

# A Study on Online Purchasing Behavior of Young Women in Dindigul District

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**Abstract**— Internet is a vital source where all the services and products are easily viewed and analyzed creating the need of the hour. People had changed their lifestyle and pattern of purchase sitting at home. Gone are those days rushing for product purchase at shops. Indians who are believed to purchase the items only on sight now have changed their purchasing behavior to online purchase. This study attempts to find out the purchasing behavior of young women through online. The basis of this study is to analyze the level of acceptance of online shopping among young women in Dindigul district. For this purpose a sample size of 30 was collected on a convenience basis. The purpose of the study is to find out the relationship between the demographic factors and satisfaction level. The study found that the respondents are satisfied with online shopping. Frequent problem faced in Online shopping by the respondents is not getting connection to the site.

**Keywords**—Purchasing Behaviour; Demographic factors; Satisfaction

## 1. INTRODUCTION

Modern world is switching towards improvisation of technology. Earlier business started with the traditional barter system and now drastic change has occurred with the advent of online shopping where buyers and sellers are in the virtual world. The number of internet users in India accounted to 190 million in June 2013 comprising of 130 million in urban India and 60 million in rural India as per the report published by IAMAI (Internet and Mobile Users Association of India). Over the years, internet penetrated deeply becoming a vital part and parcel in the life of an individual. India has 11.4% of the internet users among the Asian countries and holds a predominant position. The report of world statistics states that India stands in the third position after China and the United States having maximum number of net users contributing to 5.7% of internet users of the world (source:www.interworldstats.com). The internet connections boosted due to the broad band connections and facilities like smart phones. There are 77 million unique visitors for the online shopping websites and 14.3 million online shoppers in the year 2012 having 4306 E-commerce hubs.

## 2. REVIEW OF LITERATURE

When the needs of the users are covered by the websites then the customer will have positive shopping experiences Frank Ulrich et al., (2010). Age, education and gender are the demographic variables that have positive influence over the internet shopping behavior of the consumers Ruchi Nayyar and Gupta (2010). Reliability is an important factor for consumers in making regular and frequent purchase than for making an occasional leisure purchase Ramachandran et al., (2011). Sonia San Martin and Nadia Jimenez (2011) observed that privacy and security policies and warranty has a greater impact on male satisfaction than on the females, and service quality influences the trust towards the websites in spite of the gender differences. Ashok Kumar Chandra and Devendra Kumar Sinha (2013) found that the demographics, Age, Education and income has positive influence over the attitudes of Online Shopping. Attitude and gender are the important factors of online shopping behavior Gayathiri et al., (2014). Trust and the risk are the important factors that affect the consumer decision making among women in Saudi Arabia Areeg Al Mowalad and Lennora Putit (2013). Gender and family size has significant impact on the frequency and overall spending towards online shopping respectively Dahiya Richa (2012). Web security is the is the predominant factor that supports online shopping experience among the professional and non-professional students Anindita Chakroborty and Gaurav Srivastava (2012). Latest information, convenience and flexibility influenced the Indian youth to make online purchase Arpita Khare et al., (2010).

## 3. OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To find out the relationship between demographic factors and level of satisfaction towards Online Shopping.
- To analyze the problems faced by young women while making Online Shopping.
- To provide suggestions for overcoming the problems faced in Online Shopping.

## 4. LIMITATIONS OF THE STUDY

- The study has been confined only to the young women behavior towards Online Shopping

- The test results and the findings cannot be generalized to the whole population.
- There is certain amount of difficulty faced during the data collection as it was tough in identifying the respondents who make online purchases.

**5. METHODOLOGY**

The research is descriptive in nature. The study has been conducted among 30 young women respondents at Dindigul district on convenience basis. A well structured interview schedule was framed consisting of questions relating to demographic factors, factors motivating the online purchase and the problems involved in making online purchases. The respondents were given enough time duration to fill in the responses to avoid bias in the answers.

