

## CONSUMER BEHAVIOUR, ATTITUDE AND SATISFACTION TOWARDS ONLINE SHOPPING AMONG WOMEN CONSUMERS

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### ABSTRACT

Online marketplaces are utilized during online shopping for both the purchase and sale of goods and services. Today, there is a greater volume of electronic transaction that takes place online. It encompasses things like online money transactions, marketing on the internet, and buying and selling products and services online. Online shopping has been quite popular with consumers in the modern period, especially with female consumers. This study's main objectives are to determine whether female consumers hesitate or decide to shop online, as well as to examine the causes of this hesitation and offer solutions to customer issues. Flipkart has the highest preference based on how customers feel about the services offered by the companies, and customers can give it the top priority to buy their

**Keywords:** Consumer Buying Behavior, Female Shopper, Online Shopping, Internet shopping, Customer Satisfaction

### Introduction

In 2014, the e-commerce industry has experienced unheard-of growth. The surge in online consumers was caused by the quick adoption of new technology which was fueled by the rising popularity of gadgets like smart phones and tablets and easy access to the internet via broadband, 4G, etc. Favorable demographics and a rising internet user population also contributed to this increase. The market has enormous potential, as seen by the emergence of domestic competitors like Flipkart and Snap Deal and the intense investor interest in this business. The usage of online shopping portals by women consumers has increased drastically due to awareness and development of technology. Due to availability of online portals the behaviour and attitude of women consumers has changed and changing a lot in recent days. The purpose of the study is to evaluate women consumers' attitudes, behaviors, and satisfaction with internet purchasing.

### Review Of Literature

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)**

Women do spend time online discussing and purchasing low-effort things. **Jack Neff, (2008)**

### Statement Of Problem

The growth of online shopping is been tremendous in the recent years. Due to the same, the level of

awareness and influence towards using online portals has been increased drastically among women consumers. Though the women consumers are influenced by the same there may be a problem towards satisfaction of purchasing products from online portals. For analyzing these issues the following factors has been taken as problem towards the study,

- Whether the women consumers are influenced towards shopping online?
- Are the women consumers aware about various websites to shop for products?
- What is the level of satisfaction of women consumers towards shopping online?

### Purpose Of The Study

- To research the respondent's demographic characteristics.
- To examine the factors that lead women to shop online.
- To determine whether female consumers are knowledgeable of how to shop on different websites
- To evaluate the level of satisfaction of consumers towards shopping online.

### Research Methodology

**Type of research:** As the study is collected from the women respondents through survey method descriptive research has been adopted towards the study.

## Data Gathering

A questionnaire was used to gather primary data. Articles, journals and websites that provides secondary data.

## Research design

**Type of sampling:** As the samples are taken from a large population, simple random sampling has been adopted towards the study.

**Size of sample:** The study's sample size is limited to 85 respondents and the respondents are women who purchase online in North Kerala.

**Tools used for the study:** Percentage analysis, Kendall's correlation, Descriptive statistics and One way ANOVA.

## Limitations Of The Study

- North Kerala is the sole focus of the research
- There may be a bias towards primary data collected.

## Data Analysis And Interpretations

**Table 1: Respondent's demographic information**

Demographic variables	Particular	No of respondents	Percentage
Marital status	Married	17	20
	Unmarried	68	80
	Total	85	100
Place of residence	Rural	68	80
	Urban	17	20
	Total	85	100
Age	Up to 20 years	20	23.5
	20-40 years	30	35.3
	40-60 years	26	30.6
	Above 60 years	8	10.6
	Total	85	100
Educational qualification	Schooling	2	2.4
	Diploma	2	2.4
	Under graduate	46	54.1
	Post graduate	28	32.9
	Professional degree	7	8.2
	Total	85	100
Occupation	Student	22	25.9
	Private job	27	31.8
	Government job	10	11.7
	Home maker	8	9.4
	Business	18	21.2
	Total	85	100

Among the respondents 20% were married while 80% were single. 35.3% of them are between the age of 20 and 40, while 30.5% were between the ages of 40 and 60. The remaining 10.6% of respondents were 60 years old, making up 23.5% of the respondents under the age of 20. 54.1% of the respondents were completed their under graduation, 32.9% of the respondents were completed their post-graduation, 8.2% of the respondents were completed their professional degree, 2.6% of the respondents were completed their schooling and the remaining 2.6% of the respondents were completed their diploma. 31.8% of the respondents were going for private job, 25.9% of the respondents were students, 21.2% of the respondents were doing business, 11.7% of the respondents were going for government job and the rest 9.4% of the respondents were home makers.

