

**A STUDY ON ONLINE SHOPPING BEHAVIOUR AMONG WORKING WOMEN****S.Deepika**

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**ABSTRACT**

Online shopping is the process of buying goods and services from merchants who sell through the internet. Shoppers can visit web stores from the place where they stay and shop comfortably sitting in front of the computer. The main purpose of this study is to analyze the online shopping behavior of working women. Convenience sampling method has been adopted to select the sample size in Coimbatore city. Data has been collected through filled in questionnaire from 100 respondents. Chi square has applied to assess the association between the independent variables such as marital status, age, monthly income, educational qualification, occupation and the online shopping behavior among working women. The study concludes that, most of the respondents have mentioned that wide variety of brand choice is the advantages of online shopping and respondents have prefer online shopping through advertisement and majority most of the respondents have worries about internet default is the perceived difficulties in online shopping. From the analysis it is found that shoppers, particularly working women are motivated by variety of reasons, including social network and consumer satisfaction on online shopping.

**Keywords:** Women online shopping behaviour, Internet, Technology.

**INTRODUCTION**

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Michael Aldrich is the man who invented online shopping in 1979. With the increasing internet literacy, the prospect of online marketing is increasing in India. Alternative names of online shopping are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, onlinestorefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business to- consumer (B2C) online shopping. The largest of these online retailing corporations are Flip kart, Snap deal, Amazon.com, and eBay, etc., Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website which involved in providing services on the website and transacting online. Companies before using effective marketing strategies analyze various factors to convert potential customers into active ones .The study also investigate five dominant factors which influence consumer behaviour of online shopping, after sales problem, perceived difficulties, payment method, feel happy and satisfy.

## OBJECTIVE OF THE STUDY

- To study the online shopping behavior of working women.
- To examine the association between the socio economic profile of the respondents and the online shopping behavior of working women.

## SCOPE OF THE STUDY

The study is based on “online shopping buying behavior among working women” and data has been collected from Coimbatore city. Respondents who preferred online shopping surveyed. The findings and suggestions of this study will help to understand the customer behavior towards online shopping.

## REVIEW OF LITERATURE

**Alan Hrist and Ogenyiomar (2001)**<sup>1</sup>, have conducted study on “Apparel Shopping Behaviour on the internet”. The main objectives of the study are 1) To explore individual characteristics of women online apparel shopping 2) Assess whether the women characteristics induce apparel online shopping and 3) To investigate whether differences exist among online women apparel buyers and non-buyers on the basis of attitudes, usage behaviour and demographic characteristics. The questionnaire survey method was used for the study. The findings suggest that the women generally show positive attitudes towards online shopping. For women apparel who shops through online are aware of some of the discouraging features, but these features do not deter them from buying online. The implication for online retailers is that they should focus on making the experience of online shopping more accommodation and more users friendly and the positive feature of online shopping are convenience, usefulness and ease of use.

**Yet Mee Lim, ChingSeng Yap and Teek Chai Lau (2010)**<sup>2</sup>, has made a study on “Online Search and Buying Behaviour: Malaysian Experience”, study examines online search pattern and buying behaviour in Malaysia. Malaysian consumer search moderately for product / service information with company websites existences the most popular mode of searching. Books, Airline Tickets, and Hotel Room Booking are the products and service commonly purchased to satisfy self-fulfillment and affiliation needs. Respondents who have online purchase experiences have a higher intention to make online purchase in the future. There is no gender difference in terms of the frequency of online search and purchase as well as the type of consumer needs being satisfied over the internet.

## RESEARCH METHODOLOGY

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### Source of data

The study is primarily based on primary data. The data has been collected from 100 women respondents by applying convenience sampling technique. Secondary data has been gathered from various journals, magazines and websites.

### Hypothesis

A suitable null hypothesis has been framed and tested in the relevant places.

### Tools for analysis

The tools used for analysis are

- Simple Percentage analysis
- Chi-square

**Limitations of the study**

- The respondents are restricted to Coimbatore city.
- The findings of the study solely depend on the response given by the customer. So it cannot be generalized as a whole.

**ANALYSIS AND INTERPRETATION****Simple Percentage Analysis**

**Table - 1**  
**Profile of the respondents**

Personal factor		No of respondents	percentage
Age	20yrs-30yrs	<b>55</b>	<b>55.0</b>
	30yrs-40yrs	28	28.0
	40yrs-50yrs	11	11.0
	50yrs and above	6	6.00
	Total	100	100
Education Qualification	School level	4	4.00
	Graduate	32	32.0
	Post graduate	<b>39</b>	<b>39.0</b>
	Professional degree	25	25.0
	Total	100	100
Occupation	Employee	<b>33</b>	<b>33.0</b>
	Self-employment	20	20.0
	Professional	28	28.0
	Others	19	19.0
	Total	100	100
Monthly Income	Below Rs.5,000	16	16.0
	Rs.5,000-15,000	33	33.0
	Rs.15,000-30,000	<b>34</b>	<b>34.0</b>
	Above Rs.30,000	17	17.0
	Total	100	100
Marital Status	Married	46	46.0
	Unmarried	<b>54</b>	<b>54.0</b>
	Total	100	100

Source(Source: computed)

The table-1 shows that, 55 percent of the respondents are in the age group of 20 years-30 years, 39 percent of the respondents have completed post graduation, 33 percent of the respondents are employed, 34 percent of the respondents are earning of Rs.15,000 to 30,000 per month and 54 percent of the respondents are Unmarried.

