

## **ONLINE SHOPPING BEHAVIOUR AMONG FEMALE CONSUMERS: A STUDY WITH REFERENCE TO KANNUR DISTRICT (KERALA)**

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### **ABSTRACT**

Consumers who choose and buy goods and services online are said to engage in electronic buying behaviour. Online marketplaces are used for both the purchase and sale of goods and services when shopping online. Online transactions are now more common in the world of electronics. It includes activities like making financial transactions online, promoting online, and procuring and offering goods and services online. In the present era, consumers have become increasingly accustomed to purchasing online, particularly female shoppers. The primary goals of this study are to ascertain whether female consumers hesitate before making an online purchase or do so, as well as to look into the reasons behind this hesitation and provide solutions for customer problems. This study aimed to assess how women behaved when making internet purchases. The main reasons why women choose to shop online are time savings, cost savings, convenience, a large selection, and the effectiveness of services. The complexity of technology, security, and privacy were all discovered to be the major issues with online buying.

Key Words : Online buying, Female consumers and E -Commerce

### **INTRODUCTION**

E-commerce refers to the practice of buying or offering services over the internet. Due to its speed and user-friendliness, electronic shopping is growing in popularity. Direct information delivery to clients as well as online sales of goods and services are all considered business to consumer. The e-commerce sector saw unprecedented growth in 2014. The rapid adoption of new technology, which was spurred by the expanding popularity of devices like smart phones and tablets and the accessibility of the internet via broadband, 4G, etc., was what led to the increase in online shoppers. This increase was also influenced by favorable demographics and a growing number of people using the internet. The rise of domestic rivals like Flipkart and Snap Deal as well as the high level of investor interest in this industry demonstrate the market's huge potential. The research of women's online purchasing behaviour not only focuses on how and why they decide to buy products online, but also on how and why they choose the products they buy and how they evaluate the purchasing process after they have made a purchase. Because of greater awareness and technological advancement, more women are using online shopping sites. The behaviour and attitude of female consumers have changed significantly in

recent years as a result of the accessibility of online portals. The study's goal is to assess women customers' attitudes toward, use of, and satisfaction with online shopping.

### **PROBLEM STATEMENT**

Online purchasing has grown significantly during the past few years. Due to this, women customers now have far more awareness of and influence over how they use online portals. Although the same influences women consumers, there may be a problem with customer satisfaction when buying products from internet portals. Women shop more passionately and have unique viewpoints and motivations for their purchases. They take an active role in their purchases and communicate with their peers about trends, possibilities, sales information, etc. In recent years, women have become more and more comfortable making purchases online and using the internet for shopping. This study intends to determine women's attitudes on online shopping and the elements that affect women's online shopping decisions in Kannur district (Kerala)

### **REVIEW OF LITERATURE.**

The summary of prior findings that are pertinent to this investigation is provided below.

- Compared to males, women are less emotionally satisfied with internet shopping because they find it less convenient. Compared to males, women likewise exhibited less trust in internet shopping. Harris, M., & Rodgers, S.(2003)
- Online buying was less convenient for older consumers than it was for younger ones. Younger people look up product information more often than older consumers, yet they still make similar amounts of purchases. Sorce, P., Perotti, V., & Widrick, S(2005)
- Women do spend time chatting about and buying low involvement products online Jack Neff, (2008)

### **OBJECTIVES OF THE STUDY**

1. To assess how female consumers feel about online shopping
2. To determine the elements that motivate women to make online purchases
3. To find out the restrictions placed on women when it comes to online purchasing

### **RESEARCH METHODOLOGY**

The researcher used a descriptive study design to examine and interpret the information gathered from the clients (women). Both primary and secondary data were used in this investigation. Primary data were gathered through a survey method. To gather secondary data, a variety of books, journals, and websites were examined. On the basis of convenience, the sample size was 100 respondents.

### **HYPOTHESIS**

There is no significant association between age group and awareness in modern technologies.

### **LIMITATIONS OF THE STUDY**

- The study was only conducted in the Kannur district (Kerala, India)
- There were just 100 responders in the sample, which was limited.
- The study's foundation is based on the current attitudes and opinions of women. But in the future, things could change.

