A Study on Access and Usage of Online Shopping By Women in Coimbatore City

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Abstract

The aim of this paper is to study the access and usage of online shopping by women in Coimbatore city. The data has been collected from 250 respondents by applying convenience sampling technique. A sample of 50 women respondents from each category such as, Government Employee, Private Employee, Business Women, Home Maker and Students have been taken for the study. The top 10 online shopping sites in India have been selected based on the report of the "letuspublish.com" and the statistical tools such as Simple Percentage Analysis, Descriptive Statistics, Chi-Square analysis and t-test have been applied to analyze the data. The results of the study reveals that online shopping behaviour among women has significantly vary by varied factors such as, medium preferred for online shopping , place of internet access, frequency of accessing online shopping, time spent on online shopping and their satisfaction level.

Keywords: Online shopping, online Shopper Behaviour, Online Shopping Access and Usage.

Introduction

Information Technology revolution has brought a dynamic change in the society and the economy. At present, in the networking era, access of any electronic devices becomes easier. Business and Consumers have recognized the potential and benefits of adopting computer enabled networks to make their activities faster. Business use networks extensively to conduct diverse processes such as, streamline procurement processes, approach new customers, and manage internal operations. Consumers use websites to identify sellers, evaluate products and services, compare prices, and extent market leverage.

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. The alternative names of online shopping are: e-web-stores, e-shop, e-stores, internet shop, web-shop, web-stores, online stores and virtual store. An online shop evokes the physical analogy of buying products or services at a shopping center; the process is called Business -to- Consumer (B2C) online shopping. The top ten online shopping sites in India are Flipkart.com, Amazon.in, Myntra.com, Jabong.com, Snapdeal.com, Ebay.in, Alibaba.com, Homeshop18.com, Shopclues.com and Yebhi.com, ("Letuspublish.com"). These online stores are usually available 24 hours a day and many consumer have access internet on both at work place and home. The growth of online shopping brings more wealth to the Indian markets.

Review of Literature

Thompson and Yuanyou Yu (2005), have made a study on "Online Shopping Behaviour: a Transaction Cost Economics Perspective". The basic aim of the study is to explain consumer's online buying behavior from the perspective of TCE theory based on three dimensions, i.e., uncertainty, trust and buying frequency and to verify the TCE model by analyzing field data obtained in Singapore. A questionnaire was used to collect data from 1171 respondents for this study. Finally, the research model has been further refined to include other variables that may affect transaction cost and consumers' willingness to buy online and Consumers usually are more willing to try a new thing when they feel motivated. According to

survey results, the first successful online buying experience will increase the likelihood that they will continue to buy online in the future.

Renuka Sharma, Kiran Melaka and Sharhank Sharma (2014), have made a study on, "Understanding online shopping behaviour of Indian shoppers". The primary objective of the current study is to understand the online buying behaviour of customers in India. They have made an attempt to get information about the scope of improvement in online shopping website. A survey was conducted with the help of structured questionnaire collected from Punjab region of India. The purpose of the study is to understand the behaviour of Indian consumer towards online shopping. The Majority of internet users were youngster and the e-commerce market has a great potential for youth segment. The buying behaviour of youth can be elaborate through findings obtained through survey. The corporate can make their potential customers into active customers. By improving the after sales service and by providing secured packages we can further boost the demand of various product and services through web stores.

Objectives of the Study

1. To study the socio economic profile of the women respondents.
2. To analyze the access and usage of online shopping by the women respondents and their satisfaction level.

Research Methodology

The data has been collected from 250 respondents by applying convenience sampling technique. A sample of 50 women respondents from each category such as, Government Employee, Private Employee, Business Women, Home Maker and Students have been taken for the study. Secondary data has been gathered from Journals, Magazines, Research Papers, Text Books, and Websites. Statistical tools such as, Simple Percentage Analysis, Chi-Square Analysis, ANOVA and t-test have been applied to analyze the data.

Limitations of the Study

1. The universe being large, the study is restricted to women respondents in Coimbatore city.
2. The accuracy and reliability of data depend upon information provided by the respondents.