Table - 2

## Online shopping behavior among working women

Particulars	No of respondents	percentage	
Frequency of Accessing Online Shopping by the Customers	Daily	7	7.0
	Weekly	13	13.0
	Monthly	<b>29</b>	<b>29.0</b>
	Festival seasons	28	28.0
	Occasionally	23	23.0
	Total	100	100
Preference of Online Shopping	Advertisement	<b>47</b>	<b>47.0</b>
	Friends	29	29.0
	Links from other websites	9	9.00
	Promotional e-mails	4	4.00
	Search engine (like Google search)	8	8.00
	Blog recommendation	3	3.00
	Total	100	100
Product or Services Consumed Through Online Shopping	Food and beverage items	7	7.00
	Others(travel related-hotel reservation, railway and other applications)	13	13.0
	Cosmetics, jewellery and accessories	<b>19</b>	<b>19.0</b>
	Clothes and readymade garments	14	14.0
	Books and magazines	10	10.0
	Gifts and decorative items	15	15.0
	Electronic items	11	11.0
	Home appliances	5	5.00
	Automobiles	2	2.00
	Online services	4	4.00
	Total	100	100
Mode of payment in online shopping	Debit card	18	18.0
	Credit card	26	26.0
	Cash on delivery	<b>45</b>	<b>45.0</b>
	Net banking	11	11.0
	Total	100	100
Difficulties Perceived in Online Shopping	Worry about internet default	<b>20</b>	<b>20.0</b>
	Misuse of personal information	10	10.0
	Payment discomfort	9	9.00
	Anxiety	9	9.00
	Lack of knowledge	9	9.00
	Online shopping promise more than they can particularly	6	6.00
	Consumer can't completely trust them	12	12.0
	Online stores are not always official representative of their offered product	8	8.00
	Consumer find it difficult to confirm the reliability of the provided products	7	7.00
	It is possible to buy a product that it would not value as much as pay for it	10	10.0
	Total	100	100
Satisfaction in	Yes	<b>76</b>	<b>76</b>

online shopping	No	24	24
	Total	100	100

(Source: computed)

The table - 2 shows that 29 per cent of the respondents have purchased the product monthly through online shopping, 19 per cent of the respondents have purchased cosmetics, jewellery and accessories through online shopping 45 per cent of the respondents have paid cash on delivery, 20 per cent of the respondents have felt that there is an internet default, 12 per cent of the respondents have stated that its difficult to trust the online shopping and 76 per cent of the respondents are satisfied by purchasing through online shopping.

### CHI – SQUARE ANALYSIS

Chi-square analysis has applied to examine the association between personal factors and online shopping behaviour among working women.

The following null hypothesis is

**H<sub>0</sub>:** “There is no significant association between personal factors and frequency of Accessing Online Shopping by the Customers”.

**Table - 3**

**Frequency of Accessing Online Shopping by the Customers**

Personal factor	Frequency of Accessing Online Shopping by the Customers			
	Calculated Value	Table value	df	result
Age	.690	11.848	15	Ns
Educational Qualification	.382	15.994	15	Ns
Occupation	.577	13.327	15	Ns
Monthly Income	.369	16.205	15	Ns
Marital Status	.297	6.096	5	Ns

(Source: computed)

The table - 3 shows that the calculated value of personal factors such as age, educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as age, educational qualification, occupation, monthly income and marital status have no significant relationship with Frequency of Accessing Online Shopping by the Customers. Hence, the null hypothesis (H<sub>0</sub>) is accepted.

