

Interpretation:

Highest ranked parameter under each rank is – Rank 1: Store nearby, Rank 2: Huge merchandize,, Rank 3 Brand Image, Rank 4: Discounts and offers, Rank 5: Faster Billing, Rank 6: Trained Employees Rank 7: Pleasant Interiors, Rank 8: Overall Shopping Experience and Rank 9: Parking Facility.

Conclusions

1. It indicates that most of them will buy as and when required and once in a month.
2. It indicates that most of the respondents are females from the study area are making their grocery purchases from retail stores.
3. Test of Hypothesis has been conducted and the results of the analysis have been found that there is no significant impact of Average income of respondent on purchase frequency

References

1. Sina, E-commerce outsourcing blog. Eight years ago, the online shopping market is no rule at all, buyers and sellers full of distrust.
2. Lin Li and Ding Hongfu, (2010). Analysis of affecting factors on consumer Purchase Intention in the network environment. Journal of China bussines & trade, Vol. 2, p 14-15