

CHAPTER 5

CONCLUSION, SUGGESTIONS AND RECOMMENDATIONS

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5.0 Introduction

This study titled “A Study on Perception of Women Towards E-Commerce in Rajkot District (Gujarat)” explores how internet and technological advancements have impacted women's behavior and mindset towards online shopping. In today’s fast-paced digital era, businesses cannot rely solely on offline platforms for survival or growth. Women, with growing access to the internet, now find it easier to engage in online purchasing or even initiate their own e-commerce ventures.

The internet acts as a bridge connecting global markets, making business opportunities more inclusive.

In this digital competition age, having an online presence is crucial not only for expansion but also for sustainability. Through digital platforms, businesses are able to perform multiple activities such as marketing, interaction, advertising, registration, feedback collection, and customer support, among others. This evolution has made services like online payment, order booking, and grievance redressal standard business functions. Though online shopping was once limited to developed nations, its reach has now extended widely to developing countries, fueled by globalization and increased internet accessibility.

5.1 Findings

Findings from Chapter 1:

E-commerce, initially meant for physical goods, has evolved to encompass services and models like B2C, B2B, and C2C. With rapid internet expansion in India, especially through smartphones and mobile apps, online shopping has gained momentum. Women find e-commerce convenient due to flexible hours, product variety, and safe shopping from home. For working women or homemakers, e-commerce provides unique advantages such as return policies, secure payments, and access to global markets. Despite the rise, concerns about digital fraud, lack of technical knowledge, and payment trust remain barriers for some.

Findings from Chapter 2:

E-commerce is a modern, flexible buying-selling medium made possible through websites and mobile apps. In countries like India, large enterprises are well-equipped for digital adoption while smaller ones face budgetary constraints. Women’s e-shopping behavior is influenced by age, income, and perceived ease of use. Women prioritize aspects like secure payment gateways, product range, after-sale support, and platform trustworthiness. Although

cultural differences affect the willingness to share personal data online, awareness programs and increased digital literacy are improving their confidence in online spaces.

Findings from Chapter 3:

The research design and methodology adopted to explore the perception of women towards e-commerce in Rajkot district, Gujarat. The need for this study arises from the fact that although digital transformation is rapidly progressing across India, there remains a disparity in e-commerce adoption, especially in regional areas like Rajkot. Understanding women's attitudes towards online platforms is crucial, given their increasing role as both consumers and entrepreneurs in the digital economy.

The research problem was framed with the assumption that despite the growth of e-commerce, women in regional areas may still hesitate to use online platforms for certain services such as healthcare, legal advice, and real estate. Therefore, this study aims to identify current trends, key challenges, user expectations, and satisfaction levels related to women's e-commerce usage in the region. The geographical scope of this research is limited to the area of Rajkot district.

The primary objectives of this study include:

- The primary objective is to explore e-commerce usage by the women.
- To recognize the key variables that will enhance the usage of e-commerce.
- To know the attraction of women towards e-commerce usage as a Status and new trends.
- To know the reasons that influence the use of e-commerce.
- To find the various problems encountered by the women while using e-commerce.
- To study the opportunities for marketing and promotion of e-commerce portals.
- To explore different schemes for women empowerment under digital empowerment for India.

Based on these objectives, null hypotheses were formulated and tested accordingly.

Findings from Chapter 4:

This chapter presents a detailed analysis of primary data collected from 1,270 valid female respondents out of 1,326, achieving a 95.78% response rate.

The analysis is split into two parts:

- Part I: Factor analysis identified six core factors from 60 survey items using SPSS-16.

These include Convenience, Post-sales Services, Online Assistance, Reliability & Communication, Security & Privacy, and User-Friendliness.

- Part II: Hypotheses were tested using Chi-Square, t-test, and ANOVA. Descriptive and graphical analyses (pie charts) further supported the results.

Cronbach's Alpha confirmed the reliability of the data.

The questionnaire included:

- Section I: Demographics.
- Section II: Multiple-choice preferences regarding online shopping habits.
- Section III: Likert-scale based questions to assess perception.

