

THE ATTITUDE OF WORKING WOMEN TOWARDS ONLINE PURCHASE IN TIRUNELVELI CORPORATION

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INTRODUCTION

Today, online purchasing is becoming more and more prevalent in our society. People find it easier to purchase online than outside their home because it is simply more convenient. People live extremely busy lives and purchasing online has become a very simple and easy process. No longer do people have to leave the comfort of their own home or wait in long lines at stores. Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries. With a few clicks, they can have products ordered and delivered to their homes within a few days. This is extremely handy for people who work long days or have to take care of their children. Online shopping is becoming the new wave for the future.

However, this process can be scary for first time users and can leave consumers skeptical about the safety and protection of their personal information. First time online shoppers might be afraid to make the change from personal to digital. Many consumers fear the possibility of problems such as theft by hackers, hidden costs etc., because they are not dealing with individuals in a retail environment. These problems do occur with online shopping but there are certain steps and measures that can be taken to reduce these problems. The digital firm is a way for everyone to make their lives easier and less stressful. There are many advantages of online shopping; this is the reason why online stores are a booming business today.

STATEMENT OF THE PROBLEM

A large number of firms and organizations are exploiting and creating business opportunities on the internet indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to

shop online. Fierce competitions among online sellers have forced them to gain competitive edge in the field of virtual shopping. As online shopping is the new medium in order to gain competitive edge in the market, marketers need to know the working women. So it is important to analyze and identify the factors which influence working women to shop online in order to capture the demands of working women. Other than the factors which influence working women to shop online, online shopper's demography in terms of age, income and education is equally important to define their strategies accordingly.

OBJECTIVES OF THE STUDY

- To study the sources and reason for purchasing things online.
- To examine the opinion about the website used for online purchase.
- To analyze the level of satisfaction towards online purchase.

COLLECTION OF DATA

The primary data has been collected directly from the working women by using structured interview schedule. Secondary data necessary for the study have been collected from journals, magazines, publications, reports, books, articles, research papers, websites, etc., The data collected were used for the preparation of the tables designed to present this data in a meaningful manner and for the application of statistical tools and for further interpretation. The study has been conducted during July 2016. Convenient Sampling Method was used to collect required data from the sample respondents. In this study only 200 working women were taken as sample.

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SOURCES OF AWARENESS ABOUT ONLINE SHOPPING

Sources of awareness about online shopping include friends and relatives, TV advertisement, Apps, newspapers, magazines and websites. The Table 1 shows the sources through which the respondents getting the awareness about online shopping.

Table 1: Sources of Awareness about Online Shopping

S.No	Particulars	No. of the Respondents	Percentage
1.	Friends & Relatives	65	32.5
2.	TV advertisement	65	32.5
3.	Apps	23	11.5
4.	Newspapers	14	7.0
5.	Magazines	19	9.5
6.	Websites	13	6.5
7.	Others	1	0.5
	Total	200	100

Source: Primary Data

Table 2 shows the distribution of the respondents on the basis of their awareness about online shopping. 65 (32.5 per cent) respondents have collected the information about the online shopping through friends & relatives and TV advertisement. 23 (11.5 per cent) respondents have got the awareness about the online shopping through Apps, 19 (9.5 per cent) respondents have come to know the online shopping through magazines, 14 (7.0 per cent) respondents came to know online shopping through news papers and 13 (6.5 per cent) respondents said that they came to know the online shopping through Websites. Table 5.1 reveals the role of friends, relatives and TV advertisements.

RESPONDENTS PREFERENCE OF WEBSITE TO PURCHASE PRODUCTS THROUGH ONLINE

Respondents prefer different online websites such as Amazon, Flip kart, Snap deal, ebay, Jabong and Myntra to purchase products namely life style, electronics, home appliances, TVs & appliance and books. The following Table 2 shows the distribution of online website preferred by the respondents to purchase products.

Table 2: Respondents Preference of Website to Purchase Products through Online

S. No	Particulars	Amazon	Flip Kart	Snap Deal	EBay	Jabong	Myntra	Total
1.	Life style	162	20	10	3	-	5	200
2.	Electronics	30	142	17	6	5	-	200
3.	Home Appliances	76	33	79	9	3	-	200
4.	TVs & appliance	57	70	34	35	4	-	200
5.	Books & others	79	36	40	21	23	1	200

Source: Primary Data

Table 2 shows that majority (81 per cent) of the respondents prefer Amazon website for life style products. 71 per cent of the respondents prefer Flip Kart for the purchase of electronic products. 35 per cent of the respondents prefer Flip Kart for the purchase of TV and other appliances.

