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BUYING BEHAVIOUR OF FEMALE CONSUMERS TOWARDS ONLINE SHOPPING WITH REFERENCE TO TIRUPPUR CITY

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ABSTRACT

The main aim of the current study is to investigate the online shopping behavior of women in the Tiruppur district of Tamil Nadu, keeping in view the advancements in internet technology and the increasing trend of the use of smart phones. Online shopping is an integral part of the contemporary market for the acquisition of products and services, with women being at the core of the decision-making process, which also extends to the online shopping environment.

The main goal of this study is to investigate the online shopping behavior of women in the Tiruppur district, Tamil Nadu, along various dimensions such as demographic characteristics, online purchase behavior, online expenditures, and factors influencing online shopping behavior. Primary data collection was employed for this study, with a sample size of 169 women from the district being used.

The study revealed that women prefer mobile applications for online shopping, attributing this preference to the convenience offered by these platforms. In terms of online platforms, the results have revealed that women prefer Meesho, Flipkart, and Amazon for online shopping. In terms of positive factors that affect online shopping behavior, price, ease of use, variety of products, and saving time have been identified. In terms of negative factors, delivery time and quality of products have been identified. The results revealed that online procurement behavior has gained significant prominence in the context of women consumers in the context of Tiruppur City, particularly for the younger women students. Therefore, the online procurement behavior can be enhanced through the efficient delivery of products, quality of the products, and customer service.

KEYWORDS: *Online Shopping, Consumer Behavior, Women Consumers, E-commerce, Tiruppur City.*

INTRODUCTION

In the last few years, the behavior of consumers in the purchase of products has changed importance, largely influenced by the rapid development of technology and the expansion of internet services. The development of e-commerce sites has led to the popularity of online shopping as an alternative way of acquiring products. This allows customers to easily discover a wide variety of products, compare prices, read reviews, and order their preferred products while in the comfort of their homes, without the need to visit physical stores to acquire their preferred products.

In the modern retail environment, the number of female consumers involved in online shopping is significant. In most cases, women are the focal point in the purchase of products in the household, including the acquisition of a wide variety of products. In the modern world, the availability of online shopping platforms has encouraged numerous female consumers to adopt online shopping as an alternative way of shopping. Various factors influence the online shopping behavior of female consumers. These factors include the availability of convenience, the availability of a wide variety of products, the availability of lower costs, the reliability of the product's company, customer reviews, and the availability of efficient delivery services. In addition, the increased availability of smartphones with internet connectivity has encouraged the growth of online shopping among women. Tiruppur City is known for its textile and garment industry in India. In the modern world, the expansion of the internet in the Tiruppur City environment has led to the increased popularity of online shopping among women. This calls for an understanding of the online shopping behavior of women to help retailers develop effective marketing strategies to satisfy their customers.

LITERATURE REVIEW

Vijayasarathy, L. R. (2010). Predicting consumer intentions to use online shopping: The case for an augmented technology acceptance model. Information & Management, 41(6), 747–762. This study aims to examine the factors that influence the intention of consumers to engage in online shopping using an augmented technology acceptance model. The findings revealed that perceived usefulness, perceived ease of use, trust, and security are the key factors that influence online shopping. In addition, the study revealed that women are more particular about privacy in online shopping.

Hasan, B. (2010). Exploring gender differences in online shopping attitude. Computers in Human Behavior, 26(4), 597–601. This study aims to examine the differences in online shopping behavior among women and men. The findings revealed that women spend more time in product evaluation; thus, online reviews and recommendations are more important to women. In addition, the study revealed that emotional satisfaction is an important factor that affects the buying behavior of women.

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Jayasubramanian, P., et al. (2015). Consumer attitude towards online shopping. International Journal of Applied Research, 1(8), 323–325. This study aims to examine the factors that influence online shopping behavior. The findings revealed that the primary factors that influence online shopping are the convenience of online shopping, time-saving benefits, and the availability of diverse products. In addition, the study revealed that women are more inclined towards online shopping as it is easier to compare products and purchase fashionable items online.

