

THE YOUNG FEMALE SHOPPER'S BEHAVIOUR TOWARDS ONLINE SHOPPING

**Dr.A.ARUNACHALAM, M.Com.,MBA.,M.Phil.,PhD.,
Head & Assistant Professor of Commerce
Government Arts College, kulithalai, KARUR**

ABSTRACT

Online shopping in India is at a very nascent stage but is gradually gathering steam. Research on what factors affects the young female buying behavior has typically been disjointed. The purpose of this study is to examine the different factors that influence the young female shopper's behaviour towards online shopping. Design/methodology/approach after a thorough study of literature review, factors was 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 Karur town, Taminadu. The findings The result shows that convenience to shop through online came out to be the most important factor for the female shoppers to shop through online while risk of doing online transactions along with preference towards traditional shopping and reliability issues acted as the biggest impediment towards the growth of online shopping in Karur town,Taminadu.

Keyword: Online shopping, Marketing, Marketing strategic, Young Women customer.

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browser. Here one can access these shops any time without stepping out of their home /office. It can be accessed any time when you are on the move, relaxing in your home or having a time out at your office. The products are visualized with the full detailed mention of the features. Customers can have a know at them, Identify what other similar online shopping outlets are offering and can get the best deal out of it. Socializing, entertainment etc. Now the companies are coming up with the ways so that this section of society can be tapped to the maximum oreover, this is located in the virtual world and can be accessed any time when you are watching your favorites TV show or having a coffee break at office. This is the online shopping concept.

ASSESSING YOUNG WOMEN'S APPAREL SHOPPING BEHAVIOUR IN INTERNET

This investigation evaluates women's attitude as an overall inclination towards apparel shopping online. Their finding recommendations that female generally show positive behavior towards shopping online for apparel. Young female who shop for apparel online are aware of some of the discouraging features of online shopping, 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 user-friendly. This is important because the positive features of online shopping ('convenience', 'usefulness', 'ease of use', and 'efficiency') appear to be more important than the negative features ('lack of security', 'privacy of information' and 'online fraud').

STATEMENT OF THE PROBLEM

Today customer is the foundation of the business. Without customer, the businesses cannot survive in the market. If a business man fails to satisfy the customer, simply he is thrown away by the customer from the market. During the last 30 years the access of personal computers has increased all over the world. Along with the development of new technology and computers, the ability to connect computers all over the world emerged in the 1970s. This worldwide computer network was called the Internet. Along with the Internet an opportunity has emerged; the possibility to make purchases online which is called Electronic commerce (E-commerce), and is defined as; “Maintaining business relationships and selling information, services and commodities by means of computer telecommunications networks.”

The recent rapid growth of E-commerce has resulted in that many companies have decided to start up web sites for E-commerce. For companies targeting a younger audience, the startup of a web site for E-commerce is probably a good strategic move, since young adults are frequent Internet users. But for companies targeting an older group, the success of the web site depend of the ability and willingness of middle aged consumers to shop online.

- ✓ How to focuses on the awareness among the society about E-commerce websites?
- ✓ What are the needs to analysis of women’s behaviour in online on the basis of age group of users, maximum number of products purchased?
- ✓ Which are the methods of payment like credit card, debit card, net banking, online payment, wallet, cash on delivery etc...

OBJECTIVES OF THE STUDY

- To know about individual behavior of women online buying.
- To identify whether these women behaviour induce a shopping online; and
- To analysis the aim is diversity products portfolio into home appliances, electronics, etc

REVIEW OF LITERATURE

Todd and Jarvenpaa (1996) their study has stated that Convenient and dependable shopping is the most significant factor to satisfy online customers France and Christian (2005) their study identify that the technology factors, product factors, shopping factors followed by trust towards E Commerceoperator increases customers satisfaction towards online shopping. Rodgers et.al., (2005) in their study ascertains that Information Quality, System Quality and Service Quality increase online customers’ satisfaction. Hsuehen (2006) in his study mentions Web system quality, the customers’ perception of website’s performance on the information retrieval and delivery have positive effect on the customer’s satisfaction. Canavan et al. (2007) in their study ascertained that consumer satisfaction towards online shopping depends on e-store image, time required for product delivery, quality of service offered by the vendor and transaction cost.

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. The authors of this thesis have chosen to use this model as it relates to computer knowledge, and positive and negative issues with online shopping. The factors „usefulness" and „ease of use" are related to computer knowledge. „Enjoyment" is related to the positive outcome of online shopping. Trust in online shopping is related to potential negative aspects of E-commerce. This model also includes „situational factors" and „consumer characteristics", which also are important factors that affects the consumer's online purchasing behavior.

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. The various questions related to the knowledge of experience about online shopping, reason for choosing online shopping, Mostly type of products online shopping, The reason for 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 420 respondents were participated fairly from the age group of 18 to 30. 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.