**DATA ANALYSIS AND INTERPRETATION****Age group of the Respondents.****Table. 1**

<b>Age group</b>	<b>No of Respondents</b>	<b>% of Respondents</b>
20 to 30	35	35
31 to 40	40	40
41 to 50	18	18
Above 50	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

It was found that 40% of the sample's respondents were between the ages of 31 and 40, 30% were between the ages of 20 and 30, 18% were between the ages of 41 and 50, and just 7% were over the age of 50

**Income –Wise classification of Respondents.****Table. 2**

<b>Income Group</b>	<b>No of Respondents</b>	<b>% of Respondents</b>
Below 30,000	34	34
30,000 - 45,000	25	25
45001 - 60000	19	19
60001 - 75000	12	12
Above 75000	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

The table above reveals that 34% of the sample's respondents make less than Rs 30,000 per month. 25% of them make between Rs. 30,000 and Rs. 45000 per year in income. It is clear that 19% of respondents fall into the income range of Rs. 45001 to Rs. 60,000. Only 10% of people earn more than Rs. 75,000.

**Influencing factors of e- buying.**

**Table. 3**

<b>Influencing Factors</b>	<b>No of Respondents</b>	<b>% of Respondents</b>
Price	17	17
Wide selection of goods	28	28
Time savings/ convenience	26	26
Efficiency and good services	10	10
All the above	19	19
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Table No. 3 shows that 28% of the sample's respondents are persuaded to shop online due to the variety and availability of goods. Due to the ease and time savings, 26% of them choose to buy things electronically. 10% of respondents chose quick, high-quality services, and 17% liked pricing flexibility when shopping online. Overall, 19% of respondents decided to purchase electronic goods after taking into account all the considerations, including price, selection, time savings, convenience, and effective services..

**Age group and level of knowledge in modern technology (including internet awareness)**

Ho: There is no significant association between age group and level of knowledge in modern technology

Observed Frequency

**Table-4.1**

<b>Age group</b>	<b>level of knowledge</b>			<b>Total</b>
	High	Average	Low/Poor	
20 - 30	28	6	1	35
31 – 40	23	10	7	40
41 – 50	5	5	8	18
Above 50	1	2	4	7
<b>Total</b>	<b>57</b>	<b>23</b>	<b>20</b>	<b>100</b>

Calculation of  $\chi^2$  Value

**Table-4.2**

Observed Frequency (O)	Expected Frequency (E)	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
28	19.95	8.05	64.80	3.248
6	8.05	-2.05	4.20	0.522
1	7	-6	36	5.143
23	22.8	0.2	0.04	0.002
10	9.2	0.8	0.64	0.069
7	8	-1	1	0.125
5	10.26	-5.26	27.67	2.697
5	4.14	0.86	0.74	0.179
8	3.6	4.4	19.36	5.378
1	3.99	2.59	8.94	2.241
2	1.61	0.39	0.15	0.093
4	1.4	2.6	6.76	4.829
Calculated $\chi^2$ Value				24.526

$$\begin{aligned} \text{Degree of Freedom} &= (r-1) (c-1) \\ &= (4-1) (3-1) \\ &= 6 \end{aligned}$$

Table value at 5% level of significance for 6 degrees of freedom is 12.592. In this case, Calculated Value exceeds Table Value. Therefore, the null hypothesis has been disproved. Accordingly, there is a considerable correlation between age group and level of technological understanding.

### FINDINGS

- The majority of the sample's responders are under 40 years old..
- Time savings, convenience, affordability, a large selection, and the effectiveness of the service are the primary driving forces for women's electronic purchases.
- Cosmetics, clothing, home decor, and toys are the most popular e-commerce items.

- Word of mouth among co-workers, friends, and family members influences opinions toward internet buying, both positively and negatively.
- Women start buying more frequently after having a positive experience.
- The main issues with online shopping include complexity of technology, security, and privacy

### **SUGGESTIONS.**

- Middle-aged women who would prefer to shop online are discouraged by the challenges of using modern technology. Consequently, online shopping websites should be more interactive and user-friendly.
- Outstanding customer service is essential. The firms must be easy to get in touch with when a customer has a query or issue. If their concerns are swiftly addressed, they are more likely to make a purchase
- It is preferable to introduce and discuss the idea of 3D modeling
- Online sellers should offer a flexible payment system and return policy to encourage women of all demographics
- Give bonus points and gift cards to existing clients to entice them to refer new ones

### **CONCLUSION**

Women shoppers in particular are more daring and drawn to cutting-edge goods. Future growth in electronic commerce is quite likely. It absorbed a variety of female customers. Electronic purchasing was made possible by frequent computer and internet use. The primary issues that women have when buying online include issues with the exchange of money, misuse of personal information, and concern over the use of contemporary technologies. The world is open to the online retailer if they can get through the barriers put up by female clients

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