submit, discover and buy amazing designs created by artists from around the world. The selected designs then get to you through T-shirts, Flip-flops, Sling bags, Laptop skins, etc. Based around the ongoing designing contests, all the designs you see on Inkfruit have been submitted by our community. Inkfruit officially launched in early December 2007. Headquarter in Mumbai, India.
4. [**Shersingh.com**](http://shersingh.com/)**:** Sher Singh was born from a 2008 conversation between the co-founders at [The Exclusively Group](http://shersingh.com/the-exclusively), noting that India’s time had come to emerge as not just a producer of high-quality garments to the world, but as a style leader with a globally recognized brand of its own. India’s rich heritage and culture were certainly inspirations; however, the nation’s singular passion for the gentleman’s game of cricket, and the game’s unique style and flair, were what captured their imagination.
5. [**Jabong.com**](http://jabong.com/)**:** Jabong.com caters to the fashion needs of men, women and kids across footwear, apparel, jewellery and accessories.
6. [**Freecultr.com**](http://freecultr.com/)**:** Freecultr offers a seamless online shopping experience with a full range of lifestyle apparel & accessories featuring casual T - shirts, Polos, Tunics, Sweaters, Cardigans, Denims, Pants and Footwear for both Men & Women.
7. [**Djeans.com**](http://djeans.com/)**:** D-Jeans launched its online store in 2009 with an insight to dress the young generation more fast and more intractably with the latest Fashion and Style. D-Jeans now has become India's premier online fashion retailer and features the best International standard Designer brand in Luxury & Lifestyle experiences for men and women.
8. [**DrJays.com:**](http://www.drjays.com/) All product category like men, women, boys and girls are available in this site.
9. [**Zovi.com:**](http://www.zovi.com/) ZOVI.com is an apparel brand available exclusively online. We bring premium apparel designed with top-notch components to our customers across men's and women's categories.
10. [**Bavyshop.com**](http://bavyshop.com/)**:** Bavyshop sells clothes with other products.
11. [**Yebhi.com**](http://www.yebhi.com/online-shopping/apparels.html?source=menutop)**:** Online shopping store with multiple products. Wide ranges of clothes are available in Yebhi.
12. [**Babyoye.com**](http://www.babyoye.com/clothing-apparels-1.html)**:** This site is popular for kids clothing.
13. [**Basicslife.com:**](http://www.basicslife.com/) Online apparel shopping portal for man.
14. [**Trendstreet.in**](http://trendstreet.in/)**:** Exclusive online shopping store for women. Trendstreet offers premium designer and branded fashion wear. Trendsetter offer selected products from Indian and European suppliers.
15. [**Fashnara.com:**](http://www.fashionara.com/)  Fashionara.com is an online retailer that offers merchandise in the space of fashion and lifestyle.
16. [**Styletag.com:**](http://styletag.com/about)  Online curated fashion and lifestyle destination, styletag.com is a 'Members–Only' shopping website that hosts flash sales for a limited period at up to 70% off retail prices from both leading designers, as well as the new stars on the horizon. The product portfolio encompasses a range of affordable luxury products that are representations of 'Style' - Apparel, Accessories, Home Decor, Perfumes, Head gear, Watches, Bags and much more.
17. [**Zivame.com:**](http://www.zivame.com/about-us) Zivame is India’s largest online lingerie only store. Retailing premium and super-premium brands, Zivame provides a complete lingerie shopping solution.

CHAPTER-3

RESEARCH METHODOLOGY USED

**Research Methodology Used**

A well structured research process is vital in order to get the best out of the field work. Sampling and questionnaire preparation are two significant aspects of a successful project work. The use of quantitative research methodology is more helpful while doing the EXPLORATORY RESEARCH of this type.

* **THE UNIVERSE:** As per the reports, out of a total of 18 odd apparel e retailing stores operating in India, formed the universe of the research study..
* **DATA COLLECTION:** The biggest task of collecting the data for the project was accomplished by getting the questionnaire filled from the people in different age groups and interviewing them for the challenges and issues they faced during the online shopping. Further, The website analysis was done using different key performance indicators using several online analytics tool like woorank, Submit Express etc.
* **DATA ANALYSIS & INTERPRETATION:** The data collected after surveying a total of 19 Apparel E-Retailing companies was interpreted to understand the overall impact of E-Retailing In India and shopping preferences. The detailed interpretation is explained later in the report.

