



BUYING BEHAVIOUR OF WOMEN TOWARDS ONLINE SHOPPING IN THANJAVUR DISTRICT –A STUDY

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ABSTRACT

E-Commerce is the buzzword of the 21st century business world. The web plays a vital role in shopping. Every businessman knows that the internet is a modern effective tool for business transactions. Online shopping is the act of purchasing products or services over the web. Women as consumers also take part in buying the goods online. Now-a-days women are dominating the market by making their presence in every purchase decision. Hence an attempt is made to analyse the online buying behaviour of women and the factors which influences her to buy in this digital world. The researcher collected data from 130 respondents of Thanjavur district. The data were collected using convenience sample technique. The researcher used mean and chi square test to evaluate the data. The statistical data is evaluated using IBM SPSS software. The research result will assist the marketers to understand the women buying behavior towards online shopping and implement appropriate strategy to influence women consumers.

Key words: Buying Behavior, Women, Online Shopping.

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1. INTRODUCTION

In this current era, Internet has changed the traditional way of customers shopping and buying goods and services. The digital explosion has opened the doors to a new electronic world. Consumers are using the Internet for various purposes such as research, communication, online banking, and even shopping (Gopinath, 2019d). With such advantages, the Internet is rapidly

becoming the main method of communication and of conducting business conveniently. Each and every household is turning towards the Internet to shop, invest, make payments, and do online banking. The need of the hour is new technological advancements to make these transactions secure. Nowadays the style of shopping of women has changed rapidly and their purchasing behaviour is largely dependent on digital instruments and gazettes. Eventhough the decision of women depends on others still to some extent (Gopinath & Chitra, 2020). This paper revolves around the buying behaviour of women and the factors which influences her to buy in this digital world. Thus, in the 21st century the market research of consumer behavior was the major subject. Mokrysz, 2016, mentioned that consumer behavior research would focus towards different brands, offers, seller sand business strategy.

2. REVIEW OF LITERATURE

Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Dr.M.Subrahmanian (2011) examine in his study “buying behavior of the new aged Indian women” in the city of Chennai with respect to the age, marital status, occupation, professional status factors, etc. to identify the decision maker and the influencer for the purchase made by the women

Zuroni Md Jusoh and Goh Hai Ling (2012) analyzed the factors influencing the consumer’s attitude towards ecommerce purchases through online shopping. The study revealed that e-commerce experience, product perception and customer service had significant relationship with the consumer’s attitude towards e-commerce purchase. The study concluded that consumer risk in online shopping does not had significant relationship over the e-commerce purchases through online shopping.

K.Vaitheesewaran (2013) examined the convenience of online shopping “With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model.

Gopinath & Irmargaret (2019) investigated the reasons for brand preference on consumer durables. The reason is varying according to gender. Male customers looking for affordability and quality, whereas female concentrates on the appeal of the product and additional features mainly.

3. OBJECTIVES

- To Investigate the factors influencing women consumer preference towards online shopping.
- To Identify the buying behavior of a women consumer.

4. RESEARCH DESIGN

The research contains both quantitative and qualitative methods. The research is descriptive study and the research includes both primary and secondary data.

Sample Size

The population of the study is undefined, so Convenience sampling method has been adopted under the non-probability sampling technique and about 130 sample respondents have been

selected for the study. The purposive sampling technique was followed by the researcher throughout the study. The samples were gathered from women consumers in Thanjavur town.

Techniques of Analysis

Analysis has been done through various statistical tools to understand the outcomes with reference to the objectives and hypothesis. The data process was carried out using SPSS software, Version 20. The analysis techniques were

- Descriptive analysis (Tabulation, Percentage, Charts, mean and ranks)
- Chi Square test
- Karl Pearson's Correlation

Measurement

The primary data were collected through the well-defined questionnaire. The questionnaire detached into two parts. First part contains demographic questions and second part contains triggering factors of women consumer behavior. The second part of the questions framed in five-point Likert scale. The Likert scale ranging are 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree.

