



ONLINE SHOPPING BEHAVIOUR OF WORKING WOMEN TOWARDS THE PURCHASE OF FASHION JEWELLERY IN SIVAGANGA DISTRICT

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ABSTRACT

The internet is performing an outstanding role in our daily life. People can talk through the internet to anyone in the form of email, can search Information and can buy things online, online shopping refers to the people who follow the process of buying products or services through internet. Meanwhile online shopping has been comprehensively accepted as a way of procuring products and services via the internet. Prominent means of procuring products in the internet world. It also provides consumer enormous information and selection options to compare products and price, some shoppers still feel embarrassed to buy online. Lack of trust seems to be the paramount fact that impedes consumers to buy online. Furthermore, consumers may need to test and feel the products and to convene friends and get some more utterance about the products before purchasing. Such factors may have a pessimistic impact on consumer decision to shop online.

Keywords: Consumer Behaviour, Women Empowerment, FMCG marketing, E-Commerce

1. INTRODUCTION

Purchasing Women are the most powerful consumers in India as they control 50 percent of the household Purchases spending. Purchases are emotionally significant and communication is important throughout the buying decision. Women are great influencers to buy and take decision of the family. No doubt that every individual buying, women are the sole decision makers in the decision. The trend of e-commerce has increased hastily in the routine years with the Progress of internet and due to the ease of Access and internet usage the Preface and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for inventive marketing strategies by the professionals. There are various reasons of variable the customers buying patterns towards online retail shops. The facility of compare product with Passive products on the base of price, color, size and worth is one of the biggest reimbursements of online shopping. Furthermore the product remainder at its place even it purchased.

2. OBJECTIVES

1. To study the factors affecting problems in online shopping.
2. To identify the factors responsible for online shopping behavior of Women Consumers.

3. LITERATURE REVIEW

Kuester, Sabine Confined that the study consider Consumer deeds as the study of, individual, groups, procedure and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to assure the consumer and society. It balances gears from sociology, psychology, managing and economics. It try to know the decision-making process of consumers, scope. Higher customer belief equality decreases seeming risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises willingness to buying from store.

4. HYPOTHESES

- H1** - Trust factors are not positively related to online shopping behavior.
H2 - Privacy factors are not positively related to online shopping behavior.
H3 - Security factors are not positively related to online shopping behavior.

5. SCOPE OF THE STUDY

Online shopping has been influenced by five factors like, Trust, Privacy, and Security. Most of the working women in Sivaganga District are likely to purchase a product through online due to trustful. Most of the Working Women willingly choose online shopping because of product availability which is not available in local store, Choice of Products, Price Comparison and review about customers.

6. DATA OF THE STUDY

The data comprises of two vital parts: Primary and Secondary. The Primary data is devoted in gathering the perception and opinion of the Respondents with respect to web shopping deeds of working women in Purchase of fashion jewellery. The secondary data is pertaining to extensive theoretical knowledge relating to the concepts of online shopping behavior.

DATA ANALYSIS AND INTERPRETATION

Factors affecting problems in online shopping

Some online users have faced a number of problems in internet shopping about payment, stated as credit card and debit card numbers are stolen from the website. Some online users stated that, whenever they have a complaint about a product, they could not search a place to complain and replace that particular product. Meanwhile online buyers argue that the product could not be changed after purchasing the product. The importance of the problem with online users is concentrated as six options, Delay in delivery, product lost during shipping, quality of product was lower than expected and additional cost charged by the seller. These factors are analyzed under the subsequent frequency distribution table.

Table 1: FREQUENCY TABLE - FACTORS AFFECTING PROBLEMS IN ONLINE SHOPPING

Factors	Yes (%)	No (%)	Total (%)
Delay in Delivery	5.8	94.2	100
Product Damage	2.3	97.7	100
Non Delivery	0.4	99.6	100
Product lost during Shipping	1.6	98.4	100
Quality of the product was lower than expected	9.7	90.3	100
Additional Cost Charged by the seller	0	0	100

Inference

The study reveals that 9.7% of the respondents ranked the quality of the product was lower than expected as the main concern and 5.8% reject the idea of online shopping due to delay in delivery, 2.3% prefer local store due to product damage and 1.6% do not shop online due to product lost during shipping and the remaining 0.4% do not believe online shopping due to non delivery.

Services expected to be offered by online retailers

Customer retention is a main position in marketing, especially in online shopping. Customer retention is influenced by satisfaction, trust and service quality. Stated that the majority of the online users expect cash on delivery and product replacement from the online retailers for a continuance of an internet purchase. The correspondence frequency distribution tables explain about the expectation of consumers' services offered by online retailers.

Table - 2: Frequency table - Services expected to be offered by online retailers

Services in online	Yes (%)	No (%)	Total
Shopping			
Fast Delivery	32.6	67.4	100
Replacement	56.2	43.8	100
Guarantee	30.6	69.4	100
Cash on Delivery	37	63	100
Others	20.5	79.5	100

Inference

The above table indicates that 56.2% of the predominant women consumers are expecting product replacement when it is damaged or mismatched, correspondingly 37% of them predicting online service as cash on delivery, 32.6 % of the respondents forecasting service as fast delivery, 30.6% of them want for service of guarantee and the remaining 20.5% respondents assuming service as other category offered by online retailers. As previous buyers are able to give feedback and comments on online sellers' website, this also affects the potential customers' purchase decision and behaviour.

REGRESSION ANALYSIS

The application of regression analysis on the independent factors, pre purchase shopping behavior, the dependent variables and purchase decision is emerged in the following results.

Table - 3: Model summary for pre-purchase behavior on information availability

Model Summary				
Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.753	.567	.560	.572

From the above it is found that $r^2 = 0.567$ which implies the independent variables create 56.7% variance over the dependent factors information Availability.

7. CONCLUSION

Nowadays, the help of new technology and the hold up of the internet, people from all around the world started to purchase items online by simply sitting in their homes. The study concluded that e shopping provides a very relaxing service by being able to save the item in the personal shopping bag, and buy it later on. E-Shopping can become imperative tools for improving business and ensuring customers to be happy and loyal. The make an effort of this study is to recognize the inspiring factors towards web shopping as well as coolness of online shopping. Working women in this study are hesitant to continue with online shopping because of the problems involved in online in terms of suspect of product quality, lack of physical touch, improper return policy, security related issues, inability

to access to the service provider, thus there is ample opportunity for sellers to capture and retain this rewarding market through running lifestyle preference of products, proper inventory control, secured websites and hassle-free returns.

8. REFERNECES

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