



## WOMEN CUSTOMERS ONLINE BUYING ATTITUDES

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### **Abstract**

*Purpose Online shopping in India is at a very nascent stage but is gradually gathering steam. Research on what factors affects the female buying behavior has typically been disjointed. The purpose of this study is to examine the different factors that influence the female shoppers' attitude towards online shopping. Design/methodology/approach After a thorough study of literature review, factors were identified that affected the online consumers buying behaviour. A questionnaire was developed for the study and a survey was conducted amongst the female consumers across Namakkal town, Taminadu. Factor analysis was done and a pattern was established between various variables. Findings The result shows that convenience to shop online came out to be the most important factor for the female shoppers to shop online while risk of doing transactions along with preference towards traditional shopping and reliability issues acted as the biggest impediment towards the growth of online shopping in Namakkal town, Taminadu.*

**Keyword: Online Shopping, Marketing, Marketing Strategic, Women Customer.**

### **Introduction**

Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to their stakeholders – the owners, the customers and the society, at large. They create a benefit that economists call utility which is the want-satisfying power of a good or service. There are four basic kinds of utility – form, time, place and ownership utility. Form utility is created when the firm converts raw materials and component inputs into finished goods and services. Although marketing provides important inputs that specify consumer preference, the organization's production function is responsible for the actual creation of form utility. Marketing function creates time, place and ownership utilities. Time and place utility occur when consumers find goods and services available when and where they want to purchase them. Online retailers with 24\*7 format emphasize time utility. Vending machines focus on providing place utility for people buying snacks and soft drinks. The transfer of title to goods or services at the time of purchase creates ownership utility.

### **Theoretical Framework**

This framework is most suitable to our investigation because the understanding of the determinants of women's attitude has both a direct and positive effect on women's intentions to actually use the Internet for shopping suggested, we integrated additional factors including 'control'. These factors are proposed to act as significant determinants for 'ease of use' introduced 'consumer traits' and 'situational influences' to the TAM framework, resulting in their attitudinal model of technology-based self-service. Although various researchers have modified the original TAM framework to suit their investigation, apart from 'ease of use', 'usefulness', and 'enjoyment', we integrated six factors for understanding women's intentions to shop online including 'consumer traits', 'situational factors', 'product characteristic', 'previous online shopping experience', 'trust in online shopping', and 'product attributes'.

### **Framework For Consumers' Intention To Shop Online**

Dellaert et al. (2004) have constructed the „framework for consumers“ intentions to shop online“. Dellaert et al (2004) developed this model based on TAM. This model was chosen to be included in the study because it is an extension of the original TAM and applied to the E-commerce context. Compared to the previous mentioned modified model, this one is more extended, as the authors of this model have added more factors to TAM than the previous mentioned one.

### **A Framework of Online Consumer Decision**

When consumers want to buy product, they will look at the brand and the characteristics of product or service. Some products can be purchased and shipped easily online such as, software, books. On the other hand, some products are hard to decide through online channel. Web site features, firm capabilities, marketing communication stimuli, and consumer skills are also important, in terms of the proposed framework.



### **Need For The Study**

1. In today's world, people don't have time to do tradition shopping. By using E-commerce web sites they can avail service 24\*7 according to their convenience by saving cost, time, period etc..,
2. This study mainly focuses on the awareness among the society about E-commerce websites.
3. There is also need to analysis of women's behaviour in online on the basis of age group of users, maximum number of products purchased.
4. To know the number of users in the online either women or men.
5. To know the method of payment, which is more i.e., like credit card, debit card, net banking, online payment, wallet, cash on delivery etc..,

### **Objectives of the Study**

The main objectives of this study were;

1. To explore individual characteristics of women online shoppers.
2. To assess whether these women characteristics induce a shopping online; and.
3. The main objective is just those who shop online more whether men or women.
4. Their main aim is diversity products portfolio into home appliances, electronics, etc.

We then construct a research framework and data collection. This is followed by data analysis and the discussion of the findings. Managerial implications and future research directions are suggested.

### **Scope of the Study**

Namakkal town as the main area for the research purpose:

1. The study is limited to Namakkal town only.
2. The sample size does not give clear representation of the total universe.
3. The study is going to tell about women's online purchasing behaviour with reference to the flipkart.com
4. The analysis is deeply going on Flipkart because considered for; it is number one site in the Namakkal town, Taminadu. It have royalty and brand.

### **Review of Literature**

Online purchasing behavior is the act in which consumers actually pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs (Shim et al., 2001). For apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk (Beck, 2001). However, due to convenience (Beau dry, 1999), good price (Beau dry, 1999), and product variety, consumers used Internet for product purchasing as well as information search. The present research intends to discover how innovativeness of the consumer is related to information search and purchasing behavior.

The shopper's perception will also vary depending on what kind of product they are looking to purchase. For instance, Klein (1998) said that products which require searching before purchase (such as books) will be different from products that are purchased through experiences (such as clothes). Zhou et al (2007) also stated that the online shoppers' perception will vary depending on the type of product because the risk factors are different for each (Liu & Forsythe, 2010).

