

## A Study on Consumer Preference towards Online Shopping with Special Reference to Working Women in Tiruchirappalli City

R.Suganya<sup>1\*</sup>, V.Mathumathi<sup>2</sup>

<sup>1\*</sup> Department of Commerce, Srimad Andavan Arts and Science College(Autonomous), Trichy - 5

<sup>2</sup> Department of Commerce, Srimad Andavan Arts and Science College(Autonomous), Trichy - 5

Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

**Abstract**— Marketing basically helps the consumer's needs more effectively and efficiently with good product and services with best price and delivery. A good marketer continuously strives to satisfy consumer's needs in better way. Sometimes opportunity to give the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. Online shopping or e-shopping 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.

**Keywords**— Goods and Services, Price, Marketing, Technology, Brand

### INTRODUCTION

Today's Consumer has changed due to the changing business environment. This change in the environment, demands more and more optimization of the time. Consumer buying behavior has changed from convenience to comfort and from buying in stores to buying online. The current era is the era of retailing. There is a paradigm shift of consumers moving from market place to market space. Consumers now prefer to shop products online over conventional methods of shopping in stores. But customers are skeptical about the online purchasing. The objective of this study is to identify whether professions, that is entrepreneurs or working class has any impact on preference for online shopping. The tangibility of going into stores to touch and hold merchandise, talk to a knowledgeable salesperson for advice and reassurance and finally making a purchasing decision is becoming a thing of the past. A major shift is putting forth a different shopping experience and new consumer behavior the new wave of an online commodity system. Consumers may browse numerous websites on the Internet and attempt to match what they want to the product or service information available. After much deliberation, a purchasing decision is made – whether right or wrong. If a consumer who shops online knows exactly what they want to purchase, online shopping can be direct and hassle free, but if they are not exactly sure, it may be difficult to decide on a product without some additional assistance. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets, but now more and more offline product like clothes - saris, Kuris, T-shirts-shoes,

and designer lingerie, consumer durables are being purchased online. Therefore detailed product information and improved service attracted more and more and people changed their consumer behavior from the traditional mode to rely on the internet shopping. On the other hand more companies have realized that the consumer behavior transformation is unavoidable trend.

### OBJECTIVES OF THE STUDY:

- To study the demographic and socio economic status of the customers.
- To study the preference of customers doing online shopping.
- To study the factors considered by the customers for online shopping.
- To study the level of satisfaction of customer concerning online shopping.

### SCOPE OF STUDY:

The study is done to find the level of customer's preference towards online shopping. The study covers the socio-economic profile of the respondents. An attempt has been made to ascertain and analyze how far online shopping influences the working women.

### RESEARCH METHODOLOGY

#### RESEARCH DESIGN:

Descriptive research design is used in this study. It helps to describe the characteristics of certain groups, to estimate the proportion of people in a specified population, to make specific prediction and to determine whether certain variables are around.

My research enlightens the attributes of consumer preference towards online shopping

#### DATA COLLECTION: PRIMARY DATA

The data regarding consumer buying behavior towards online shopping were collected through a well designed questionnaire. The questionnaire was used to collect data from the 200 respondents who make the purchase from online shopping.

#### SECONDARY DATA

The secondary data were collected from books, articles, journals, newspaper, magazines and websites.

#### SAMPLING METHOD:

A sample of 200 respondents were approached for the study and analyzed. Simple random sampling technique was used for survey. The collected data have been analyzed by frequency table, chi square, correlation, weighted average.

#### AREA OF STUDY:

This study is confined only the Tiruchirappalli customers, who are purchasing goods through online, were selected.

#### REVIEW OF LITERATURE:

**Wyckoff (1997)<sup>1</sup>** stated that internet dramatically shrinks the distance between producers and consumers, who can make their purchase directly without involving traditional middlemen such as retailer, wholesalers and distributors.

**Weiber and Kollmann, (1998)<sup>2</sup>** investigated that online technologies provide many competitive advantages like agility, selectivity, individuality and interactivity shopping attitudes and behavior.

**Brassington, F. and pettitt, s., (2000)<sup>3</sup>** with the reference of above cite; Consumer behavior of every individual is different from other depending on buying choices which is influenced buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process.

**Lian and lin (2008)<sup>4</sup>** studied four different products that included books, online magazines, TV gaming system and computer games. The research indicated that individual privacy concerns negatively influenced consumer attitudes toward buying books online.

**S.Saravanan, 2010, Kamolwan (2010)<sup>5</sup>** found that the factors like social Status, personal values, educational levels have impact on purchasing behavior of women on luxury fashion goods. In Malaysia the purchase of working women is influenced by place factor correlated with demographic factors.

**Hossein, (2011)<sup>6</sup>**, Examined that female consumers are not affected by brand equity in buying foreign make up products. Women play a major role in the purchasing decision and give highest preference to product quality.

**Kuester, (2012)<sup>7</sup>** “Consumer preference is the study of individuals, groups, or organizations and the processes they use to select, secure,

and, dispose the products, services, experiences, or ideas of satisfy needs and the impacts that these processes have on the consumer and society”.