**Table 2: Factors influencing to purchase through online**

Factors	No of Respondents	%
Self	6	7.1
Family	43	50.5
Friends	26	30.6
Media	10	11.8
<b>Total</b>	<b>85</b>	<b>100.0</b>

According to the aforementioned data, out of 85 respondents, 50.5% were affected by family, 30.6% by friends, 11.8% by media, and 7.1% were self-purchased. The remaining respondents, or 30.6%, were influenced by acquaintances. It can be inferred that the majority of responders were family members who insisted on making purchases online.

**Table 3: Respondents' preferred websites for online shopping**

Shopping Websites	No of Respondents	%
Amazon	24	28.2
Flipkart	25	29.4
Snapdeal	20	23.6
E-bay	16	18.8
<b>Total</b>	<b>85</b>	<b>100.0</b>

From the above table it is clear that out of 85 respondents, 29.4% of the respondents preferred Flipkart for online shopping, 28.2% of the respondents preferred Amazon, 23.6% of the respondents preferred Snapdeal, and the remaining 18.8% of the respondents are selecting E-bay for their online shopping.

**Table 4: Factors influencing to purchase through online shopping  
Ranking based on Kendall's correlation**

Factors		Wide range of products	Free door delivery	Low cost	Discounts and offers	Quality of products	24*7 shopping facility
Wide range of products	Correlation Coefficient	1.000	-.165**	-.187**	-.227**	-.131*	-.079
	Sig. (2-tailed)	0.000	0.002	0.000	0.000	0.010	0.140
	N	85	85	85	85	85	85
Free door delivery	Correlation Coefficient	-0.165**	1.000	-0.107*	-0.202**	-0.202**	-0.071
	Sig. (2-tailed)	0.002	0.000	0.038	0.000	0.000	0.200
	N	85	85	85	85	85	85
Low cost	Correlation Coefficient	-0.187**	-0.107*	1.000	-0.214**	-0.119*	-0.204**
	Sig. (2-tailed)	0.000	0.038	0.000	0.000	0.017	0.000
	N	85	85	85	85	85	85
Discounts and offers	Correlation Coefficient	-0.227**	-0.202**	-0.214**	1.000	-0.145**	-0.055
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.004	0.301
	N	85	85	85	85	85	85
Quality of products	Correlation Coefficient	-0.131*	-0.202**	-0.119**	-0.145**	1.000	-0.210**
	Sig. (2-tailed)	0.010	0.000	0.017	0.004	0.000	0.000
	N	85	85	85	85	85	85
24*7 shopping facility	Correlation Coefficient	-0.079	-0.071	-0.204**	0.055	-0.210**	1.000
	Sig. (2-tailed)	0.140	0.200	0.000	0.301	0.000	0.000
	N	85	85	85	85	85	85
** The 0.01 level of significance for correlation (2-tailed).							
*. The 0.05 level of significance for correlation (2-tailed).							

It is evident from the above table that the study's Kendall's Coefficient of Concordance was based on Kendall's correlation factors, which are negative and do not correlate with one another.

**Table 5: Statistics that describe how much people know about online stores**

Shopping Sites	N	Mean Score	SD
Flipkart	85	2.28	0.832
Amazon	85	1.49	0.557
Snap deal	85	1.51	0.620
Jabong	85	1.50	0.789
Myntra	85	1.91	0.748
Localbanya	85	1.76	0.641
HomeShop18	85	1.78	0.653
Infibeam	85	1.79	0.655
ShopClues	85	1.69	0.617
FirstCry	85	2.02	0.738
eBay	85	1.82	0.666
Paytm	85	1.77	0.648

According to study, Flipkart has the highest level of awareness in the market because its mean value is higher than that of other websites at 2.28 and is above the mid mean value (2.0) in descriptive

statistics on the degree of awareness toward various websites.

H1: There is no substantial correlation between consumer satisfaction and the typical online purchasing website.

