

IMPACT ON BUYING PATTERN BEHAVIOUR OF WOMEN CUSTOMERS IN ONLINE SHOPPING

Santhosh Kumar .G
Assistant Professor, MBA, Department of Business Administration,
Bharath Institute of Science and Technology,
Selayur, Chennai, Tamil Nadu 600 073,
Bharath Institute of Higher Education and Research

ABSTRACT

In India, the journey towards cashless economy has started in recent days. In the journey towards digitalization of Indian economy, e-business has played a key role. E-business has led to revolutionary changes in the distribution channels of companies and the shopping behaviour of the people. Business enterprises in general and those which are engaged in e-business in specific needs to study the behaviour of the customer buying through online shopping. Such study enable them to understand the customer and their needs and better and thus to offer the best and attract them towards online shopping. The studies on buying behaviour of customers in online shopping are only in emerging stage. This is basically an empirical study based on primary data to be collected from the women customers in the study area. The data will be elicited through structured interview schedule and analysis with the help of simple percentage analysis. This study will be a noteworthy contribution towards understanding the buying behaviour of women customers in online shopping, designing appropriate marketing strategies and promoting online shopping in the country.

Keywords: Buying pattern, women customers, online shopping

1. INTRODUCTION

In India, the journey towards cashless economy has started in recent days. In the journey towards digitalization of Indian economy, e-business has played a key role. E-business has led to revolutionary changes in the distribution channels of companies and the shopping behaviour of the people. Most of the companies are running their online portals to sell their products or services using online. The exclusive benefits of online shopping to the customers are that it provides the 24 hours a day shopping facility and it also provides anywhere shopping facility. A customer is no longer bound to opening times or specific locations of the retail outlets; he can become active at virtually any time and place and can purchase products and services. Though online shopping is very common outside India, Its growth in Indian market is still not in line with the global market. However, it is the fact that a great online shopping revolution is expected in India in the coming years. The main factor of increasing online shopping is the increasing number of the internet users, increasing cybercafé facility, increasing number of computer operators and easy availability of internet facility to every population of the country. More and more customers are going for online shopping and the frequency of online shopping customer is crossing overall global averages.

Online shopping is the process of buying goods and services from merchants over the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from the comfort of their homes and

shop as they sit in front of the computer. Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. In case of female segment, lifestyle and other important demographic factors play key roles in making the marketing decisions. Thus we can assume that increasing number of product and service purchases are made by Female Segment of the market. Research has shown that women now make the majority of purchases in industries that were not traditionally considered "female friendly"(Barletta, 2003).

2. STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. Online marketing has its own advantages to both the producers and consumers. Therefore, evolving strategies to exploit the unexploited potential for online marketing needs a special attention. This necessitates a careful analysis of the consumer's buying behaviour in online marketing. Women formulating world's half population, are now a critical consumer segment for the marketers and businesses. The success of business, in today's competitive market, depends on recognizing and studying this growing market segment and creating marketing strategies that focus on women consumers. In this context, a focused study on online buying behaviour of women consumers becomes essential. However, studies on online buying behaviour of consumers in general and women consumers in specific are very limited in number.

3. REVIEW OF LITERATURE

Philip Kotler(1965) opined that, all the models so far developed by various scientists should be used in an integrated manner in order to understand the consumer in general. In his opinion, buying pattern are being influenced by price, quality, availability, service, style, option and image. Depending on the product involved, different variables and behavioural mechanism assume different degrees of importance in influencing the purchase decision process.

Kanupriya, Dr. Rita, Anupreet kaur (2016) In this paper, Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks. Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. This study aims to establish a preliminary assessment, evaluation and understanding of the characteristics of online shopping. An effort has been made to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies.

4. OBJECTIVES OF THE STUDY

- To study the demographic profile of the women customers in online shopping in the study area.
- To study the buying pattern behaviour of women customers in online shopping in the study area.

SCOPE OF THE STUDY

- This study was conducted among the women customers in tirunelveli district who are engaged in online shopping.
- The main aim of the study is to focuses on their buying pattern behaviour in online shopping.
- This study is based on the primary data collected from women customers in online shopping.

SAMPLE SIZE

As exact population size is unknown here researcher has used Krejcie and Morgan formula of sample size calculation for infinite (unknown) Population. Thus the sample size is calculated as below:

$$n = \frac{x^2 p(1-p)}{d^2} = \frac{1.96^2 * 0.5(1-0.5)}{0.1^2} = 96.04 \text{ (Round of 100)}$$

Here X= 1.96 for 95% confidence level, P= 0.5 and d = 0.1
Thus, the sample size calculated for the study was 100.