#### DATA ANALYSIS AND INTERPRETATION TABLE NO1: AGE OF THE RESPONDENTS

Sl.No	Age	No of respondents	Percentage
1	Below 20 years	21	10.5
2	20-25 years	79	39.5
3	25-30 years	38	19.0
4	30-35 years	34	17.0
5	Above 35 years	28	14.0
Total		200	100

Source: Primary data

Table 1 shows that age of the respondents. It is inferred that 39.5 per cent of the respondents belong to the age group of 20-25 years, 19 per cent of them belong to the age group of 25 – 30 years, 17 per cent of the respondents to the age group of 30 – 35 years, 14 per cent of the respondents to the age group of above 35 years and 10.5 of the respondents belong to the age group of below 20 years.

Hence majority (39.5 per cent) of the working women are belong to the age group of 20-25 years.

#### TABLE NO2: MARITAL STATUS OF THE RESPONDENTS

Sl. no	Marital status	No of respondents	Percentage
1	Married	89	44.5
2	Unmarried	111	55.5
Total		200	100

Source: Primary data

Table 2 shows that marital status of the respondents. It is inferred that majority (55.5 per cent) of the respondents are married and 44.5 per cent of the respondents are married.

Therefore majority (55.5 per cent) of the working women are unmarried.

#### TABLE NO 3: QUALIFICATION OF THE RESPONDENTS

Sl. no	Qualification	No of respondents	Percentage
1	diploma/ ITI	12	6.0

2	up to higher secondary	40	20.0
3	Graduates	78	39.0
4	Professional	36	18.0
5	Others	34	17.0
Total		200	100

Source: Primary data

Table 3 shows that qualification of the respondents. It is inferred that 39 per cent of the respondents are graduates, 20 per cent of them are up to higher secondary, 18 per cent are professional, 6 per cent are Diploma.ITI, 17 per cent of them others.

Hence majority (39 per cent) of the respondents falls under the group of graduates.

**TABLE NO 4: OCCUPATION OF THE RESPONDENCE**

Sl. no	Occupation	No respondents	Percentage
1	Teacher	66	38.0
2	Bank employees	26	13.0
3	Doctor	7	3.5
4	IT field	25	12.5
5	Others	76	33.0
Total		200	100

Source: Primary data

Table 4 shows that occupation of the respondents. It is inferred that 38 per cent of the respondents are teachers, 13 per cent are bank employees, 12.5 per cent of them IT field and 3.5 per cent are doctors and 33 per cent of them are from other fields.

Hence majority (38 per cent) of the respondents falls under the group of teachers.

**TABLE NO 5: MONTHLY INCOME OF THE RESPONDENCE**

Sl. no	Monthly income	No respondents	Percentage
1	Below Rs. 15000	77	26.5
2	Rs.15000-25000	53	38.5
3	Rs.25000-35000	26	13.0
4	Rs.35000-45000	18	9.0

5	Above Rs. 45000	26	14.0
Total		200	100

Source: Primary data

Table 5 shows that monthly income of the respondents. It is inferred that 38.5 per cent of the respondents are earning Rs.15000 to Rs 25000. 26.5 per cent of them are earning below Rs. 15000, 14 per cent are above Rs. 45000, 13 per cent of them Rs.25000 to Rs.35000 and 9.0per cent are doctor are Rs.35000 to Rs. 45000.

About (38.5 per cent) of the respondents falls under the income group between Rs.15000-25000.

**TABLE NO 6: SOURCE OF INFORMATION ABOUT ONLINE SHOPPING**

Sl. No	Know about online shopping	No of respondents	Percentage
1	news papers	18	9.0
2	TV advertisement	55	27.5
3	internet	61	30.5
4	friends & relatives	62	31.0
5	others	4	2.0
Total		200	100

Source: Primary data

Table 6 shows that source of information about the online shopping. It is inferred that 31 per cent of the respondents know about the online shopping through friends and relatives. 30.5 per cent of them know about the online shopping through internet, 27.5 per cent of them know about the online shopping through TV advertisement, 9 per cent of them know about the online shopping from news papers. 2 per cent are known about the online shopping through other sources.

Hence (31 per cent) of the respondents know about the online shopping through friends and relatives.

**TABLE NO 7: PREFERRED GADGET FOR ONLINE SHOPPING**

Sl. no	Preference for online shopping	No respondents	Percentage
1	PC	44	22.0
2	Tablets / I pad	43	21.5
3	Smart phone	113	56.5
Total		200	100

Source: Primary data



them strongly disagree with the large variety of product available, 17.5 per cent of them expressed no opinion for the same and 2.5 per cent of them that there is disagree with the large variety of product available.

It is inferred that 31.5 per cent of the respondents agree that there is terms and conditions of websites, 24.5 per cent of them expressed no opinion for the same, 24 per cent of them strongly agree that there is terms and conditions of websites, 13 per cent of them disagree with the terms and conditions of websites and 7 per cent of them strongly disagree with the terms and conditions of websites.