Khare, A., & Rakesh, S. (2016). Predictors of online shopping behaviour among Indian women. Journal of Internet Commerce, 15(2), 123–141. The findings revealed that social influence, perceived usefulness, and trust are the primary factors that influence online shopping behavior among women. In addition, the study revealed that young women are more active in online shopping compared to their elderly counterparts.

Gupta, S., & Gogia, A. (2017). Consumer perception towards online shopping. International Journal of Research in Commerce and Management, 8(3), 45–49. The study revealed that women are more inclined towards online shopping as the offers are more appealing. In addition, the study revealed that women are more particular about the quality of the product; thus, the delay in the delivery of the product affects their buying behavior.

OBJECTIVES

The main objective of conducting this study is to investigate the online shopping behavior of female consumers in Tiruppur City. Specific objectives of the study are as follows:

- To analyze the demographic characteristics of female consumers in Tiruppur City.
- To identify the factors that affect the choice of online shopping platforms for female consumers.
- To investigate the spending behavior of female consumers in online shopping.
- To evaluate the level of satisfaction of female consumers with online shopping services.
- To identify the major problems faced by female consumers in online shopping.

RESEARCH METHODOLOGY

Methodology is the process of data collection, analysis, and methodological interpretation to achieve the objectives of the study, thereby providing a systematic guideline for the conduct of the research in a scientific and systematic manner. The present study aims to investigate the online shopping behavior of female consumers living in Tiruppur City.

RESEARCH DESIGN

A descriptive research design is used in this study. The main purpose of descriptive research is to elicit the characteristics, preferences, and behaviors of a particular segment of consumers. By using this research design, the study aims to elicit the motivation of female consumers in relation to online shopping.

SOURCES OF DATA

The study used a combination of primary and secondary data.

PRIMARY DATA

Primary data are collected directly from the respondents. In this study, the primary data are collected using a structured questionnaire administered to the female consumers living in Tiruppur City. By using this method, the study aims to elicit the information on the personal characteristics, online shopping behaviors, purchase frequency, satisfaction levels, and problems faced while shopping online.

SECONDARY DATA

Secondary data refers to the data already available from sources like books, journals, research articles, websites, magazines, and past studies related to online shopping and consumer behavior.

AREA OF THE STUDY

The study is done in Tiruppur, Tamil Nadu. The population for the study includes female consumers who are either employed, students, or homemakers.

SAMPLE SIZE

The sample size for the study includes 169 female consumers from Tiruppur, who are the focus of the study to understand their online shopping behavior.

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SAMPLING TECHNIQUE

Convenience sampling was adopted for the study, which selects the sample from the population who are readily available and willing to participate in the study. This type of sampling is considered appropriate for the study because of its simplicity and the boundaries of the study.

STATISTICAL TOOLS USED

PERCENTAGE ANALYSIS

Percentage analysis was adopted for the study to understand the population and their behaviors, which would provide the researcher the advantage of presenting the study in a concise manner.

CHI-SQUARE TEST

A chi-square test was adopted for the study to understand the relationship between the variables and the online shopping behaviors, which would assess the relationship in the proposed model**.**

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The application of a statistical technique known as simple percentage analysis involves analysing and presenting data in percentage form. This is done to make the data that's gathered easier to understand. The number of respondents is divided by the total number, and then multiplied by 100 to obtain a percentage.

FORMULA:

