

Women Online Purchasing Behavior in Puducherry : A Study

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Abstract: In today's business landscape, e-commerce stands as a pivotal aspect shaping transactions in the 21st century. The Internet serves as a powerful platform facilitating shopping experiences, and it's widely acknowledged that online avenues are essential for modern business dealings. Online shopping, characterized by purchasing goods or services via the internet, has witnessed significant participation from female consumers. Women, in particular, have asserted their influence in the market by actively engaging in purchasing decisions across various domains. Consequently, there is a growing interest in understanding the online buying behaviors of women and the myriad factors that drive their purchasing decisions in the digital sphere. To delve into this phenomenon, a researcher conducted a study in Puducherry, gathering data from 300 respondents through a random sampling technique. Utilizing statistical analysis tools such as ANOVA, the researcher scrutinized the collected data with the aid of IBM SPSS software. The findings of this research endeavor are poised to offer valuable insights into the intricacies of women's purchasing behavior in online shopping environments. Armed with this understanding, marketers can devise and implement tailored strategies to effectively engage and influence female consumers in their online shopping journeys.

Key Words: E-commerce, Online purchasing behavior, Online shopping, Women.

1. INTRODUCTION:

Online shopping is a form of electronic commerce that allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers discover products they're interested in either by going directly to the retailer's website or by searching through various vendors using a shopping search, which displays the same product's availability and pricing at different e-retailers.

Online purchasing behavior is a kind of individual's overall perception and evaluation of a product or service during online shopping which could result in a bad or good way. Previous studies have defined that behavior is a multi-dimensional construct and it has been.

2. LITERATURE REVIEW:

Dr. Manpreet Kaur and Manmeet (2021): A study on rural women's online purchasing behaviour. The study aims to investigate the online purchasing behaviour of rural women and to find out the respondents' perception of factors influencing online purchasing behaviour. The female respondents are classified according to age and status of employment. The study concludes that the majority of the respondents like to shop online as there are many factors like product price, all-time shopping accessibility, comparison of different products, availability of global products, time-saving, etc. influence them to shop on the internet.

Victoria Subha and J.J. Jeyakumari (2020): The study examines the buying behaviour of Women towards Online Shopping in Thanjavur District. The study collected data from 130 respondents in the Thanjavur district. The data were collected using the convenience sample technique. The study used mean and chi-square tests to evaluate the data. The research results will assist marketers in understanding women & buying behaviour towards online shopping and

implement appropriate strategies to influence women consumers. Finally, it is concluded that it is very challenging for the markets to know about the consumer needs for online selling because every woman has their uniqueness and values that influence the women consumer buying decision.

Rajayogan & Muthumani (2015): The study aims to impact of demographic variables based on buying behaviour intentions towards e-stores in India. The study mainly focuses on the key factors influencing the buying behaviour of E-Store. In this study, respondents were taken from 210 respondents and the data was analyzed using ANOVA and chi-square test. It was found that there was no significant difference between gender and buying behaviour intention. The findings also suggested that consumers' intention to purchase was influenced by factors such as age, income, and occupation. The study concluded that most of the respondents who did online shopping were working males from age group 26-30 years and consumers with higher income groups shopped more online.

3. OBJECTIVES:

The research aims to delve into the multifaceted realm of online purchasing behavior among women. It seeks to meticulously analyze the diverse factors that significantly influence their decisions when making online purchases. Additionally, the study endeavors to gain insight into the perception of women regarding their online purchasing behavior, aiming to uncover any underlying motivations or apprehensions. Furthermore, it aims to identify and understand the obstacles that may hinder women from engaging in online shopping activities. Through thorough investigation and analysis, the research intends to present comprehensive findings and draw meaningful conclusions regarding the intricacies of women's online purchasing behavior, providing valuable insights for businesses and marketers in navigating this dynamic landscape.

4. RESEARCH METHODOLOGY:

- The primary data was collected by surveying a structured questionnaire of women in Puducherry.
- Secondary data sources include journals, books, and magazines.
- The simple random sampling design has been used for selecting the respondents.
- The total number of women respondents surveyed for the study was 300.
- The data collected from the sample respondents were analyzed to ascertain the perception of respondents concerning factors influencing women's online purchasing using simple ANOVA.

TECHNIQUES OF ANALYSIS:

Analysis has been done through various statistical tools to understand the outcomes regarding the objectives and hypothesis. The data process was carried out using SPSS software, Version 20. The analysis technique was ANOVA.

DATA ANALYSIS:

AGE AND BUYING MORE OFTEN FROM ONLINE SHOPPING

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	10.846	4	2.711	1.661	.159
Within Groups	478.285	293	1.632		
Total	489.131	297			

Interpretation:

The calculated one-way ANOVA F value is 1.661 at a 5% level of significance. The p-value is 0.159 hence null hypothesis is accepted. Therefore, there is no significant relationship between age and buying more often from online shopping.

EMPLOYMENT STATUS AND PURCHASE FREQUENCY IN ONLINE SHOPPING

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	5.226	4	1.306	2.194	.070
Within Groups	173.315	291	.596		
Total	178.541	295			

Interpretation:

The calculated one-way ANOVA F value is 2.194 at a 5% level of significance. The p-value is 0.070. hence null hypothesis is rejected. Therefore, there is a significant relationship between employment status and purchase frequency in online shopping.

EMPLOYMENT STATUS AND PREFERRED TIME FOR ONLINE SHOPPING

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	7.968	4	1.992	1.407	.232
Within Groups	413.366	292	1.416		
Total	421.333	296			

Interpretation:

The calculated one-way ANOVA F value is 1.407 at a 5% level of significance. The p-value is 0.232. hence null hypothesis is accepted. Therefore, there is no significant relationship between employment status and preferred time for online shopping.

EDUCATION QUALIFICATION AND BUYING PATTERNS IN ONLINE SHOPPING

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	1.499	3	.500	1.050	.371
Within Groups	139.410	293	.476		
Total	140.909	296			

Interpretation:

The calculated one-way ANOVA F value is 1.050 at 5% level of significance. The p-value is 0.371. hence null hypothesis is accepted. Therefore, there is no significant relationship between education qualification and buying patterns in online shopping.

5. FINDINGS:

- ✓ The study found that women belonging to the age group of 18-25 years are doing more online shopping when compared to other age groups.
- ✓ Most purchasing frequency in online shopping of the respondents is positively correlated with employment status. Therefore, the result shows that there is a relationship between employment status and purchase frequency in online shopping.
- ✓ The preferred time for online shopping of the respondents is negatively correlated with employment status and the results show that there is no relationship between specific time for online shopping and employment status.
- ✓ The buying pattern in online shopping of the respondents is negatively correlated with education qualification and the result indicates that there is no relationship between the buying pattern in online shopping and education qualification.

6. CONCLUSION:

In today's digital era, online shopping has become increasingly popular among women consumers. Understanding their diverse needs and preferences presents a significant challenge for markets. Each woman brings her unique set of values and influences that shape her buying decisions. To address this, researchers have delved into analyzing the online buying behavior of women to identify the key factors driving their purchases. The findings reveal that women consumers prioritize time-saving and convenience when shopping online. Factors such as brand reputation, pricing, delivery efficiency, and discounts also play crucial roles in their decision-making process. Interestingly, traditional influences like advertising, social status, and recommendations from family and friends have less impact in the online realm. Despite the convenience of online shopping, security concerns surrounding online payments persist as a major obstacle for consumers. Technological advancements in online payment systems aim to address these concerns, but ensuring secure transactions remains a priority for consumers and businesses.

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