CHAPTER-4

CASE STUDY

**Introduction to the case**

The case focuses on comprehensive study of apparel E-Retailing in India. It involves research work varying from Primary research which consisted of questionnaire filling to Secondary Research which involves referring to various research papers existing on the subject. Further, The survey is analyzed using PIVOT TABLE and 2 WAY ANOVA.

**Data Analysis**

The survey data was analyzed using the pivot table and 2 way ANOVA for analyzing simple multiple choice questions and Likert scale questions

EXCEL ANALYSIS USING PIVOT CHART

1. Graph 1

X Axis: Average level of Income

Y Axis: Gender and Age Group

Results : It is noted that Jabong is the favourite online apparel shopping store across different age group and income levels . Jabong is known for its well branded and quality clothes at low prices. 90% of the females surveyed preferred shopping from Jabong.

1. Graph 2

Xaxis : Average Income Level

Y axis: Gender and Age Group

Result: It is noted that people came to know about the various online stores through websites like Facebook, Google Adwords, and Magazines. Facebook was the most preffered for searching about the various online shopping sites. It was most popular among the age group 19-23 and least amongst 35 and above. People in the age bracket of 35 and above wanted to shop at local stores often and they came to know about these online sites from their family and friends.

1. Graph 3

X Axis : Average income

Y Axis : Mode of payment and Age Group

Results: The results show that the COD was the most preferred method to shop online agmost different age groups

1. Graph 4

X Axis : Income

Y Axis: Gender and Age Group

Results : The people of the age 35 and above look forward to more of Reputation of the brand and Price. The customer service ranks in third for this age group.

1. Graph 5

X Axis : Frequency of Purchase

Y Axis: Age and Gender

Results : The frequency of purchase is more amongst the age group of 19-23 particularly Females

1. Graph 6

X axis: Average Income Level

Y axis: Gender

Results : The graph describes the clothing purchase from online or stores depending upon the age gender and income level. As the income level increase the shopping expenditure also increases. The 25 plus age group tends to shop more than the 19-23 age group due to higher earning potential.

2 WAY ANOVA ANALYSIS

Q1 :I think on-line buying is (or would be) a novel, fun way to shop

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tests of Between-Subjects Effects** | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |
| \*. The mean difference is significant at the .05 level. | | | | | | |

Q2:I like the help & friendliness I can get at local stores.

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tests of Between-Subjects Effects** | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |
| \*. The mean difference is significant at the .05 level. | | | | | | |