5.2 Suggestions & Recommendations

Technology is growing very fast, and almost every country is connected and adopted it. With increasing literacy, a booming mobile and telecom industry, and tough competition, businesses are being pushed to move online. However, shifting to an online platform is not simple. Businesses face several challenges while going digital. Based on the findings from ANOVA, t-tests, and Chi-square tests in this study, the following recommendations can help both businesses and customers make better use of online platforms:

- Convenience is Key

Convenience is one of the most important factors for online shopping. According to the study, many women believe that online shopping saves time and gives them the freedom to shop anytime and from anywhere. They also feel that online platforms offer a wide range of trendy products. Therefore, businesses should continue offering these benefits and regularly update their platforms based on customer feedback.

- Understand and Manage Risks

Businesses should study different types of risks that customers worry about, such as product-related risk, payment risk, delivery problems, and overall trust issues. These risks affect customer perception, as seen in the statistical tests. Companies, the government, and other stakeholders should work together to reduce these risks and create a safe and supportive online environment.

- Make Portals Accessible for All

The results showed that some customers, especially those with less education or from

older age groups, face difficulties using online portals. Many sites are only available in English, which can be a barrier, especially for rural Indian users. Big online platforms like Amazon and Flipkart should offer multi-language options and simpler interfaces to attract this segment.

- **Improve User Experience**

Online websites should be made more user-friendly and simpler to navigate.

Customers should be able to find what they need easily and trust the information shown on the website. This helps build customer confidence and trust in online shopping.

- **Ensure Strong Privacy and Security**

Many people hesitate to shop online due to fear of fraud and misuse of personal details. Customers must enter sensitive data like card numbers, CVV, and personal information. To overcome this issue, online platforms must have strong data protection and secure payment systems to make customers feel safe.

- **Educating Customers About Online Safety**

Online platforms should help educate users about using the right antivirus software and safe online practices to avoid fraud and cyber-attacks. This will help users stay protected and shop confidently.

- **Provide Accurate and Updated Information**

Websites should display clear, up-to-date, and correct product information. This helps customers make informed decisions and prevents confusion or disappointment. It also reduces the chances of customers switching to other platforms.

- **Easy Return and Exchange Policies**

Some platforms do not offer return or exchange options. These should be introduced where they are missing, and where already available, businesses should pay attention to why customers return products. This helps improve future product offerings and service quality.

- **Customer Support Should Be Helpful and Respectful**

If a customer needs to return or exchange a product, the company's representative should assist politely and provide the best possible solution. Good customer service builds strong and lasting relationships.

- **Clear conditions and terms**

All websites should clearly display different conditions and terms for each service or product. This helps customers understand what to expect before making a purchase.

- **Raise and Maintain Standards**

Future research can focus on evaluating how raising and maintaining service standards in e-commerce influences customer satisfaction, trust, and long-term loyalty among different demographic groups.

- **Online shopping is becoming more popular in India. Therefore, it's important that online businesses regularly improve their services. The factors highlighted in the study—Convenience, Post-Sales Services, Online Assistance, Reliability & Communication, Security & Privacy, and User-Friendliness—should always be a top priority. Focusing on these can help businesses grow quickly and remain competitive in the fast-changing market.**

5.3 Effects of the Study

This study holds valuable insights for marketers, service providers, and policymakers to better understand women's preferences, barriers, and motivators in online shopping, particularly in the Rajkot region.

Based on the findings of the study, several key implications can be drawn for enhancing e-commerce practices, particularly within the Rajkot region:

1. **Recognition of E-Commerce Factors:** The study identified six critical factors influencing e-commerce adoption in the Rajkot region. These insights are relevant not only for major online platforms like Amazon, Flipkart, and Snapdeal but also for local businesses. Both national and regional retailers should incorporate these factors into their strategic planning to better cater to the needs of local consumers.
2. **Risk Management:** Risks associated with online shopping—such as financial, infrastructure, security, and privacy risks—must be proactively addressed. Ensuring robust and reliable systems to mitigate these risks is essential for building consumer

trust.