Data Collection Procedure

The primary data collected from 130 women consumers using online shopping at Thanjavur district. The questionnaire framed with the help of Google form and distributed through Whatsapp and mail to the respondents.

5. DATA ANALYSIS AND INTERPRETATION

Table 1 The Demographic Profile of the Respondents

Demographics	Variables	Frequency (N=130)	Percentage
Age	Below 20 Years	15	12
	21-30 Years	76	58
	31-40 Years	25	19
	41-50years	12	9
	Above 50 Years	02	2
Occupation	Student	80	62
	House Wife	20	15
	Working Women	25	19
	Others	05	4
Annual Family Income	Below -2lakhs	57	43.8
	Rs 2lakhs- 4lakhs	42	32.3
	Rs 4 Lakhs –Rs 6 Lakhs	12	9.3
	Above Rs 6 Lakhs	19	14.6
Place of Residence	Urban	53	40.8
	Semi-Urban	40	30.8
	Rural	37	28.4

Source: primary data

The demographic profile of the respondents has been initially analyzed. It can be observed that of the 130 women respondents. with respect to age 58% respondents are 21-30 years old and 19% of the were in the age of 31-40. 62% of the respondents represent the student category

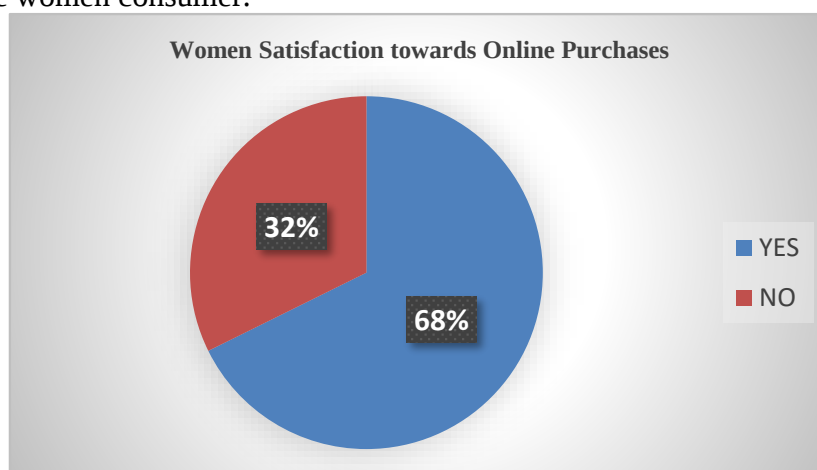
19% are working women either in public or private sector, Annual family income of majority of the women represent 43.8% which is below Rs 2 lakhs, 32.3% of the respondents have an annual family income of Rs 2 lakhs - 4 lakhs. 40.8% of the respondents live in urban areas, 30.8% live in semi-urban and 28.4% live in rural areas (Usharani & Gopinath, 2020a)

Table 2 Online Shopping Apps used by the Respondents

Apps	Frequency	Percentage
Amazon	37	28.46
Flipkart	20	15.38
Myntra	13	10
E Bay	10	7.69
Others	50	38.46
Total	130	100

Source: primary data

The above Table -2 indicates that 38.6% of the respondents mention that they were using other Apps viz., Limeroad, Zara, Ajo, Nykaa, Max, Cilory, Paytm, ITCTC, Mirraw, Everstylish and snapdeal. Majority 28.46% are using Amazon and 15.38% are using Flipkart (Usharani & Gopinath, 2020b). The result clearly shows that a variety of online shopping Apps are used by the women consumer.



Source: primary data

Figure 1 Satisfaction towards online purchases.

The above figure indicates that majority of the respondents (68%) mention that they were satisfied by purchasing using online shopping.

Table 3 Influencing Factors towards online shopping.