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} \times 100$$

ONLINE SHOPPING PLATFORM OF THE RESPONDENTS

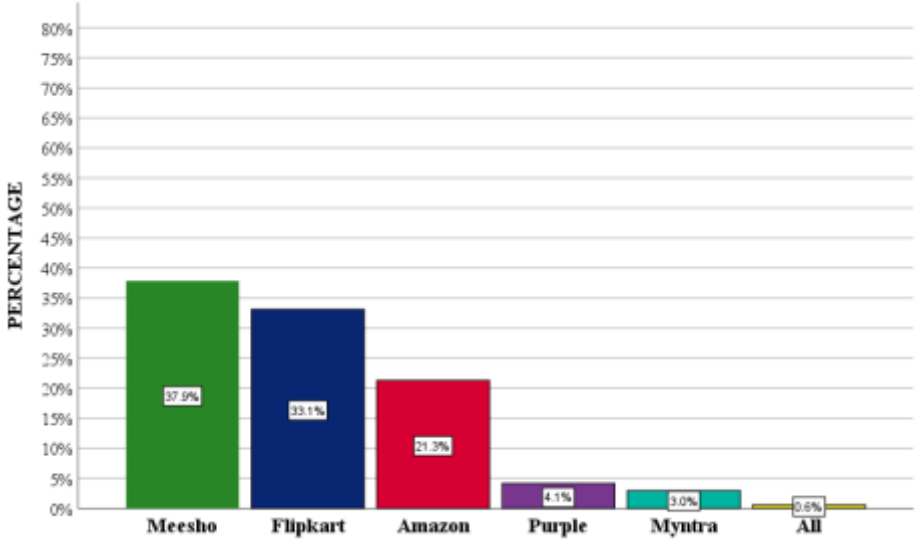
ONLINE SHOPPING PLATFORM	NO.OF. RESPONDENTS	PERCENTAGE (%)
Meesho	64	37.9 %
Flipkart	56	33.1 %
Amazon	36	21.3 %
Purple	7	4.1 %
Myntra	5	3.0 %
All	1	0.6 %
Total	169	100.0 %

INTERPRETATION

The online shopping platforms that are frequently used by the female respondents, as presented in the above table, are as follows: From the above table, it is clear that the highest proportion is Meesho, which is 37.9%, thus indicating that the online shopping platform is more used by the female respondents in comparison to the other online shopping platforms. Secondly, the online shopping platform Flipkart is used by 33.1%, followed by Amazon with 21.3%. On the other hand, the least proportion is held by Purple with 4.1%, followed by Myntra with 3.0%. Furthermore, the total percentage of the female respondents that use the online shopping sites for the purpose of shopping is 0.6%

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CHART
ONLINE SHOPPING PLATFORM OF THE RESPONDENTS



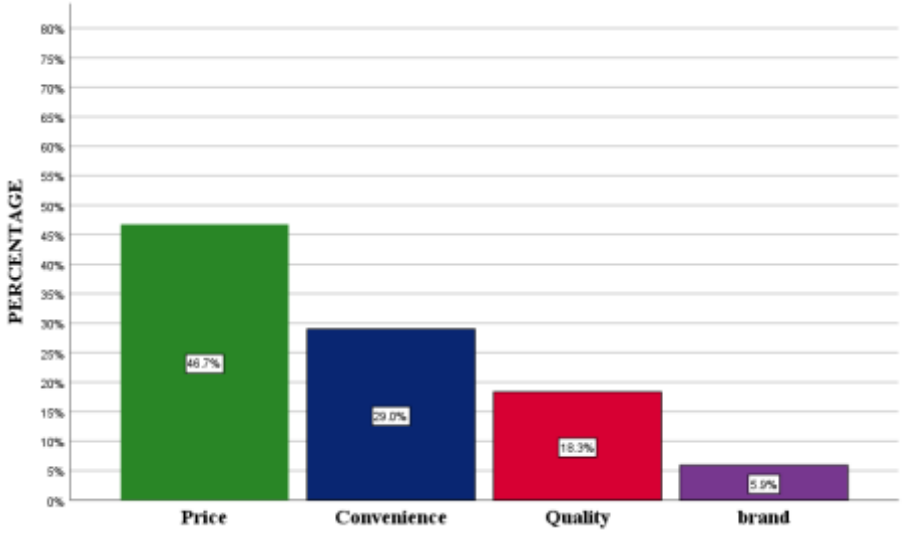
FACTORS INFLUENCING ONLINE SHOPPING OF THE RESPONDENTS

FACTORS INFLUENCING	NO. OF. RESPONDENTS	PERCENTAGE (%)
Price	79	46.7 %
Convenience	49	29.0 %
Quality	31	18.3 %
Brand	10	5.9 %
Total	169	100.0 %

INTERPRETATION

The table above indicates the factors most associated with the attention of the respondents towards online shopping. The results indicate that a plurality of female consumers, representing 46.7%, is attracted to online shopping based on price considerations, making price the most associated factor with female consumers. Perceived convenience is the second factor, indicating the factor most associated with online shopping, attracting 29.0% of the sample population of the study. Furthermore, product quality is identified as a factor attracting consumers to online shopping, with 18.3% of the sample population attracted to online shopping, and 5.9% attracted to online shopping based on brand considerations.