Q3 : Online buying

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tests of Between-Subjects Effects** | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827.  Q4 :I think on-line buying is (or would be) a novel, fun way to shop   |  |  |  |  | | --- | --- | --- | --- | |  | | | | | **Between-Subjects Factors** | | | | |  | | Value Label | N | | Gender | 1.00 | Female | 51 | | 2.00 | Male | 49 | | Age | 1.00 | 19-23 | 49 | | 2.00 | 24-29 | 14 | | 3.00 | 30-35 | 9 | | 4.00 | 35+ | 28 |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Descriptive Statistics** | | | | | | Dependent Variable: Answers | | | | | | Gender | Age | Mean | Std. Deviation | N | | Female | 19-23 | 1.4800 | .91833 | 25 | | 24-29 | 1.4444 | .72648 | 9 | | 30-35 | 3.4000 | .89443 | 5 | | 35+ | 3.6667 | .77850 | 12 | | Total | 2.1765 | 1.30699 | 51 | | Male | 19-23 | 1.5833 | .77553 | 24 | | 24-29 | 1.6000 | .89443 | 5 | | 30-35 | 2.2500 | .50000 | 4 | | 35+ | 2.5625 | 1.26326 | 16 | | Total | 1.9592 | 1.04002 | 49 | | Total | 19-23 | 1.5306 | .84415 | 49 | | 24-29 | 1.5000 | .75955 | 14 | | 30-35 | 2.8889 | .92796 | 9 | | 35+ | 3.0357 | 1.20130 | 28 | | Total | 2.0700 | 1.18283 | 100 | |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Tests of Between-Subjects Effects** | | | | | | | Dependent Variable: Answers | | | | | | | Source | Type III Sum of Squares | df | Mean Square | F | Sig. | | Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 | | Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 | | Gender | 4.027 | 1 | 4.027 | 4.872 | .030 | | Age | 53.009 | 3 | 17.670 | 21.376 | .000 | | Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 | | Error | 76.050 | 92 | .827 |  |  | | Total | 567.000 | 100 |  |  |  | | Corrected Total | 138.510 | 99 |  |  |  | | a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Multiple Comparisons** | | | | | | | | Dependent Variable: Answers  Tukey HSD | | | | | | | | (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | | | Lower Bound | Upper Bound | | 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 | | 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 | | 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 | | 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 | | 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 | | 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 | | 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 | | 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 | | 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 | | 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 | | 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 | | 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 | | Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | | | \*. The mean difference is significant at the .05 level. | | | | | | | | | | | | | |
| \*. The mean difference is significant at the .05 level.  Q4 :I think on-line buying is (or would be) a novel, fun way to shop   |  |  |  |  | | --- | --- | --- | --- | |  | | | | | **Between-Subjects Factors** | | | | |  | | Value Label | N | | Gender | 1.00 | Female | 51 | | 2.00 | Male | 49 | | Age | 1.00 | 19-23 | 49 | | 2.00 | 24-29 | 14 | | 3.00 | 30-35 | 9 | | 4.00 | 35+ | 28 |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Descriptive Statistics** | | | | | | Dependent Variable: Answers | | | | | | Gender | Age | Mean | Std. Deviation | N | | Female | 19-23 | 1.4800 | .91833 | 25 | | 24-29 | 1.4444 | .72648 | 9 | | 30-35 | 3.4000 | .89443 | 5 | | 35+ | 3.6667 | .77850 | 12 | | Total | 2.1765 | 1.30699 | 51 | | Male | 19-23 | 1.5833 | .77553 | 24 | | 24-29 | 1.6000 | .89443 | 5 | | 30-35 | 2.2500 | .50000 | 4 | | 35+ | 2.5625 | 1.26326 | 16 | | Total | 1.9592 | 1.04002 | 49 | | Total | 19-23 | 1.5306 | .84415 | 49 | | 24-29 | 1.5000 | .75955 | 14 | | 30-35 | 2.8889 | .92796 | 9 | | 35+ | 3.0357 | 1.20130 | 28 | | Total | 2.0700 | 1.18283 | 100 |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Tests of Between-Subjects Effects** | | | | | | | Dependent Variable: Answers | | | | | | | Source | Type III Sum of Squares | df | Mean Square | F | Sig. | | Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 | | Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 | | Gender | 4.027 | 1 | 4.027 | 4.872 | .030 | | Age | 53.009 | 3 | 17.670 | 21.376 | .000 | | Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 | | Error | 76.050 | 92 | .827 |  |  | | Total | 567.000 | 100 |  |  |  | | Corrected Total | 138.510 | 99 |  |  |  | | a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Multiple Comparisons** | | | | | | | | Dependent Variable: Answers  Tukey HSD | | | | | | | | (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | | | Lower Bound | Upper Bound | | 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 | | 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 | | 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 | | 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 | | 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 | | 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 | | 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 | | 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 | | 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 | | 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 | | 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 | | 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 | | Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | | | \*. The mean difference is significant at the .05 level. | | | | | | | | | | | | | |

Q5 :I think on-line buying is (or would be) a novel, fun way to shop

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |
| \*. The mean difference is significant at the .05 level. | | | | | | |

Q6 :I think on-line buying is (or would be) a novel, fun way to shop

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |
| \*. The mean difference is significant at the .05 level. | | | | | | |

Q7 :I think on-line buying is (or would be) a novel, fun way to shop

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tests of Between-Subjects Effects** | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |
| \*. The mean difference is significant at the .05 level. | | | | | | |