REASONS FOR PURCHASING THINGS THROUGH A PARTICULAR ONLINE SITE

Respondents purchase things through a particular online site for different reasons namely better comparison, wider selection, better price, review from other shoppers, time saving and easy return. The following Table 3 shows the reasons for the respondents to purchase things through a particular online site.

Table 3 Reasons for Purchasing Things through a Particular Online Site

S. No	Particulars	Amazon	Flip Kart	Snap Deal	EBay	Jabong	Myntra	Total
1.	Better comparison	161	26	8	1	3	1	200
2.	Wider selection	31	125	33	7	4	-	200
3.	Better price	93	53	42	9	3	-	200
4.	Review from other shoppers	108	39	29	7	11	6	200
5.	Time saving	64	64	32	17	22	1	200
6.	Easy Return	62	77	17	19	11	14	200

Source: Primary Data

Table 3 shows that majority of the respondents purchase products through Amazon for better comparison, better price, and review from other shoppers and time saving. Flip Kart is preferred by majority of the respondents for the wider selection and time saving. It is clear from Table that Amazon website is preferred by majority of the respondents due to better comparison, better price, and review from other shoppers and time saving.

OPINION ABOUT THE WEBSITES USED FOR ONLINE PURCHASE AND PROFILE OF THE RESPONDENTS

In order to find out the relationship between opinion about website used for online purchase and profile of the respondents, the null hypothesis is framed as, "There is no significant relationship between the profile of the respondents and the respondent's opinion about website used for online purchase". The result is given in the Table 4.

Table 4: Opinion About Website Used for Online Purchase and Profile of the Respondents

SI. No	Profile Variables	Opinion about website used for online purchase F Statistics					
		Amazon	Flip kart	Snap deal	EBay	Jabong	Myntra
1.	Age	0.545	0.060	0.507	1.026	0.413	1.139
2.	Religion	0.773	0.862	0.497	1.036	1.220	1.208
3.	Marital status	1.018	0.506	0.042	7.260*	0.380	2.121
4.	Nature of family	0.333	0.023	3.420*	0.041	0.238	0.544
5.	Number of members in the family	1.084	1.178	0.187	0.503	2.132	1.887
6.	Qualification	1.544	2.683*	1.740	0.677	1.873	0.955
7.	Occupation	0.117	0.239	0.298	0.710	1.014	1.000
8.	Monthly income	0.313	1.133	0.316	0.204	0.539	0.686

Source: Primary data Significant at five per cent level

It is understood from Table 4 that there is a significant relationship between opinion about flip kart and educational qualification. Table 4 further shows that there is a significant relationship between opinion about Snap Deal and nature of family. It is found from Table 4 that there is a significant relationship between opinion about ebay and marital status.

WEBSITE PREFERENCE FOR THE PURCHASE OF SPECIFIC PRODUCT AND PROFILE OF THE RESPONDENTS

In order to find out the relationship between website preference for purchase of specific product and profile of the respondents, the null hypothesis is framed as, "There is no relationship between the profile of the respondents and website preference for the purchase of specific product". The result of the analysis for website preference for the purchase of a specific product and profile of the respondents is given in Table 5.

Table 5: Website Preference For The Purchase of Specific Product And Profile of The Respondents

Sl. No	Profile Variables	Website preference for the purchase of the specific product (Correlation)				
		Life style	Electronics	Home Appliances	TVs &Appliances	Books & Others
1.	Age	-0.044	-0.139*	0.003	-0.018	0.044
2.	Religion	0.046	-0.052	0.070	-0.010	0.067
3.	Marital status	0.151*	0.110	-0.014	0.077	0.039
4.	Nature of family	0.071	0.051	0.044	0.050	0.040
5.	Number of members in the family	0.061	-0.151*	0.056	0.075	-0.011
6.	Qualification	0.055	0.016	-0.091	-0.025	-0.024
7.	Occupation	0.166*	0.121	-0.070	0.043	0.016
8.	Monthly income	0.039	0.014	-0.018	0.072	-0.023

Source: Primary data

*Significant at five per cent level

It is understood from Table 5 that there is a relationship between age and website preference for the purchase of specific product namely electronics. Table 5 further shows that there is a relationship between marital status and website preference for the purchase of specific product namely life style. It is found from Table 5 that there is a relationship between number of members in the family and website preference for the purchase of the specific product namely electronics. It is further found from Table 5 that there is a relationship between occupation and website preference for the purchase of specific product namely life style.