CHART
FACTORS INFLUENCING ONLINE SHOPPING OF THE RESPONDENTS



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SHOWING THE COMPARISON OF AGE GROUPS AND PREFERENCE FOR ONLINE SHOPPING OVER OFFLINE SHOPPING

CHI -SQUARE TESTS
HYPOTHESIS
NULL HYPOTHESIS (H_0)
There exists no statistically significant relationship between the age cohort of female consumers and their preference for online shopping relative to offline shopping.

ALTERNATIVE HYPOTHESIS (H1)
There exists a statistically significant relationship between the age cohort of female consumers and their preference for online shopping relative to offline shopping.

	MAYBE	NO	YES	TOTAL
21-30	16	6	18	40
31-40	2	2	2	6
41-50	0	1	0	1
BELOW 20	68	17	37	122
TOTAL	86	26	57	169

CHI -SQUARE TESTS

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.711[a]	6	0.098 %
Likelihood Ratio	8.622	6	0.196 %
N of Valid Cases	169		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .15.

INTERPRETATION
In order to understand the possible associations or correlations that may exist between the chosen variables under investigation, Chi-Square testing was conducted. The value of the Pearson Chi-Square statistic is 10.711, and the degrees of freedom are 6. Moreover, the p-value is 0.098, which is greater than 0.05. Therefore, the results show that there is no association or correlation between the variables under investigation. However, it is important to note that 50.0% of the cells have expected counts less than 5.

CONCLUSION
Based on the results, the p-value is greater than 0.05, which shows that the null hypothesis cannot be rejected. Therefore, the alternative hypothesis cannot be supported. As a result, no association or correlation exists between the chosen variables under investigation. Therefore, the results show that the chosen factor does not have an impact on the online buying behavior of female consumers.

FINDINGS
The study reveals the following important points:
- Younger women shop online more actively.
- Mobile apps are the first choice for online shopping.
- Price and convenience factors affect online shopping.
- Clothing items are the first choice for online shopping.
- Delays in delivery and quality of products are the major problems that occur during online shopping.

SUGGESTIONS
Based on the study, a few suggestions are as follows:
- Online retailers need to improve their delivery services.
- E-commerce sites need to improve the quality of products.
- Customers need to be assured of product information and customer experience.
- Return policies need to be improved for a better customer experience.

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CONCLUSION

The current study aims to explore the online shopping behavior of women in the context of Tiruppur City. According to the study's results, online shopping is an integral part of the behavior of women, particularly young women, in the context of the rhythms of contemporary life. Moreover, the underlying factors that support the online shopping behavior of women in the context of the current study are also evident. For instance, the better internet connection, the increasing number of smartphone users, and the increasing number of online payment systems support the online shopping behavior of women in the context of the current study. On the other hand, the factors that support the online shopping behavior of women in the context of the current study include the cost, convenience, variety, and efficiency of online shopping. According to the results, online shopping applications such as Meesho, Flipkart, and Amazon have gained popularity among young women in the context of Tiruppur City. Moreover, the results indicate that the most popular products for young women in the context of the current study are related to fashion, particularly clothing and accessories. However, the study also reveals that online shopping for women in the context of the current study also faces some drawbacks, including the delayed delivery of products, the quality of products, and the return and refund policies. Overall, the results indicate that online shopping is becoming extremely popular among women in the context of the current study. Therefore, the study provides recommendations for online retailers that aim to increase the level of satisfaction for women in the context of online shopping.

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