Factors	Mean Rank	Rank
Delivery	5.17	5
Price	4.74	3
Time saving	3.84	1
Quality/ Brand	4.87	4
Convenience	4.37	2
Advertisement	7.30	9
Discount /offers	5.49	6
Social status	6.95	8
Family and friend's recommendation	6.23	7

Source: primary data

The above Table-:3 indicates the various triggering factors of purchasing towards online shopping using 5-point Likert's scale, the responses were ranked as per importance using Freidman rank test. The most important triggering factors of purchasing through online stores are 'time saving' followed by 'Convenience', 'brand', 'price', 'Delivery', 'Discount /offers' in the order of influence. The least influencing factors are 'advertisement' 'social status' and 'family/friends' recommendation (Unnamalai & Gopinath, 2020). Further, the study also found the relationship between Annual income and frequency of purchasing in online shopping.

5.1. Hypothesis Statement of CHI Square (X^2) Test

H0: There is no significance relationship between Annual income and frequency of purchasing in online stores

H1: There is a significance relationship between Annual income and frequency of purchasing in online stores.

Table 4 Cross tabulation between Annual income of respondents and Frequency of frequency of purchasing in online shopping.

Tabulation of observed values

Annual Income/frequency purchasing	Less than 6 months	6-12months	1-3years	More than 3 years	total
Below 2 lakhs	2	4	21	30	57
Rs 2lakhs-4lakhs	5	6	15	16	42
Rs 4lakhs-6lakhs	1	4	4	3	12
Above6lakhs	4	5	2	8	19
total	12	19	42	57	130

Source: primary data

Table 5 Tabulation of expected values

Annual Income/frequency purchasing	Less than 6 months	6-12month s	1-3years	More than 3 years
Below 2 lakhs	5.26	8.3	18.41	24.99
Rs 2lakhs-4lakhs	3.87	6.13	13.56	18.41
Rs 4lakhs-6lakhs	1.10	1.75	3.87	5.26
Above6lakhs	1.75	2.77	6.13	8.33

Source: primary data

Table 6 Chi square X^2

O	E	(O-E) ²	(O-E) ² /E
2	5.26	10.62	2.01
4	8.3	18.49	2.22
21	18.41	5.24	0.28
30	24.99	25.10	1.00
5	3.87	1.27	0.32
6	6.13	0.01	0.00
15	13.56	2.07	0.15
16	18.41	5.80	0.31
1	1.10	0.01	0.00

4	1.75	5.06	2.89
4	3.87	0.02	0.00
3	5.26	5.10	0.96
4	1.75	5.06	2.89
5	2.77	4.97	1.79
2	6.13	17.05	2.78
8	8.33	0.10	0.01
		TOTAL	17.61

Source: primary data

Table 7 Chi-square test

Annual Income and Frequency of Purchasing Towards Online Shopping	Calculated vale	Df	Significance	Tabulated vale
Person chi-square	17.61	9	0.05	16.92

Source: primary data

The above table shows that the test hypothesis on the influence of annual income and frequency of purchasing towards online shopping data on both variables were crossed tabulated and chi-square test was calculated. The calculated value is (17.61), which is greater than the tabulated value (16.92) at 0.05%signifinance level (Karthick et al.,2020). Therefore, the annual income had a relationship with the frequency of purchasing in online stores. Consequently, from the above hypothesis statement of null hypothesis is rejected and alternative hypothesis is accepted (Gopinath, 2019a).

6. CONCLUSION

Online shopping is been trending between the women consumer. It is very challenging for the markets to know about the consumer needs for online selling because every woman has their own uniqueness and values that influence the women consumer buying decision (Gopinath, 2019c). Hence, an attempt has been made to analyse the online buying behaviour of women and the factors which influences her to buy in this digital world. The result of the study shows that women consumers' The most important triggering factors of purchasing through online stores are time saving followed by convenience, brand, price, Delivery, Discount /offers and the least influencing factors are advertisement, social status and family/friends recommendation (Gopinath, 2019b) The need of the hour is new technological advancements to make these transactions secure which is the major problem faced by online shoppers.

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