LEVEL OF SATISFACTION TOWARDS ONLINE PURCHASE AMONG DIFFERENT AGE GROUP OF RESPONDENTS

Respondents of different age groups have different level of satisfaction towards online purchase. In order to find out the significant relationship between level of satisfaction towards online purchase and age group of working women, 'ANOVA' is attempted with the null hypothesis as, "There is no significant relationship between level of satisfaction towards online purchase and age group of working women in Tirunelveli Corporation". The result of ANOVA for level of satisfaction towards online purchase and age group of working women is presented in Table 6.

Table 6: Level of Satisfaction Towards Online Purchase and Age Group of Working Women

Particulars	Age Group (Mean Score)				F Statistics
	20-30 years	31-40 years	41-50 years	Above 50 years	
I. Pre-Purchase Decision					
Price of the product	4.5616	4.5882	4.5476	4.4706	0.163
Quality of the product	4.1096	4.1176	4.2381	4.1765	0.219
Availability of sufficient product information	4.1906	4.2506	4.3095	4.1176	0.914
Easy understanding of terms and conditions	3.9589	4.1029	4.2143	3.7059	1.667
Different choices of payment method	4.0274	4.1176	4.5000	3.9412	3.428*
Wide range of options	4.1781	4.2206	4.0952	3.8235	0.882
Time saving to search product information	4.1644	4.0735	4.2619	4.1176	0.458
Use friendly websites	3.9589	4.1029	4.0952	4.1765	0.424
Attractive discounts	4.0959	4.0441	4.0714	4.1675	0.098
User rating and testimonials	4.0822	4.1324	4.1190	4.1150	0.088
Available elsewhere	3.9315	4.2059	4.1667	4.4218	2.331*
Items not available elsewhere	3.8767	3.9557	3.9762	4.2353	0.515

Particulars	Age Group (Mean Score)				F Statistics
	20-30 years	31-40 years	41-50 years	Above 50 years	
II. On purchase decision					
Delivery period	4.0274	4.0882	3.9524	4.2941	0.470
Security of payment	4.0000	3.9706	4.2619	4.3529	1.627
Privacy of personal information	4.0959	4.2206	4.2857	4.4118	0.972
Home delivery changes	3.8493	4.0294	3.8333	3.9412	0.444
Low transactions cost	3.9452	4.0000	3.9048	4.4118	0.796
III. Post purchase decisions					
Assurance of after sales services	3.9452	4.0000	4.0952	4.1765	0.365
High positive vendors feedback and support	4.0274	3.9265	4.0714	4.1256	0.442
Trust of the store	3.7534	3.7941	3.9762	3.8824	0.554
Information about newer products	4.0137	4.1912	4.0238	4.3529	0.992
Easy to return products	3.9863	4.0000	3.9524	4.1765	0.255
IV. Others					
No time limitation	4.1918	3.8824	4.3333	4.2353	1.988
Website Quality/Trust	3.9589	4.0294	4.1905	4.2941	0.791
Convenience	3.9178	4.1176	3.9524	4.1176	0.769
No crowded shopping environment	3.7671	3.8824	3.7619	3.9412	0.289
Speed action	3.7123	4.0735	4.0000	3.8235	1.300

Source: Computed data

*Significant at five per cent level

Table 7 shows the mean score of level of satisfaction towards online purchase among different age group of working women along with its respective 'F' statistics. There is high level of satisfaction towards online purchase among the working women who are in the age group of 20-30 years are price of the product and no time limitation and their respective mean scores are 4.5616 and 4.1918, among the working women who are in the age group of 31-40 years, price of the product and availability of sufficient product information and their respective mean scores are 4.5882 and 4.2506. The high level of satisfaction towards online purchase among the working women who are in the age group of 41-50 years are price of the product and different choices of payment method and their respective mean scores are 4.5476 and 4.5000, among the working women in the age group of above 50 years, price of the product and available elsewhere and their respective mean scores are 4.4706 and 4.4218. Regarding the level of satisfaction towards online purchase, the significant difference among the different age group of working women, are identified in the case of different choices of payment method and available elsewhere since the respective 'F' statistics are significant at 5 per cent level and thus the null hypothesis is rejected.

SUMMARY OF FINDINGS AND SUGGESTIONS SUMMARY OF FINDINGS

Findings relating to Sources of awareness about online shopping

- It is found that 32.5 per cent of the respondents are aware about online shopping through friends & relatives and TV advertisement, 11.5 per cent respondents are aware about online shopping through Apps, 9.5 per cent respondents are aware about online shopping through Magazines, 7.0 per cent respondents are aware about online shopping through news papers and 6.5 per cent respondents are aware about online shopping through websites.