Analysis and Interpretation

Simple Percentage Analysis

Table – 1

Profile of the respondents

Personal factors		No of respondents	percentage
Age	18-25 years	**99**	**39.6**
	26-35 years	91	36.4
	36-45 years	45	18.0
	Above 45 years	15	6.0
	Total	**250**	**100.0**
Education Qualification	School level	17	6.8
	Graduate	**119**	**47.6**
	Post graduate	83	33.2
	Professional	31	12.4
	Total	**250**	**100.0**
Occupation	Government Employee	50	20.0
	Private Employee	50	20.0
	Business	50	20.0
	Home maker	50	20.0
	Student	50	20.0
	Total	**250**	**100.0**
Monthly Income	No Income	35	14.0
	Less than 10,000	35	14.0
	Rs.10,001-20,000	**84**	**33.6**
	Rs.20,001-30,000	48	19.2
	Rs.30,001-40,000	27	10.8
	Above 40,000	21	8.4
	Total	**250**	**100.0**
Marital Status	Married	**160**	**64.0**
	Unmarried	90	36.0
	Total	**250**	**100.0**
Nature of Family	Joint	94	37.6
	Nuclear	**156**	**62.4**
	Total	**250**	**100.0**

Source: computed

The table-1 shows that, 39.6 per cent of the respondents are in the age group of 18 to 25 years, 47.6 per cent of the respondents are graduates, 50 (20 per cent) respondents have been taken for the study from each category, which constitute a total of 250 respondents, 33.6 per cent of the respondents are earning of Rs.10, 001 to 20,000 per month, 64.0 per cent of

the respondents are married and 62.4 per cent of the respondents are belongs to nuclear family.

Table – 2

Access and Usage of Online Shopping

Particulars		No of respondents	percentage
Medium preferred for online shopping	PC	79	31.6
	Laptop	29	11.6
	Tablet	15	6.0
	Mobile phone	**126**	**50.4**
	Others	1	.4
	Total	**250**	**100.0**
Place of Internet Access	**Home**	**187**	**74.8**
	working place	51	20.4
	Browsing center	10	4.0
	Others	2	0.8
	Total	**250**	**100.0**
Frequency of accessing Online Shopping	Daily	11	4.4
	Weekly	29	11.6
	Monthly	66	26.4
	Festival season	70	28.0
	Occasionally	**74**	**29.6**
	Total	**250**	**100.0**
Time spent on online shopping	Less than 1 hour	84	33.6
	1-3 hours	**140**	**56.0**
	3-5 hours	16	6.4
	More than 5 hours	10	4.0
	Total	**250**	**100.0**
Source of Awareness	Advertisement	62	24.8
	Family members	57	22.8
	Friends	**83**	**33.2**
	Link from other websites	15	6.0
	Promotional E-mails	3	1.2
	Search Engine	26	10.4
	Others	4	1.6
	Total	**250**	**100.0**
Best Online Shopping Website for Purchase	**www.flipakart.com**	**114**	**45.6**
	www.amazon.in	38	15.2
	www.myntra.com	4	1.6
	www.jabong.com	7	2.8
	www.snapdeal.com	61	24.4
	www.ebay.in	9	3.6

	www.alibaba.com	5	2.0
	www.homeshop18.com	3	1.2
	www.shopclues.com	5	2.0
	www.yebhi.com	4	1.6
	Total	**250**	**100.0**
Difficulties Faced by the Respondents	Internet Default	72	28.8
	Consumer cannot completely trust them	79	31.6
	Misuse of personal information	53	21.2
	Stores are not always official representative of their offered products	63	25.2
	Consumer find it difficult to confirm the reliability of the product	48	19.2
	Difficult to decide based only on description and ratings of the product	88	**35.2**
	I have to wait for long time to take delivery of the product	72	28.8
Problems Faced by the Respondents after Purchase	It is difficult to change a defective product with a new one	103	41.4
	Product guarantee is not assured	**116**	**46.6**
	Delay in customer service	63	25.3
	More choice of second handed items	75	30.1
Enjoyment in Accessing the Online Sopping	**Yes**	**191**	**76.4**
	No	59	23.6
	Total	**250**	**100.0**

(Source: Computed)

The table - 2 shows that, 50.4 per cent of the respondents have preferred mobile phone for online shopping, 74.8 per cent of the respondents have accessed the internet from their home, 29.6 per cent of the respondents have accessed online shopping occasionally, 56.0 per cent of the respondents have spent 1-3 hours in a day on online shopping, 33.2 per cent of the respondents are aware of online shopping through friends, 45.6 per cent of the respondents

have stated that the flipkart.com is the best online shopping website for their purchase, the respondents faced different types of problems , while accessing and also after purchase, out of which 46.6 per cent of the respondents have stated that Product guarantee is not assured and 76.4 per cent of the respondent says that even nothing to buy, the process of online shopping makes them enjoy.