SAMPLE DESIGN

As population size is unknown and sample frame could not be prepared and so snow ball method was selected to draw sample respondents meant for the study.

LIMITATION OF THE STUDY

The respondents were reluctant in giving response due to some unwanted fear and hesitations. Therefore, the accuracy of the primary data collected depends upon the authenticity of the information given by the respondents in interview schedule. And only few common online portals are taken for the study.

5. ANALYSIS AND INTERPRETATIONS

BUYING PATTERN BEHAVIOUR

The sources of influence in online buying decisions, periodicity of involvement in online shopping, frequency of buying, types of products purchased, preference of the brands, preference of the online portals and the modes of payment are the different behaviour of the analysis made here.

TABLE NO 1

DEMOGRAPHIC PROFILE & BUYING PATTERN BEHAVIOUR

DEMOGRAPHIC PROFILE	PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Age	Below 20 yrs	20	20
	Between 21-30 yrs	44	44
	Between 31`-40 yrs	17	17
	Between 41-50 yrs	19	19
	Between 51-60 yrs	0	0
	Above 60 yrs	0	0
Educational status	Secondary	0	0
	Higher Secondary	10	10
	Technical/diploma	6	6
	Under graduate	36	36
	Post graduate	32	32
	Professional Course	16	16
Religion	Hinduism	55	55
	Christianity	32	32
	Islam	13	13
Marital status	Married	40	40
	Unmarried	60	60
Area of Residence	Rural	32	32
	Urban	32	32
	Semi-Urban	36	36
Occupational Status	Dependent (dependent on her parent or husband)	50	50
	Labour/coolie	5	5
	Business	10	10
	Government employee	14	14
	Private sector employee	15	15
	Pensioner	6	6
Monthly Family Income	Below Rs.10,000	2	2
	Rs.10,001-20,000	20	20
	Rs.20,001-30,000	32	32
	Rs.30,001-40,000	18	18
	Rs.40,001-50,000	2	2
	Rs.50,001- 60,000	6	6
	Rs.60,001- 70,000	4	4
	Rs.70,001- 80,000	2	2
	Rs.80,001- 90,000	4	4
	Rs.90,000-Rs.1,00,000	4	4
	Above Rs.1,00,000	6	6

BUYING PATTERN BEHAVIOUR			
Source of Influence	Friends/Relatives	40	40
	Sellers & Distributors	15	15
	Print media	0	0
	Online Advertisements	24	24
	Audio/Video Visual	10	10
	Social Media	11	11
Periodicity of involvement	Less than 1 year	18	18
	1-2 year	40	40
	2-3 year	16	16
	Above 3 years	26	26
Frequency of buying	Very Often	14	14
	Often	22	22
	Now & Then	36	36
	Rarely	28	28
Brand Preference	Indian Brands	40	40
	International Brands	10	10
	Both	50	50
Amount of spend	Below Rs.1,000	20	20
	Rs.1,001-Rs.2,000	26	26
	Rs.2,001- Rs.3,000	33	33
	Above Rs. 3,000	21	21
Mode of Payment	Cash on delivery	45	45
	Net Banking	36	36
	Debit card	10	10
	Credit card	9	9
	Total	100	100

Source: Primary Data

Table no 1 shows the demographic profile and buying pattern behavior of the respondents. From the above table, out of 100 respondents, it is significant to note that many of respondents(44%) are under the age group between 21-30 years and the majority(36%) of the online women customers in the study area are highly educated. Majority of the respondents are followers of Hinduism and most of the sampled respondents(60%) are Unmarried. Majority (around one third) of the online women customers are from Semi-urban and Urban areas. Most of the respondents(50%) are dependent on her parents or husband and majority(32%) of the online women customers are belonging to the middle income group. Most of the respondents(40%) have got information about online shopping and got influenced by their friends & relatives. Around three-fourth of the customers involved in online shopping' have a shopping experience of up to 3 years and 18% of the respondents have an experience of less than 1 year only. Majority(36%) of the women customers make their shopping now & then and most of the women customers spending amount is comes under Rs.2,001-Rs.3,000. Majority(45%) of the women customers involved online shopping make their payments in the mode of cash on delivery.