It is inferred that 33 per cent of the respondents agree that there is reasonable cost of delivery, 22 per cent of them strongly agree that there is reasonable cost of delivery, 19 per cent of them expressed no opinion for the same, 13 per cent of them strongly disagree with the reasonable cost of delivery and 12.5 per cent of them disagree with the reasonable cost of delivery.

It is inferred that 44.5 per cent of the respondents agree that there is protection of privacy of information, 22 per cent of them strongly agree that there is protection of privacy of information, 16.5 per cent of them expressed no opinion for the same, 10 per cent of them strongly disagree with the protection of privacy of information and 7 per cent of them protection of privacy of information.

It is inferred that 34 per cent of the respondents agree that there is speed of delivery in online shopping, 23.5 per cent of them strongly agree that there is speed of delivery in online shopping, 20 per cent of them expressed no opinion for the same, 15 per cent of them strongly disagree with the speed of delivery in online shopping and 7.5 per cent of them speed of delivery in online shopping.

It is inferred that 35.5 per cent of the respondents agree that there is good customer service, 25.5 per cent of them strongly agree that there is good customer service, 21 per cent of them expressed no opinion for the same, 12 per cent of them strongly disagree with the good customer service and 6 per cent of them good customer service.

It is concluded that 40.5 per cent of the respondents agree that there replacement of the product, 21.5 per cent of them expressed no opinion for the same, 19 per cent of them strongly agree that there is replacement of the product, 10.5 per cent of them disagree with the replacement of the product and 8.5 per cent of them strongly disagree with the replacement of the product.

Hence the majority of 75.5 per cent of the respondents strongly agree that there is quality of the product, 64 per cent opined that terms and conditions of guarantee / warranty in online shopping, 61 per cent opined that detailed product information in online shopping, 60 per cent opined that large variety of product available in online shopping, 56 per cent opined that terms and conditions of websites, 55 per cent opined that reasonable cost of delivery in online shopping, 66.5 per cent opined that protection of privacy of information in online shopping, 57.5 per cent opined that speed of delivery, 51 per cent opined that good customer service, 62 per cent opined that replacement of the product.

#### FINDINGS, SUGGESTIONS AND CONCLUSIONS

#### FINDINGS:

- About (39.5 per cent) of the working women are belong to the age group of 20-25 years.
- Majority (55.5 per cent) of the working women are unmarried.
- About (39 per cent) of the respondents falls under the group of graduates.
- About (38 per cent) of the respondents falls under the group of teachers.
- About (38.5 per cent) of the respondents falls under the income group between Rs.15000-25000.
- About (31 per cent) of the respondents know about the online shopping through friends and relatives.
- Majority (56.5 per cent) of the respondents have access to online shopping through smart phones only.
- The calculated value of chi – square test is 58.425 which are greater than the table value 26.296. Therefore the null hypothesis is not accepted and alternative hypothesis is accepted. It is concluded that there is a significant association between the occupations of the respondent and website prefers for online shopping.
- A Pearson's correlations were done between two variables source of information about online shopping and payments mode when shopping on the internet. Since the r – value is 0.285 and p value is less than 0.01, therefore the correlation coefficient is significance between source of information about online shopping and payments mode when shopping on the internet.

#### SUGGESTIONS:

- Transactions should be safe and proper security should be assured to the people making online purchases.
- Banking should promote Debit card, Credit card facility in online shopping.
- E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- After sales service must be improved for increasing online shopping.
- More advertisement about online shopping should be given through pamphlets, newspapers as it helps to increase the online shopping.

#### CONCLUSION:

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behavior and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. These consumers are mostly in low age groups. These consumers appear to be more knowledgeable by gathering information from

online and then purchase it from online websites. Rapid growth of e-marketing has resulted in an E-transformation in the global retail infrastructure. Internet has emerged as a cost effective means of doing business. The overall results prove that the respondents have perceived online shopping in a positive manner. This project clearly justifies the growth of online shopping.

**REFERENCES:**

- [1]. Ward Hanson, Kirthi Kalyanam, Internet Marketing, Edition-1th, Cengage Learning India Pvt Ltd, New Delhi, 2008.
- [2]. Parag diwan, L.N. Aggarwal, Marketing management, Edition 4th, Excel Books publication, New Delhi, 2006.
- [3]. Dan Zarrella, Social Media Marketing Book, Edition 1th, O'Reilly Publication, 2009.
- [4]. Philip Kotler, Marketing management: A South Asian Perspective, edition 14th, Pearson publication, 2012.
- [5]. R.S.N Pillai and Bhagavathi, Marketing management, Chand and Co Ltd publication, Edition 5th 2010.
- [6]. Jennifer Rowley, "Product search in e-shopping: a review and research propositions", Journal of Consumer Marketing, Vol. 17, iss: 1, 2000, pp. 20-35.
- [7]. Ahasanul Haque and Ali Khatibi, "E Shopping Current Practices and future opportunities", Journal of Social Sciences, Vol. 1, iss: 1, 2005, pp 41-46