Satisfaction towards Online Shopping

The women respondents have been asked to express their opinion on a five point rating scale given as Highly Satisfied to Highly Dissatisfied. The ratings were assigned as Highly satisfied-5, Satisfied-4, Neutral-3, Dissatisfied-2, and Highly Dissatified-1.

Table – 3

Level of Satisfaction towards Online Shopping

Level of satisfaction	N	Minimum	Maximum	Mean	S.D
Quality of the product	250	2.00	5.00	**4.1520**	.73965
Price	250	2.00	5.00	3.9600	.65123
Trust	250	2.00	5.00	3.7160	.89809
Brand and package	250	1.00	5.00	3.8920	.85982
Security	250	1.00	5.00	3.7200	.86984
Delivery period	250	1.00	5.00	3.7680	.92824

(*Source: Computed*)

The table 3 shows that, level of satisfaction towards quality of the product is high (mean rating 4.1520), followed by price (3.9600), brand and package (3.8920), and the low rating is given by the respondents to trust (3.7160).

Hence, it is concluded that the respondents are highly satisfied towards the quality of the product.

Chi-Square Analysis

Personal Factor and Place of Internet Access

The following table presents the relationship between the personal factors such as, Age, Educational Qualification, Occupation, Monthly Income and the study factor namely the place of internet access with the following null hypothesis.

H_{01}: "There is no significant relationship between the personal factors of the respondents and the place of internet access"

Table - 4

Personal Factors and Place of Internet Access

Personal factors	Place of internet access			
	Calculated value	Table value	Df	sig
Age	16.389	16.919	9	Ns
Educational qualification	33.528	21.666	9	**
Occupation	67.422	26.217	2	**
Monthly Income	37.301	30.578	15	**

(Source: Computed)(NS -Not Significant and **- Significant at 5 percent level)

It is inferred from the chi-square test that the age of the respondents has no significant relationship with the place of internet access. Whereas educational qualification, occupation and monthly income of the respondents have a significant relationship with the place of internet access at 5 per cent level of significance.

Hence, the null hypothesis (H_{01}) is rejected for the factors such as educational qualification, occupation and monthly income and accepted for the factor namely age group of the respondents.

Personal Factors and Frequency of Online Shopping

The following table presents the relationship between the personal factors such as, Age, Educational Qualification, Occupation, Monthly Income and the study factor namely the frequency of online shopping with the following null hypothesis.

H_{02}: "There is no significant relationship between the personal factors of the respondents and the frequency of online shopping"

Table - 5

Personal Factors and Frequency of online shopping

Personal factors	Frequency of Online Shopping			
	Calculated value	Table value	df	sig
Age	14.372	21.026	12	Ns
Educational qualification	25.698	21.026	12	*
Occupation	28.978	26.296	16	*
Monthly Income	21.668	31.410	20	Ns

(Source: Computed)

It is observed from the above table that, the age group of the respondents and the monthly income of the respondents have no significant relationship with their frequency of online shopping. Whereas, educational qualification and occupation have a significant relationship at 5 per cent level of significance.

Hence, the null hypothesis (H_{02}) is rejected for the factors such as educational qualification and occupation and accepted for the factors age group and monthly income of the respondents.

Personal Factors and Time Spent on Online Shopping

The following table presents the relationship between the personal factors such as, Age, Educational Qualification, Occupation, Monthly Income and the study factor namely the time spent on online shopping with the following null hypothesis.

H_{03}: "There is no significant relationship between the personal factors of the respondents and time spent on online shopping"

Table 6

Personal Factors and Time spent on online shopping

Personal factors	Time Spent on Online Sopping			
	Calculated value	Table value	Df	Sig
Age	9.524	21.026	9	Ns
Educational qualification	4.596	21.026	9	Ns
Occupation	25.060	21.026	12	*
Monthly Income	26.306	24.996	15	*

(Source: Computed)

It is found from the above table that, the age group of the respondents and educational qualification of the respondents have no significant relationship with the time spent on online shopping, whereas, occupation and monthly income of the respondents shows a significant relationship at 5 per cent level of significance.

Hence, the null hypothesis (H_{03}) is rejected for the factors such as occupation and monthly income and accepted for the factors age and educational qualification.