Q8 :I think on-line buying is (or would be) a novel, fun way to shop

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **Between-Subjects Factors** | | | |
|  | | Value Label | N |
| Gender | 1.00 | Female | 51 |
| 2.00 | Male | 49 |
| Age | 1.00 | 19-23 | 49 |
| 2.00 | 24-29 | 14 |
| 3.00 | 30-35 | 9 |
| 4.00 | 35+ | 28 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | |
| Dependent Variable: Answers | | | | |
| Gender | Age | Mean | Std. Deviation | N |
| Female | 19-23 | 1.4800 | .91833 | 25 |
| 24-29 | 1.4444 | .72648 | 9 |
| 30-35 | 3.4000 | .89443 | 5 |
| 35+ | 3.6667 | .77850 | 12 |
| Total | 2.1765 | 1.30699 | 51 |
| Male | 19-23 | 1.5833 | .77553 | 24 |
| 24-29 | 1.6000 | .89443 | 5 |
| 30-35 | 2.2500 | .50000 | 4 |
| 35+ | 2.5625 | 1.26326 | 16 |
| Total | 1.9592 | 1.04002 | 49 |
| Total | 19-23 | 1.5306 | .84415 | 49 |
| 24-29 | 1.5000 | .75955 | 14 |
| 30-35 | 2.8889 | .92796 | 9 |
| 35+ | 3.0357 | 1.20130 | 28 |
| Total | 2.0700 | 1.18283 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tests of Between-Subjects Effects** | | | | | |
| Dependent Variable: Answers | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
| Corrected Model | 62.460a | 7 | 8.923 | 10.794 | .000 |
| Intercept | 327.257 | 1 | 327.257 | 395.895 | .000 |
| Gender | 4.027 | 1 | 4.027 | 4.872 | .030 |
| Age | 53.009 | 3 | 17.670 | 21.376 | .000 |
| Gender \* Age | 8.658 | 3 | 2.886 | 3.491 | .019 |
| Error | 76.050 | 92 | .827 |  |  |
| Total | 567.000 | 100 |  |  |  |
| Corrected Total | 138.510 | 99 |  |  |  |
| a. R Squared = .451 (Adjusted R Squared = .409) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple Comparisons** | | | | | | |
| Dependent Variable: Answers  Tukey HSD | | | | | | |
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| Lower Bound | Upper Bound |
| 19-23 | 24-29 | .0306 | .27553 | 1.000 | -.6903 | .7516 |
| 30-35 | -1.3583\* | .32972 | .000 | -2.2210 | -.4955 |
| 35+ | -1.5051\* | .21539 | .000 | -2.0687 | -.9415 |
| 24-29 | 19-23 | -.0306 | .27553 | 1.000 | -.7516 | .6903 |
| 30-35 | -1.3889\* | .38845 | .003 | -2.4053 | -.3725 |
| 35+ | -1.5357\* | .29760 | .000 | -2.3144 | -.7570 |
| 30-35 | 19-23 | 1.3583\* | .32972 | .000 | .4955 | 2.2210 |
| 24-29 | 1.3889\* | .38845 | .003 | .3725 | 2.4053 |
| 35+ | -.1468 | .34838 | .975 | -1.0584 | .7648 |
| 35+ | 19-23 | 1.5051\* | .21539 | .000 | .9415 | 2.0687 |
| 24-29 | 1.5357\* | .29760 | .000 | .7570 | 2.3144 |
| 30-35 | .1468 | .34838 | .975 | -.7648 | 1.0584 |
| Based on observed means.  The error term is Mean Square(Error) = .827. | | | | | | |

**Conclusion/Recommandations**

1. Continue actions regarding fragmentation of consumer protection rules and other regulatory barriers.
2. Reduce costs and time for delivery and increase convenience and quality
3. Focus on developing e-commerce at national level to indirectly promote transactions by consumers and retailers;
4. Address other obstacles for cross-border e-commerce, including confidence in payment systems.
5. Promote faster and improved complaint handling and customer service
6. Create effective redress mechanisms for cross-border e-commerce.
7. Improve the quality of information that intermediaries such as price comparison websites provide to consumers.
8. Address the challenges of mobile e-commerce.

**Limitations Of The Study**

1. People can mark anything for the likert scale survey
2. The likert scale is not the correct way to analyze the consumer behaviour of the different age groups
3. Surveyed people might choose other answers rather than the intended one

.

CHAPTER-5

BIBLIOGRAPHY/REFERENCES

**References**

*1*)<https://statistics.laerd.com/spss-tutorials/two-way-anova-using-spss-statistics-2.php>

2)<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CDMQFjAA&url=https%3A%2F%2Fstatistics.laerd.com%2Fspss-tutorials%2Fmultiple-regression-using-spss-statistics.php&ei=E1CgUdzqHYrIrQfazYHwAg&usg=AFQjCNEu11aiZp3g1Dvh_88D2ggPMZOsYg&sig2=1fSspVJMqxtmYhNGDoCqLw&bvm=bv.47008514,d.bmk>

3) Naresh Malhotra : Descriptive SPSS

4)

[https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php](https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php 5)

[5](https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php 5)) <http://www.slideshare.net/profatish/extracting-factors-to-investigate-consumer-attitudes-using-spss>

6)C.R Kothari :Market Research

CHAPTER-6

APPENDIX

**Actual Questionnaire**

**Online Clothing Purchases**

1. What is your age? (Required)

|  |
| --- |
|  |
| 19-23 |
| 24-29 |
| 30-35 |
| 35+ |

2. What is your gender? (Required)

|  |
| --- |
| Male |
| female |

3. Where do you purchase clothing? (check all that apply)

|  |
| --- |
| In a store |
| catalogue |
| Webstore |
| Online auction (such as ebay) |