Table - 4

## Preference of Online Shopping

Personal factor	Preference Online Shopping			
	Calculated Value	Table value	df	result
Age	.003	29.743	12	Ns
Educational Qualification	.519	11.120	12	Ns
Occupation	.113	18.076	12	Ns
Monthly Income	.015	24.930	12	Ns
Marital Status	.015	24.930	12	Ns

(Source: computed)

The table - 4 shows that the calculated value of personal factors such as age, educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as age, educational qualification, occupation, monthly income and marital status have no significant relationship with Preference of Online Shopping. **Hence, the null hypothesis (H<sub>0</sub>) is accepted.**

Table - 5

## Product or services consumed through online shopping

Personal factor	Product or services consumed through online shopping			
	Calculated Value	Table value	df	result
Age	.142	34.871	27	Ns
Educational Qualification	.152	34.514	27	Ns
Occupation	.120	35.801	27	Ns
Monthly Income	.236	31.905	27	Ns
Marital Status	.544	7.904	9	Ns

(Source: computed)

The table - 5 shows that the calculated value of personal factors such as age, educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as age, educational qualification, occupation, monthly income and marital status have no significant relationship with Product or service consumed through online shopping. **Hence, the null hypothesis (H<sub>0</sub>) is accepted.**

Table - 6

## Mode of payment in online shopping

Personal factor	Mode of payment in online shopping			
	Calculated Value	Table value	df	result
Age	.651	1.637	3	Ns
Educational Qualification	.816	5.206	9	Ns
Occupation	.358	9.903	9	Ns
Monthly Income	.141	13.511	9	Ns
Marital Status	.595	7.406	9	Ns

(Source: computed)

The table – 6 shows that the calculated value of personal factors such as age, educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as age, educational qualification, occupation, monthly income and marital status have no significant relationship with mode of payment in OnlineShopping. **Hence, the null hypothesis (H<sub>0</sub>) is accepted.**

Table - 7

## Difficulties perceived in online shopping

Particulars	Difficulties perceived in online shopping			
	Calculated Value	Table value	df	Result
Age	.749	21.779	27	Ns
Educational qualification	.337	29.500	27	Ns
Occupation	.155	34.389	27	Ns
Monthly income	.113	36.107	27	Ns
Marital status	.322	10.358	9	Ns

(Source: computed)

The table – 7 shows that the calculated value of personal factors such as age, educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as age, educational qualification, occupation, monthly income and marital status have no significant relationship with difficulties perceived in online shopping. **Hence, the null hypothesis (H<sub>0</sub>) is accepted.**

Table - 8

## Satisfaction in online shopping

Particulars	Satisfaction in online shopping			
	Calculated Value	Table value	df	Result
Age	.917	.510	3	Ns
Educational qualification	.191	4.749	3	Ns
Occupation	.437	2.720	3	Ns
Monthly income	.128	5.680	3	Ns
Marital status	.005	7.840	1	Ns

(Source: computed)

The table – 8 shows that the calculated value of age is .971 is higher than the table value of .510 at 0.05 per cent level of significance. Since the calculated value is higher than the table value, it inferred that the age has had a significant relationship with satisfaction in online shopping. **Hence, the null hypothesis ( $H_0$ ) is rejected.**

The calculated value of personal factors such as educational qualification, occupation, monthly income and marital status are less than the table value at 5% level of significance. Since the calculated value is less than the table value, it is found that the personal factors such as educational qualification, occupation, monthly income and marital status have no significant relationship with difficulties perceived in online shopping. **Hence, the null hypothesis ( $H_0$ ) is accepted.**

## FINDINGS

The following are the important findings of the study:

- Majority (54 per cent) of the respondents were Unmarried.
- Majority (55per cent) of the respondents were belongs to age 20yrs-30yrs.
- Most (39 per cent) of the respondents were post graduate.
- Most (46 per cent) of the respondents spend 1-2 hour on online shopping.
- Most (37 per cent) of the respondents spent Rs.500-Rs.999 on online shopping per month.
- Most (47 per cent) of the respondents prefer online shopping.
- Most (45per cent) of the respondents mentioned that they paid the amount after delivery.
- Most (per cent19) of the respondents have purchased cosmetics, jewelers and accessories through online shopping.
- Most (20per cent) of the respondents felt that there is an internet default while purchasing.
- Majorities (76per cent) of the respondents felt, that satisfy while usingonline shopping.

## Chi-square analysis

- The age has had a significant relationship with satisfaction in online shopping.
- The personal factors, namely age, educational qualification, occupation, monthly income and marital status have no significant relationship with online shopping behavior among working women.

## SUGGESTIONS

**The following suggestions are recommended to improve the online shopping behavior among working women:**

- The respondents say that more awareness for online shopping needed especially in rural areas and accessibility of internet facility in rural area.
- They suggest that online shopping products should improve best the quality for all the products, latest collections and discounts.
- The customers feel that make the fast delivery quick.
- They suggest that guarantee of the product must be developed.
- The product selected should be delivered same.



## CONCLUSION

Shopping is a part of every one's life. It is viewed as a way to release the stress, a way to complete some desire in the mind, or a way to add some flavor to the materialistic life. Now days', online shopping is taking over the globe over the past few years, it has become desire to shop online, even from mobile phone. Online shopping has proved to be a boon to its users.it saves time, energy and it is also user friendly.

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