**6. DATA ANALYSIS**

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TABLE -1 PROFILE OF THE RESPONDENTS

Demographic factors		Frequency	Percentage (%)
Age	Below 25	15	50
	25 - 35	15	50
Marital Status	Married	4	13.3
	Single	26	86.7
Educational Qualification	UG Degree	7	23.3
	PG Degree	10	33.3
	Professional	5	16.7
	Others	8	26.7
Income level	Below Rs 10000	16	53.3
	Rs10000-Rs 20000	10	33.3
	Rs 20000-Rs 30000	4	13.3
Number of earning members in the family	1	12	40.0
	2	9	30.0
	3	7	23.3
	4	2	6.7

The table above displays the profile of the respondents indicating the variables like age, marital status, educational qualification, income level and number of earning members in the family. The respondents are equally distributed in the age group of below 25 years and 25-35 years of age. 86.7% of the respondents are single. Majority of 33.3% respondents are PG degree holders. The maximum number of respondents (53.3%) falls under the monthly income of below Rs 10000. Majority of 40% of the respondents have single earning member in their families.

The one sample t test was conducted to test the significance level of the respondents towards Online shopping satisfaction. The t value calculated shows 2.971 and the corresponding value of p is 0.005911 which is less than 0.05 (p < 0.05). The results prove that the respondents are satisfied with Online Shopping.

TABLE-2 LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING

Factors	N	Mean	Standard Deviation	Sign	t	df	Mean difference	P value
Satisfaction	30	1.233	0.43018	0.006	2.971	29	.2333	0.0059

TABLE-3 PROBLEMS FACED WHILE MAKING ONLINE PURCHASE

Problems	No of Respondents		Percentage (%)	
	Yes	No	Yes	No
1) Information about the product is not true	1	29	3.3	96.7
2) Difficulty in settling disputes	0	30	0	100
3) Failing to keep the post service promises	2	28	6.7	93.3
4) Difficulty in getting support in case of product failures	6	24	20	80
5) Delay in product delivery	2	28	6.7	93.3
6) Damage in the product delivered or delivered a wrong product	9	21	30	70
7) Less discount and low bargaining compared to retail purchase	2	28	6.7	93.3
8) Time taken for transferring information is more at certain times	5	25	16.7	83.3
9) Product performance does not meet the expectations	8	22	26.7	73.3
10) Chance of misuse of credit and debit card by others	5	25	16.7	83.3
11) Queries are not responded in a proper manner	0	30	0	100
12) Product guarantee not ensured	8	22	26.7	73.3
13) Exaggerated information	8	22	26.7	73.3
14) Frequent problems in internet connection to the site	11	19	36.7	63.3

The above table depicts the problems faced by young women while making purchases online shopping. The variables like frequent problems in internet connection to the site (36.7%) and damage in the product delivered /delivered a wrong product (30%) was analyzed as the major problems faced by the young women in making online purchases.

**7. FINDINGS**

- Majority of the respondents belong to the age group of below 25 years and 25-35 years.
- Most of the respondents (33.3%) have completed their Post Graduation.
- The income level of 53.3% of the respondents is below Rs 10000.
- There is single earning member in the families of 40% of the respondents.
- Majority of the young women choose trendy products in online websites.
- The respondents are satisfied in the mode of Online shopping
- 36.7% of the respondents feel frequent problems in internet connections serve as the major problem for making online purchase.

## 8. SUGGESTIONS

Online Shopping is the buzz word in modern era. The study which was conducted with few respondents has provided an idea as how to deal with a huge mass for making online sales to the online marketers. The Online shoppers make a purchase only to save time and avoid risk of traditional purchase. They view frequent internet connections is the main problem faced. The online marketers can try to have a good link with the service providers so that this can be rectified. The shoppers should concentrate much over trendy products as the respondents expect much newer and updated products. However other minor problems like product information and product delivery should also be considered and solutions should be sought.

## 9. CONCLUSION

No doubt that the next generation is to shop only in online mode. The raise in the number of internet users itself proves as an evidence. Number of online websites both big and small compete together to market the products online. Ample number of branded items is made available at the doorsteps of the customers. The study deals with the behavior of few young women which puts a meager source of information to the online marketers to understand their views. If the problems are rightly identified and rectified online marketers will hold a good position equally to traditional marketers putting them a tough challenge.

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