Personal Factors and Source of Awareness

The following table presents the relationship between the personal factors such as, Age, Educational Qualification, Occupation, Monthly Income and the study factor namely the source of awareness with the following null hypothesis

H_{04}: "There is no significant relationship between the personal factors of the respondents and the source of awareness"

Table - 7

Personal Factors and Source of Awareness

Personal factors	Source of Awareness			
	Calculated value	Table value	df	Sig
Age	28.778	28.869	18	NS
Educational qualification	35.583	34.805	15	*
Occupation	58.268	42.980	24	*
Monthly Income	51.844	50.892	30	*

(Source: Computed)

The above table shows that, the age group of the respondents has no significant relationship with the source of awareness. Educational qualification, occupation and monthly

income of the respondents have shown a significant relationship at 5 per cent level of significance.

Hence, the null hypothesis (H$_{04}$) is rejected for the factors such as educational qualification, occupation and monthly income and accepted for the factor age group of the respondents.

Personal Factors and Preferred Online Shopping Website for Purchase

The following table presents the relationship between the personal factors such as, Age, Educational Qualification, Occupation, Monthly Income and the study factor namely preferred online shopping website for purchase with the following null hypothesis.

H$_{05}$: "There is no significant relationship between the personal factors of the respondents and Preferred Online Shopping Website for Purchase"

Table - 8

Personal Factors and Preferred Online Shopping Website for Purchase

Personal factors	Preferred Online Shopping Website for Purchase			
	Calculated value	**Table value**	**df**	**Sig**
Age	31.570	40.133	27	NS
Educational qualification	31.570	40.570	27	NS
Occupation	71.148	58.619	36	**
Monthly Income	70.853	69.957	45	**

(Source: Computed)

The above table shows that, the age groups of the respondents and educational qualification have no significant relationship with preferred online shopping website for purchase. Occupation and monthly income of the respondents have shown a significant relationship at 5 per cent level of significance.

Hence, the null hypothesis (H$_{05}$) is rejected for the factors such as occupation and monthly income and accepted for the factors age and educational qualification.

ANOVA

Personal Factors and Satisfaction Score of Online Shopping

The following ANOVA table – test the difference in the online shopping satisfaction score among the respondents based on the personal factor of the respondents with the following null hypothesis.

H$_{06}$: "The satisfaction score of online shopping do not vary significantly among the respondents based on their personal factors"

Table -9

Personal Factors and Satisfaction Score of Online Shopping

Particulars		Usage score			F	Sig	H₀
PERSONAL FACTORS	CLASSIFICATIONS	Mean	S.D	No.	F	Sig	H_0
Age	**18-25 years**	22.49	2.88	**99**	5.995	3.862	*
	26-35 years	24.24	2.85	91			
	36-45 years	22.93	3.40	45			
	Above 45 years	22.47	3.04	15			
Educational Qualification	**School level**	**23.65**	4.01	17	1.340	3.862	NS
	Graduate	23.49	3.09	119			
	Post graduate	23.04	3.01	83			
	Professional	22.35	2.42	31			
Occupation	**Government employee**	23.32	3.28	50	1.072	1.072	NS
	Private employee	**23.74**	3.78	50			
	Business	23.10	3.18	50			
	Housewife	23.36	2.52	50			
	Student	22.52	2.31	50			
Monthly Income	**No Income**	22.23	2.34	35	2.107	2.251	NS
	Less than Rs.10,000	22.77	3.76	35			
	Rs.10,001-20,000	23.64	3.21	84			
	Rs.20,001-30,000	**23.98**	2.96	48			
	Rs.30,001-40,000	22.74	2.33	27			
	Above Rs.40,000	22.67	2.87	21			

(Source: Computed)

The ANOVA result shows that there is no significant difference in the significant score of online shopping personal factors such as educational qualification, occupation and monthly

income of the respondents. The factor namely age of the respondents shows a significant difference at 5 per cent level of significance.

Hence, the null hypothesis (H$_{06}$) is accepted for the factors such as educational qualification, occupation and monthly income, and rejected for the factor namely age group of the respondents.