Some consumers do not shop online because they perceive traditional shopping as being something and fun. It improves their mood and turns into a social activity which they can do with their friends (Liu et al., 2013). Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong et al., 2013). Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products. They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill et al., 2013). A recent research found that almost half of the respondents were spending a minimum of one hour every day on online retail websites. It was also found then men's fashion has led more men to participate in online shopping (Lachman & Brett, 2013). Overall, consumers are now freely accepting the concept of online shopping and this phenomenon is continuously growing.

### **Research Design & Methodology**

The research is based upon primary and secondary data both.

**Primary data:** The primary data was collected through a questionnaire designed exclusively for the study. The questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, education and family monthly income. In addition to this various questions related to the knowledge and experience about online shopping, reason for choosing online shopping, type of products purchased online, factors affecting consumer's behaviour while online shopping etc....

**Secondary data:** Secondary data was taken from research papers, Journals, magazines and websites.

**Sample size:** In this study, total 30 questionnaires were distributed among customers and out of them 150 respondents were participated fairly from the age group of 21 to 40. Participants, which included males and females were varying from student to professionals, highlight the diversity of the survey of Indore region. The sampling technique used for the study was simple random sampling.

#### Limitations of the Study

1. It was difficult to find respondents as they busy in their schedule and collection data was very difficult.
2. Therefore, the study has to be carried out based on the availability of respondents.
3. The sample size does not give clear representation of the total universe..
4. Some of respondents were not ready to fill the questionnaire and
5. Some of respondents were not ready to come out openly.

#### Data Analysis and Interpretation

**Table 4: Experience of Online Shopping**

particulars	No.of Respondents	% of respondents
Below 1year	15	10
1-2 years	75	50
3-4 years	37	24.70
Above 5 years	8	15.30
Total	150	100

shows that; Max. People have an experience of 1-2 years of online shopping (50%)

#### Reasons For Choosing Online Shopping

particulars	No.of Respondents	% of respondents
Wide Varity of products	9	6
Different types of payments	12	8
Lower prices	24	16
Easy buying products	90	60
More discounts	15	10
Total	150	100

This one shows that; mostly people felt that online shopping has easy buying procedures (60%)

#### **The Website Design Helps In Searching The Product Easily...**

<b>Particulars</b>	<b>No. of Respondents</b>	<b>% of Respondents</b>
Strongly agree	100	66.70
Agree	15	10
Neutral	15	10
Disagree	13	8.60
Strongly disagree	7	4.70
Total	42	100

This one is shows that; 66.7% majority of people agreed that the website design helps in searching the product easily.

#### **Findings**

##### **The findings that we gained in this study are as follows**

1. Starting from demography, the results of correlation results of age indicated that there is a quite strong correlation between age and attitude towards online shopping, i.e. elderly people are not so keen to shop online. This will help online retailers to make strategies according to different age brackets.
2. Correlation is also done on education to see the trend of online shoppers with different education levels, the result showed that which is very high positive correlation between education and attitudes towards online shopping and would indicate that higher education makes online shopping more attractive.
3. high percentage of sample of age group is 18-30 years.
4. Mostly people felt that online shopping has easy buying procedures (52.38%).
5. Most of the respondents feel that there is no risk in online shopping (71.44%).
6. 76.19% respondents agreed that while online shopping, it is easy to choose and compare with other products.
7. Maximum number of respondent suggests non online buyers to become online buyers (66.70%).

#### **Suggestions**

##### **More Awareness Towards Online Shopping**

We find through this study that the demo-graphical issues like age, education and income were agreed for online shopping but the rate is higher when the respondents are young, when the education is higher the respondents agreed for the same and the higher income group respondents strongly agree for the same. It means an awareness program for online shopping is very much necessary. The retail online shoppers should be planned for awareness towards online shopping through different ways.

##### **Varied Payment Options**

In order to attract more and more customers, online shoppers have to increase the payment options as there are only small section of people in Namakkal town, Taminadu who have credit cards so this also hampers some who are willing to shop online. More options like Cash-on-delivery, money transfer, cheques or demand drafts, Card payment, end-to-end payment should be made available to the customer who can adopt the best suited method.

##### **Highlight The Benefit of Shopping At Home**

Potential customers should be convinced of the benefits of shopping from home without having the pain of going out in the crowded placed.

##### **Make The Prices More Competitive**

The price offered for online shopping should be made more competitive as compared to the prices of the goods available in the local shops then only the customers will feel motivated to buy online.

#### **Conclusion**

The thesis determined computer experience and age of women to have an impact on whether they make online purchases or not. The largest obstacle for online shopping was payment discomfort and the largest benefit of shopping online was the



convenience factor. Several factors that could increase the probability for women of making online purchases was discovered, and specific recommendations for marketers which target women in this group were developed. Furthermore, one of the models concerning consumers intention to make purchases in an online environment was modified to focus the intentions of women to shop online.

The online purchasing behavior of middle-aged women is an interesting area for research since it is a large demographic group, with a large purchasing power and is a group which increases their amount of Internet purchases every year. Further research could consider a different industry for the research or a wider age group. The research could entail a nationwide quantitative study with an aim of yielding extensive information about the habits and attitudes women have concerning shopping on the Internet. The aspiration would be to find methods to customize marketing strategies to further increase the online shopping behavior of women in the selected age group.

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