PREFERENCE OF ONLINE PORTALS IN ONLINE SHOPPING

Online shopping are made through online portals. Snapdeal, Amazon, Flipkart, Shopclues, Myntra are the common online portals used for online shopping by the women customers in the study area. The categorization of customers using these portals is presented in Table no 2

TABLE NO 2
PREFERENCE OF ONLINE PORTAL IN ONLINE SHOPPING

SL. NO	ONLINE PORTAL	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Snapdeal	28	28
2	Amazon	42	42
3	Flipkart	34	34
4	Shopclues	9	9
5	Myntra	10	10

Source: Primary Data

The table no.2 shows the preferences of online portals by the women customers in online shopping. Among the sample group of customers, 42% of the customers use Amazon online portal for online shopping, 34% of the customers use Flipkart online portal, 28% of the customers use Snapdeal online portal. Another 10% of the customers prefer Myntra online portal. Rest of the 9% of the customers use Shopclues online portal. Thus it is very clear that the majority of the customers prefer Amazon online portal for shopping online which is followed by Flipkart.

CATEGORY OF PRODUCTS BOUGHT THROUGH ONLINE

The researcher observed that a wide range of products are bought by the women customers in the study area through online. In order to identify the most preferred products by the women customers to buy through online, the researcher applied Simple Percentage Analysis on the preferences. The result of the analysis are presented in Table no 3

**TABLE NO 3
CATEGORY OF PRODUCTS**

SL.NO	CATEGORY OF PRODUCTS	NO. OF RESPONDENTS	%OF RESPONDENTS
1.	Electrical & Electronics	36	36
2.	Watches	48	48
3.	Cosmetics	54	54
4.	Home appliances	35	35
5.	Garments	50	50
6.	Handbags & Clutches	38	38
7.	Books	18	18
8.	Foot wear	20	20
9.	Mobile phones	41	41
10.	Jewels & Ornaments	31	31
11.	Toys	17	17
12.	Sports equipments	10	10
13.	Home Decorative	30	30
14.	Furniture & Fittings	15	15

Source: Primary Data

It is clear from the table no.3 that as the simple percentage analysis is high in case of Cosmetics (54%) it is considered to be the most preferred products by the women customers for buying through online. It is followed by Garments (50%) and Watches (48%) and Handbags & Clutches (38%) Electrical & Electronics (36%) and are the other important products preferred by the women customers in online shopping.

SUGGESTIONS BY THE RESEARCHER

- Most of the women customers get information about online marketing and get influenced to buy through online shopping through their friends and relatives and through media advertisements. Therefore online marketing companies shall make use of media advertisements intensively and exploit the avenues for using Word- of -mouth communication by the existing customers.
- Most of the women customers in online shopping have only a shorter duration of online shopping experience and many of them shop rarely or now and then. Thus even the existing customers are not strong in their online shopping habit. Therefore online marketing companies must take sincere efforts to retain the existing customers and to increase their online shopping habit through attractive offers and benefits.
- Online shopping is preferred in case of selected products such as cosmetics, garments, watches, electrical& electronics and footwears only. Therefore the online marketing potentials for online products are still unexplored in the study area. The companies producing other products shall make attempts to exploit this unexplored market.

6. CONCLUSION

Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It 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. It is a fact that a great online shopping revolution is expected in India in the coming years. The choice of products and brands is increasing at online shopping with market span of the companies at global level. The social media and advertisement on internet also increase the number of customers for online shopping. From the present study the researcher concludes that online shopping habit has not spread among all segments of women customers in the study area. Their frequency of buying through online is also less.

7. REFERENCE

- [1] <http://www.wisegeek.org/what-is-online-shopping.htm>
- [2] Karan Singh Thagunna, Garima Khanal “Dimensions Affecting the Purchasing Behavior of Nepalese Women” International Review of Management and Marketing, Vol. 3, No. 1, 2013, pp.10-19, ISSN: 2146-4405, www.econjournals.com.
- [3] Philip Kotler and Philip Kotler, “Behavioral Models for Analyzing Buyers,” Journal of Marketing, October 1965, Vol.29, Issue 4, pp. 37-45.
- [4] Kanupriya , Dr. Rita, Anupreet kaur “A study of behaviour of consumer towards online shopping” Assistant Professor Commerce PGGC, Sec 11, Chandigarh. Orbit-biz-dictum volume 1, issue 1, january-june 2016.