**Table 6: Comparison between online shopping website normally used by customers and level of satisfaction**

LEVEL OF SATISFACTION	SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	REMARKS
Range of products	Between Groups	29.376	1	9.792	7.184	.080	ACCEPTED
	Within Groups	362.554	84	1.363			
	<b>Total</b>	<b>391.930</b>	<b>85</b>				
Quality of products	Between Groups	17.100	1	5.700	4.133	.007	REJECTED
	Within Groups	366.885	84	1.379			
	<b>Total</b>	<b>383.985</b>	<b>85</b>				
Prompt delivery	Between Groups	19.502	1	6.501	7.808	.030	REJECTED
	Within Groups	221.464	84	.833			
	<b>Total</b>	<b>240.967</b>	<b>85</b>				
Product conformance to order	Between Groups	86.865	1	28.955	22.514	.000	REJECTED
	Within Groups	342.101	84	1.286			
	<b>Total</b>	<b>428.967</b>	<b>85</b>				
Reasonable price	Between Groups	19.521	1	6.507	7.238	.001	REJECTED
	Within Groups	239.131	84	.899			
	<b>Total</b>	<b>258.652</b>	<b>85</b>				
Delivery charges	Between Groups	64.731	1	21.577	18.335	.060	ACCEPTED
	Within Groups	313.032	84	1.177			
	<b>Total</b>	<b>377.763</b>	<b>85</b>				
Offers and discounts	Between Groups	37.531	1	12.510	9.184	.124	ACCEPTED
	Within Groups	362.336	84	1.362			
	<b>Total</b>	<b>399.867</b>	<b>85</b>				
Reviews and rating about products	Between Groups	25.701	1	8.567	5.202	.266	ACCEPTED
	Within Groups	438.018	84	1.647			
	<b>Total</b>	<b>463.719</b>	<b>85</b>				
Payment options	Between Groups	20.920	1	6.973	6.733	.083	ACCEPTED
	Within Groups	275.510	84	1.036			
	<b>Total</b>	<b>296.430</b>	<b>85</b>				
Real time support after sales	Between Groups	13.404	1	4.468	3.514	.016	REJECTED
	Within Groups	338.226	84	1.272			
	<b>Total</b>	<b>351.630</b>	<b>85</b>				
Option to return the products after non-conformance	Between Groups	57.800	1	19.267	16.248	.000	REJECTED
	Within Groups	315.419	84	1.186			
	<b>Total</b>	<b>373.219</b>	<b>85</b>				
Warranty/Guarantee	Between Groups	57.248	1	19.083	16.089	.000	REJECTED
	Within Groups	315.492	84	1.186			
	<b>Total</b>	<b>372.741</b>	<b>85</b>				

The above table of ANOVA demonstrates that there is no significant correlation between the level of consumer satisfaction with the assortment of products and the most popular online shopping website (0.080), Level of satisfaction towards quality of products (0.007), Level of satisfaction towards prompt delivery (0.030), Level of satisfaction towards product conformance to order (0.000), Level of satisfaction towards reasonable price (0.001), Level of satisfaction towards delivery charges (0.060), Level of satisfaction towards offers and discounts (0.124), Level of satisfaction towards Reviews and rating about products (0.266), Level of satisfaction towards payment option (0.016), Level of satisfaction towards option to return the products after non-conformance (0.000), Level of satisfaction towards real time support after sales (0.016), Level of satisfaction towards option to return the products after non-conformance (0.000), and Level of satisfaction towards warranty/Guarantee (0.000).

### Findings

- Online shopping is preferred by singles over married people.
- More respondents from rural than urban areas prefer to shop online.
- People under the age group of 20- 40 made up the majority of respondents who said they preferred to purchase online.
- Graduates made up the majority of those who said they preferred to shop online.
- The majority of respondents who chose private employment favoured online shopping.
- The majority of respondents reported monthly incomes of more above Rs.20,000.
- Most of the respondents were family members who insisted to purchase through online shopping.
- Flipkart, whose mean value is higher than that of other websites at 2.28, according to study, is the website with the most market awareness.

### Suggestions

- Excellent customer service is crucial. When a user has a question or problem, the businesses must be simple to contact. They are more likely to purchase if their worries are handled quickly.

- People are accustomed to being able to pick up and test out products in person, which they cannot do when shopping online. Every product photo that businesses post should demonstrate to consumers that the goods they are purchasing are excellent if they want to instil confidence in them
- The businesses must keep their website's content updated. If they have a blog, it must be updated frequently. They should highlight fresh, well-liked products and swap them out when they find new ones.
- Forcing a person to register in order to make a purchase is a bad idea. Customers will be diverted at the register because of this, and many will abandon their shopping carts because they perceive it to be time-consuming and monotonous. These can be done away with by e-commerce businesses.
- The delivery time can be reduced as much as possible so that the level of satisfaction based on the delivery of product can be optimized which leads to increase in brand value of the company.

### Conclusion

The conclusion is based on how female consumers see the services offered by the businesses. Customers can give priority to buying their products from this website by giving Flipkart the greatest priority for the service it offers.

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