T-Test

Table – 10

Marital Status and Satisfaction Score of Online Shopping

The table 10 shows the average mean score of the marital status and satisfaction score of online shopping. The following null hypothesis is:

H$_{07}$: "The average satisfaction score of online shopping do not vary significantly among the respondents based on the marital status"

Marital Status and Satisfaction Score of Online Shopping

Marital Status	Satisfaction Score						
	Mean	S.D	No	Calculated value	Table value	df	Sig
Married	23.50	2.88	160	2.022	1.970	248	NS
Unmarried	22.69	3.32	90				
Total	23.21	3.06	250				

(*Source: Computed*)

The calculated t – test value is 2.022which is less than the table value 1.970 at 5 per cent level of significance. Since the calculated value is less than the table value, it is inferred that the satisfaction scores of online shopping has not varied significantly among the respondents based on the marital status.

Hence, the null hypothesis (H$_{07}$) is accepted.

Findings

The following are the findings of the study.

1. 39.6 per cent of the respondents are in the age group of 18 to 25 years.
2. 64.0 per cent of the respondents are married.
3. 47.6 per cent of the respondents are graduates.
4. 20 per cent of the women respondents are from different category such as, Government Employee, Private Employee, Business Women, Home maker and Student, which constitute a total of 250 respondents (100).
5. 33.6per cent of the respondents are earning of Rs.10,001 to 20,000 per month.
6. 62.4 per cent of the respondents are belongs to nuclear family.
7. 50.4 per cent of the respondents have accessed mobile phones for online shopping.
8. 74.8 per cent of the respondents have accessed the internet at their home.
9. 29.6 per cent of the respondents have accessed online shopping occasionally.
10. 56.0 per cent of the respondents have spent 1 to 3 hours in a day on online shopping.
11. 33.2 per cent of the respondents are aware of online shopping through friends.

12. 45.6 per cent of the respondents have stated that the flipkart.com is the best online shopping website for their purchase.

13. 35.2 per cent of the respondents have mentioned that it is difficult to decide the product based on description and ratings of the product is the most important factor in online shopping.

14. 46.6 per cent of the respondents have stated that Product guarantee is not assured by the online shopping websites.

15. 76.4 per cent of the respondents have stated that even nothing to buy, the process of online shopping makes them enjoy.

16. The women respondents are highly satisfied towards the quality of the product.

Chi-Square Analysis:

17. Age of the respondents has not had a significant relationship with the place of internet access.

18. The personal factors such as, educational qualification, occupation and monthly income have had a significant relationship with the place of internet access of the respondents.

19. The personal factors namely, the age and monthly income have not had a significant relationship with the frequency of accessing online shopping.

20. The personal factors such as, educational qualification and occupation have had a significant relationship with the frequency of accessing online shopping.

21. The personal factors such as, the age and educational qualification have not had a significant relationship with time spent on online shopping.

22. The personal factors such as, the occupation and monthly income have had a significant relationship with time spent on online shopping.

23. Age of the respondents has not had a significant relationship with source of awareness.

24. The personal factors such as, educational qualification, occupation and monthly income have had a significant relationship with source of awareness.

25. Age and educational qualification have not had a significant relationship with preferred online shopping website for purchase.

26. The personal factors such as occupation and monthly income have had a significant relationship with preferred online shopping website for purchase.

ANOVA

27. Satisfaction score has differed significantly with the personal factor namely age.

28. Satisfaction score have not differed significantly with the personal factors such as, educational qualification, occupation and monthly income.

T-Test

29. The average satisfaction score of marital status have not had a significant difference with satisfaction score.

Suggestions

The following suggestions are submitted based on the findings of the study:

1. The least ranking websites such as, Yebhi.com and homeshop18.com have to focus on enhancing their websites by offering discounts & premiums , free coupons, conducting sales contest etc., to fascinate the more number of customers to visit their websites and to boost their sales.

2. The consumer expects that guarantee for the products should be assured in online shopping sites.

3. The online shopping sites have to concentrate on enhancing the trustable level of the consumer to sustain in the market for a long period of time.

Conclusion

Online shopping is a vast growing technology and it will thrive into a highly competitive and dynamic change in the environment and makes a growth in online shopping is bond to grow in a big way. The online shopping websites such as, www.flipkart.com, www.snapdeal.com and amazon.in are mostly preferred by the women respondents. The women respondents are satisfied with quality, price and brand and package in online shopping. The expectations of women regarding the online shopping are trustable, guarantee, delivery period, design of the WebPages, etc. Hence it is concluded that the online shopping among women are satisfied on a whole and they should take steps to enhance the number of women to access the websites.

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