DATA ANALYSIS AND INTERPRETATION

Reasons for choosing online shopping

particulars	No.of Respondents	% of respondents
Wide Varity of products	120	28.57
Different types of payments	10	2.38
Lower prices	30	7.14
Easy buying products	220	52.38
More discounts	40	9.53
Total	420	100

This one shows that; mostly people felt that online shopping has easy buying procedures (52.38%)

Online shopping saves time,

particulars	No. of Respondents	% of respondents
Strongly agree	120	28.57
Agree	210	50.00
Neutral	20	4.76
Disagree	70	16.67
Strongly disagree	0	0
Total	420	100

This one is shows that; majority people agreed that the online shopping saves time(78.57%)

Online shopping is risky

particulars	No.of.respondents	% of respondents
Strongly agree	30	7.14
Agree	50	11.90
Neutral	40	9.52
Disagree	220	52.38
Strongly disagree	80	19.06
Total	420	100

This one is shows that; 71.44% majority of people not agreed that the online shopping is risky

FINDINGS

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. Mostly people felt that online shopping has easy buying procedures (52.38%).
4. Majority people agreed that the online shopping saves time (78.57%).
5. 71.44% majority of people not agreed that the online shopping is risky.
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 (80.95%).
8. I do not feel comfortable paying or using my visa card online either, I am afraid that someone could steal the card number or my personal information.
9. I prefer to shop in a physical store where I can touch and see the product.
10. I think it is also much easier to buy a product in a physical store because I go in the store, pick a product, then buy it and then I am finished.
11. I do not perceive it as it is easier to buy something online, on the contrary I find it more difficult. You have to order the product, and then wait for it to arrive and then pick it up from the post office.

SUGGESTIONS

1. Highlight the benefit of shopping at home the customers should be convinced of the benefits of shopping from home without having the pain of going out in the crowded placed.
2. 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.
3. Stress on the special offers the customers made aware about the varied sales promotion schemes, which will make this online buying more attractive and popular among the buyers.

CONCLUSION

This thesis has found evidence suggesting that frequency of computer and Internet use as well as computer experience relate to the probability of making purchases online for women. Higher frequency of computer and Internet use as well as computer experience correlate to a higher probability of making purchases online. The intention of women to shop online was also discovered to relate to age even in this fairly narrow age range; women in the age category above 50 years made fewer online purchases than women in the age group 18-30 years. The three most important obstacles regarding Internet shopping for women was in order of importance; payment discomfort, worry about Internet fraud and worry about misuse of personal information.

These three obstacles can be perceived as intertwined and the underlying reasons for their influential roles as difficulties are multiple. The discomfort concerning the three obstacles is derived from worries about losing money from one's bank account and not receiving the ordered product. These fears might be overestimated and can be a result of intense media coverage, as well as failure of banks and online companies to present safe payment methods to their consumers.

Convenience along with an ability to save time was in this study attributed as the most important benefits women perceived Internet shopping to entail. Other important benefits were that online stores offer lower prices, as well as Internet allows women to make purchases from stores not available in their residential area. The reason for convenience and time saving to be the largest benefits of online shopping is the pressed time schedules of women.

REFERENCES

- 1] Almousal, M. (Vol. 7, No. 2, 2011, pp. 23-31). Perceived Risk in Apparel Online Shopping: A Multi Dimensional Perspective. Canada: SANADIAN SOCIAL SCIENCE.
- 2] Arika Riaz, S. R. (2015). The Emerging Trend of Online Shopping: A Literature Review. Malaysia: international journal of accounting, business and management.
- 3] Brosdahl, M. A. (n.d.). Online apparel purchasing: A cultural comparison of Saudi Arabian and U.S. consumers. Saudi Arabian and U.S.: Journal of International Business and Cultural Studies.
- 4] Dr Ipshita Bansal, M. R. (2015). Importance of website's attributes in apparel online shopping. Rajasthan: International Journal of Commerce, Business and Management
- 5] Kotler on marketing (how to create win and dominate markets). Publisher simon & Schuster. Author "Philip kotler".
- 6] Marketing management (hard cover) by Author "Philip kotler". Publisher "pearson"
- 7] Internet marketing ; integrated online and offline stargies , author adsworth publishing co inc, author Roberts and zahay.
- 8] A. Rangaswamy and G.H. Van Bruggen (2005); –Opportunities and challenges in multichannel marketing: An introduction to the special issue||, Journal of Interactive Marketing, 19(2),p.:5-11
- 9] Ahuja, M. K., Gupta, B., & Raman, P. (2003): An Empirical Investigation of Online Consumer Purchasing Behavior [Electronic version]. Communications of the ACM, 46(12ve), pp. 145-151. Retrieved 18 April 2005 from <http://portal.acm.org/cacm/ve1203>.
- 10] Alba J, Lynch J, Weitz B, Janiszewki C, Lutz R, Sawyer A and Wood,S(1997) – Interactive Home shopping: Consumer Retailer and Manufacturer incentive to participate in Electronic Market places, "Journal of Marketing,61(3),pp38-54
- 11] Black, Gregory S. (2005), –Is e-bay for everyone? An assessment of Consumer Demographics||, Advancement Management Journal, Vol70, No.1, winter pp 50-59
- 12] Bellman, S., Lohse, G. L., & Johnson, E. J. (1999), –Predictors of online buying behavior||, Communications of the ACM, 42(12), pp. 32-38.
- 13] Cheung, C.M.K., Zhu, L., Kwong, T., Chan, G.W.W. & Limayem, M. (2003, June).Online consumer behavior: a review and agenda for future research, 16th Bled eCommerce Conference, Bled Slovenia, 194-218

- 14] Chen, S. -J., & Chang, T. -Z. (2003). A descriptive model of online shopping process: some empirical results. *International Journal of Service Industry Management*, 14(5), 556-569.
- 15] Gurgeon B. Slawiszynakim (2002), –e-commerce|| *International Journal of Retail and distribution Management*, Vol-30(13), pp. 595-602.