Findings relating to respondent's preference of website to purchase products through online

- It is identified that majority of the respondents prefer Amazon website for life style products and Flip kart website is preferred by the respondents for electronics products.

- Majority of the respondents purchase products through Amazon for better comparison and for wider selection of products the respondents prefer Flip kart website.

Findings relating to respondent's opinion about the websites used for online purchase and profile of the respondents

- There is a significant relationship between opinion about Flip Kart and educational qualification of the respondents.
- There is a significant relationship between respondent's opinion about Snap deal and nature of family of the respondents.
- There is a significant relationship between opinion about ebay and marital status of the respondents.

Findings relating to respondent's website preference for the purchase the specific product and profile of the respondents

- There is a significant relationship between age of the respondents and website preference for the purchase of specific product namely electronics.
- There is a significant relationship between marital status of the respondents and website preference for the purchase of specific product namely life style.
- There is a significant relationship between number of members in the family of the respondents and website preference for the purchase of specific product namely electronics.
- There is a significant relationship between occupation of the respondents and website preference for the purchase of specific product namely life style.

Findings relating to level of satisfaction towards online purchase and profile of the respondents

- The high level of satisfaction towards online purchase among the respondents who are in the age group of 20-30 years are price of the product and no time limitation and their respective mean scores are 4.5616 and 4.1918 and among the respondents in the age group of above 50 years, price of the product and available elsewhere and their respective mean scores are 4.4706 and 4.4218.
- The high level of satisfaction towards online purchase among the respondents who are married are price of the product and different choices of payment method and their respective mean scores are 4.5812 and 4.2308, among the respondents who are unmarried, price of the product and privacy of personal information and their respective mean scores are 4.5301 and 4.2048.
- The high level of satisfaction towards online purchase among the respondents who belong to joint family are

price of the product and privacy of personal information and their respective mean scores are 4.5904 and 4.2892, among the respondents who belong to nuclear family, price of the product and no time limitation and their respective mean scores are 4.5385 and 4.2137.

- The high level of satisfaction towards online purchase among the respondents who are Hindus are price of the product and quality of the product and their respective mean scores are 4.5542 and 4.2410, among the respondents who are Christians, price of the product and high positive vendors feedback and support and their respective mean scores are 4.5696 and 4.2278. The high level of satisfaction towards online purchase among the respondents who are Muslim are price of the product and availability of sufficient product information and their respective mean scores are 4.5526 and 4.3382.
- The high level of satisfaction towards online purchase among the respondents who belong to the family size of 2-3 members are price of the product and available elsewhere and their respective mean scores are 4.5806 and 4.2581. The high level of satisfaction towards online purchase among the respondents who belong to the family size of more than 6 members are price of the product and time saving to search product information and their respective mean scores are 4.6591 and 4.2573.
- The high level of satisfaction towards online purchase among the respondents who are HSC qualified are price of the product and high positive vendors feedback and support and their respective mean scores are 4.7000 and 4.6000 and among the respondents who are undergraduate, price of the product and time saving to search product information and their respective mean scores are 4.4940 and 4.2289.
- The high level of satisfaction towards online purchase among the respondents who are self-employed are price of the product and time saving to search product information and their respective mean scores are 4.6000 and 4.3667 and among the respondents who are private employee, price of the product and privacy of personal information and their respective mean scores are 4.5545 and 4.3267.
- The high level of satisfaction towards online purchase among the respondents who belong to the monthly income of below Rs.15,000 are price of the product and quality of the product and their respective mean scores are 4.6471 and 4.2453 and among the respondents who belong to the monthly income of above Rs.30,000, price of the product and security of payment and their respective mean scores are 4.6000 and 4.4333.

CONCLUSION

Most of the working women use the internet not only to buy the product but also to compare prices and features of product. It is essential for the companies engaged in online marketing of their products to understand the working women's attitude towards online purchase. Today many organizations provide online services for the shopping purpose. This study highlights the marketers to know the factors which influence working women's attitude towards online purchase.

It is observed from the analysis that majority of the respondents prefer Amazon website for life style products and for electronic products, the respondents prefer Flipkart website. Better comparison and wider selection are two important factors considered by the respondents while

purchasing online. Through the findings of this research, online retailers could better realize online customer's expectations and the determinants of working women's behavior. By understanding the key drivers that could impact on working women's attitude towards online shopping, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage.

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