4. If you do not purchase clothing online, would you in the future?

|  |
| --- |
| Yes, if yes please continue with survey with future purchases in mind. |
| No, if no please skip to question 12 |

5. How do you find out about online stores? (check all that apply)

|  |
| --- |
| Friends/Family members |
| Newspapers |
| Magazines |
| Advertising/links on other sites |
| Message boards/communities |
| please specify 1 message board/community and 1 search engine you use most often |
| Search Engines |

Other: 

6. What do you look for in an online store? (check all that apply)

|  |
| --- |
| Price |
| Shipping rates |
| Location |
| Return Policy |
| Reputation |
| Quality |
| Selection |
| Customer Service |

8. How often do you purchase clothing online?

|  |
| --- |
| Less then once a month |
| once a month |
| 2-3 times a month |
| 4+ times a month |

9. What do you look for in shipping? (check all that apply)

|  |
| --- |
| Price |
| Delivery time |
| Insurance |

11. How do you prefer to pay for online orders?

|  |
| --- |
| Secure shopping cart on site |
| Paypal |
| Money Order |
| Credit Card |
| Cheque |

12. Which Website do you use often for shopping apparels?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  |  | | --- | --- | | |  | | --- | | 13.Below are some statements of peoples attitudes toward the Internet. Please check the one box that best indicates how well the statement describes you personally.  **How well does the statement describe you?** | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Just like me | Quite a lot like me | Somewhat like me | Not much like me | Not at all like me | | I think on-line buying is (or would be) a novel, fun way to shop. |  |  |  |  |  | |  | | | | |  | | I like the help & friendliness I can get at local stores. |  |  |  |  |  | |  | | | | |  | | For me, shopping in stores is a hassle. |  |  |  |  |  | |  | | | | |  | | I think Internet shopping would avoid the hassle of local shopping. |  |  |  |  |  | |  | | | | |  | | Local stores have better prices & promotions than Internet stores. |  |  |  |  |  | |  | | | | |  | | I’d have a hard time searching the Internet to find what I need. |  |  |  |  |  | |  | | | | |  | | I don’t think Internet stores carry things I want. |  |  |  |  |  | |  | | | | |  | | I disklike the delivery problems & backorders of Internet buying. |  |  |  |  |  | |  | | | | |  | | I find the Internet ordering process is hard to understand & use. |  |  |  |  |  | | |

|  |  |
| --- | --- |
| |  | | --- | | **14. How well does the statement describe you?** | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Just like me | Quite a lot like me | Somewhat like me | Not much like me | Not at all like me | | I don't want to give out my credit card number to a computer. |  |  |  |  |  | |  | | | | |  | | I think Internet shopping offers better quality than local stores. |  |  |  |  |  | |  | | | | |  | | I don't know much about using the Internet. |  |  |  |  |  | |  | | | | |  | | I often go to the Internet to preview products. |  |  |  |  |  | |  | | | | |  | | I would like not having to leave home when shopping. |  |  |  |  |  | |  | | | | |  | | I like it that no car is necessary when shopping on the Internet. |  |  |  |  |  | |  | | | | |  | | I often go to the Internet for product reviews or recommendations. |  |  |  |  |  | |  | | | | |  | | I like having products delivered to me at home. |  |  |  |  |  | |  | | | | |  | | I want to see things in person before I buy. |  |  |  |  |  | |

|  |  |
| --- | --- |
| |  | | --- | | **How well does the statement describe you?** | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Just like me | Quite a lot like me | Somewhat like me | Not much like me | Not at all like me | | I want my purchases to be absolutely private. |  |  |  |  |  | |  | | | | |  | | Buying things on the Internet scares me. |  |  |  |  |  | |  | | | | |  | | I often return items I have purchased. |  |  |  |  |  | |  | | | | |  | | It would be a real hassle to return merchandise bought on-line. |  |  |  |  |  | |  | | | | |  | | I think the Internet offers lower prices than local stores. |  |  |  |  |  | |  | | | | |  | | Its hard to judge the quality of merchandise on the Internet. |  |  |  |  |  | |  | | | | |  | | I like the energy & fun of shopping at local retail stores. |  |  |  |  |  | |  | | | | |  | | I enjoy buying things on the Internet. |  |  |  |  |  | |  | | | | |  | | I like browsing on the Internet. |  |  |  |  |  | |  | | | | |  | | I like to go shopping with my friends. |  |  |  |  |  | |  | | | | |  | | I just dont trust Internet retailers. |  |  |  |  |  | |

15. How much you earn monthly?

1. 10,000-50,000
2. 50,000-1,00,000
3. More than 1,00,000