3. **Logistics and Delivery:** The efficiency of the delivery system remains a major concern for customers. Retailers and intermediaries must ensure prompt collection and delivery of products from listed sellers to end-users to enhance service reliability and customer satisfaction.
4. **Digital Engagement and Communication:** Retail managers should actively engage with potential and existing customers via digital platforms and social media. Providing information on product offerings, online promotions, and exclusive discounts can encourage hesitant consumers to begin shopping online, particularly in regions where trust in e-commerce is still developing.
5. **Customer Awareness and Education:** Efforts must be made to increase customer awareness about the benefits of e-commerce. Regular communication through emails, text messages, and social media campaigns can help bridge the knowledge gap and encourage adoption.
6. **Website Design and Usability:** Retailers should invest in designing user-friendly and visually appealing websites. Easy navigation, clear product information, and efficient search functionality can significantly enhance the customer experience and encourage longer website visits and purchases.
7. **Customer Service and Grievance Redressal:** Retailers must prioritize prompt and genuine resolution of customer complaints. Establishing a dedicated grievance redressal team or department can greatly improve customer satisfaction and trust in the platform.
8. **Simplified Purchase Process:** The online shopping process should be intuitive and supported by detailed product descriptions, visuals, and step-by-step guidance. In addition, live support or assistance should be readily available to help customers who may need guidance during their purchase journey.
9. **Data Security and Privacy:** Safeguarding customer information is paramount. Retailers should implement advanced security mechanisms to assure customers that their data will be kept confidential, thereby strengthening consumer confidence in online transactions.
10. **Word-of-Mouth Promotion:** While digital marketing tools are important, word-of-mouth remains a powerful driver in e-commerce. Satisfied customers should be encouraged to share their positive experiences, which can enhance brand credibility and attract new users.

11. **Government Authorization and Transparency:** Retailers should obtain official authorization or certification from government agencies and clearly communicate this to customers. This not only legitimizes the business but also reassures consumers about the authenticity and accountability of the seller.

5.4 Limitations of the Study

Limitations of the Study

- **Limited to Selected Areas**
The study was conducted in specific areas, so the findings may not fully represent the views of people from other parts of the state or country.
- **Sample Size Constraint**
The number of respondents was limited. A larger sample could have provided more accurate and diverse results.
- **Focused on Women Only**
This study focused only on women's perception towards e-commerce. Including male respondents could have given a broader understanding.
- **Limited Time Frame**
The research was done within a specific time. Changes in technology, customer behavior, or market trends after that period are not reflected.
- **Self-Reported Data**
The responses were collected through questionnaires, which rely on the honesty and understanding of the participants. There may be chances of biased or incorrect answers.
- **Generalization Issue**
Because the study is based on specific factors and a specific group, the findings cannot be generalized for all customer groups or regions.
- **Scope of Statistical Tools**
Only a few statistical tools like t-test, ANOVA, and Chi-square were used. Including more advanced methods could have offered deeper insights.

5.5 Scope for Future Research

This study opens the door to many new research opportunities in the field of e-commerce and customer perception, especially among women. Based on the findings using **t-tests, ANOVA,**

and **Chi-square tests**, future studies can focus on the following areas:

- **Gender and Location-Based Studies**
Future researchers can compare how men and women, or rural and urban customers, view e-commerce differently.
- **Explore More Factors**
New variables like social media influence, product reviews, or mobile app usage can be added to understand customer behavior better.
- **Study Other Regions**
Research can be expanded to other cities and states in India to understand how location affects online shopping habits.
- **Cultural and Community Focus**
Studies based on cultural background, age group, or education level can help companies serve different groups more effectively.
- **International Comparisons**
Comparing Indian customers with those in other countries can give global insights and help improve local e-commerce practices.
- **Use of Business Models**
Researchers can explore how different business strategies and models affect customer satisfaction and trust.
- **Apply More Statistical Tools**
Combining tools like t-tests, ANOVA, and Chi-square in future research can give deeper and more accurate findings.

5.6 Conclusion

This research aimed to deeply analyze women's perceptions of e-commerce in Rajkot. Findings highlight how technological advances, internet access, and supportive platforms have made online shopping a growing and favorable trend among women. However, challenges like digital literacy, platform trust, and security concerns still need attention.

By focusing exclusively on female perspectives in a specific geographic area, the study fills an important research gap. It provides actionable insights for businesses to cater to women consumers more effectively. With continued digital adoption and user education, the future of women in e-commerce appears promising and empowering.