

A Study on Factors Influencing Women towards Online Reselling Business at Madurai City

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ABSTRACT

Online business or E-Commerce business means conducting buying and selling activities through the Internet. Now a days is online business plays a vital role in everyone's life. Today fast world the people have don't have a time to purchase the things in the shop so this online business helps the people to deliver the things at their door steps. Many of the people were aware about these online businesses. Social Medias play a vital role in this business. Women also interested in this type of business. Most of the people knows about how to using internet. Many of the online whole sellers posting pictures in social Medias and selling their product to the some women resellers and these resellers reselling the product with some more profit. Through this reselling business women are earning money from their home. This study was based on the Primary Data. The data collected from 100 respondents on the basis of Simple random sampling. The data were collected on the basis of questionnaire method. SPSS statistical tool was used the check the reliability of data which was collected. This articles show all the factors influencing women towards online reselling business.

Keywords: Online Business, Women, Social Media, Resellers

1. INTRODUCTION

The fast development in information and communication technologies has increased the use of online business portals. Online business changed many industries basic structures. Today business to consumer e-commerce represents only a small segment of total retail in most development countries. For consumers, it provides a useful and convenient platform to buy an enlarged set of products and services from more vendors at presumably better prices.

The main motive of this research is to gain idea about factors influencing women towards online reselling business.

2. SIGNIFICANCE OF THE STUDY

This study was conducted in the context of factors influencing women towards organic online reselling business. Demographic variables (age, gender, education level and income level) and non-demographic variables (investment, work pressure, work schedule) deeply investigated to see whether these variables will have a relationship with the factors influencing to start a online reselling business.

3. STATEMENT OF THE PROBLEM

Today's fast moving world people don't have a time to purchase their needs from the physical stores so they are purchasing products through online shopping and having good opinion towards online shopping. Recent trend in online business is that online resellers group. This online group is having maximum number of women resellers. Women were getting product catalogs from wholesaler those who are doing business through online. Resellers will send this catalog through their customers through social Medias like face book, whatsapp etc. Through this reselling business many of the women were earning amount. In this study going to find out various factors influencing women towards online reselling business

4. REVIEW OF LITERATURE

Sekely & Blakney, 1994; Szymanski & Hise, 2000; Taylor & Cosenza, 1999 found in their study that today's scenario customers having more number of choices than ever before with traditional retail stores, catalogs, television shopping opportunities, as well as the Internet

Gehrt and Carter 1992 explained that non-store retailing includes sales transacted via mail, telephone, television, in person, vending machines and online.

Eastlick and Lotz 1999 found that potential adopters of the interactive electronic shopping medium perceived a relative advantage of using the Internet over other shopping format. They also found the Internet users to be innovators or early adopters.

Houston, 1998; Kuczmarski, 1996 found in their study that online retailing has greater perceived security risks by consumers than does traditional brick and mortar retailing

O'Cass and Fenech 2002 found that Internet buyers were more often opinion leaders, impulsive, and efficient Internet users.

5. OBJECTIVE OF THE STUDY

The overall objective of the study is a study on factors influencing women towards online reselling business at Madurai city.

The specific objectives are

- To study about demographic conditions of women resellers
- To assess and evaluate factors influencing the women towards online reselling business

SAMPLE DESIGN

Primary data will be collected using the simple random sampling method and a self-developed questionnaire distributed to the respondent. This sampling method is chosen for its easiness and cost efficiency to collect responses using a sample.

SOURCES OF DATA

The present study is based on both primary and secondary data. The primary data will be collected from women resellers. The secondary data were collected from various Journals, Books, Dailies, Previous Thesis works, Libraries and also from various Websites

SAMPLE SIZE

The data were collected using questionnaire method from 125 respondents. But some questionnaire has inadequate information. The sample size took for this study is 100.

SCOPE OF THE STUDY

The study was confined in Madurai City of Tamil Nadu

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHICS OF THE RESPONDENTS

Age of the Respondents	AGE	NO. OF RESPONDENTS	PERCENTAGE
	Below 25 years	11	11
	25-35 years	30	30
	35-45 years	34	34
	Above 45 years	25	25
	Total	100	100
Marital Status of the Respondents	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
	Married	87	87
	Unmarried	13	5
	Total	100	100
Education Level of the Respondents	High School	42	42
	Diploma/ITI	21	21
	UG	26	26
	PG	9	9
	Professional Course	2	2
	Total	100	100
Family Size of the Respondents	Nuclear Family	82	82
	Joint Family	18	18
	Total	100	100
Monthly Income of the Respondents	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
	Up to Rs.10000	14	14
	10000 to 20000	32	32
	20000 to 30000	44	44
	Above 30000	10	10
	Total	100	100
Place of Living	PLACE	NO. OF RESPONDENTS	PERCENTAGE
	Urban	53	53
	Semi- Urban	39	39
	Rural	8	8
	Total	100	100

Source: Primary Data

TABLE NO 1

The above table shows that married women have more preference for reselling business as compared to unmarried women. More number of educated respondents prefers to start online

reselling business. Age group of 35-45 prefers online reselling business as compared to other age groups. Also family income group from 20000 to 30000 prefer to start online reselling business

FACTORS INFLUENCING WOMEN TOWARDS ONLINE RESELLING BUSINESS

PARTICULARS	SCORE 6	SCORE 5	SCORE 4	SCORE 3	SCORE 2	SCORE 1	TOTAL SCORE	RANK
Work from home	26(156)	24(120)	27(108)	21(63)	0(0)	2(2)	449	II
Flexible Work schedule	11(66)	21(105)	30(120)	16(48)	12(24)	10(10)	373	III
Zero Investment	42(252)	23(115)	29(116)	2(6)	0(0)	4(4)	493	I
No job stress	19(114)	16(80)	17(68)	18(54)	10(20)	20(20)	356	IV
No Boss	0(0)	6(30)	4(16)	19(57)	45(90)	26(26)	219	VI
More time to spend with family	0(0)	8(40)	12(48)	26(78)	31(62)	23(23)	251	V

Source: Primary Data

TABLE NO 2

The above table shows that ranking table analysis of factors influencing women towards Reselling business

CONCLUSION

Many of the people were aware about these online businesses. Social Medias play a vital role in this business. Women also interested in this type of business. As the study concluded women who were at least having a degree and middle age people with the income of above twenty thousand per month have a positive perception towards online reselling business. It was also identified that women were aware and also have positive opinion about reselling business.

Therefore, the research also suggests that women have to promote the products in order to increase the market size of products and at the same time consumers shall be informative regarding the product benefits.

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