

A Study of E-Buying Behaviour of Women Employees with Respect to Electronic Products in Nanguneri Taluk

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ABSTRACT

E-shopping behavior consists of buying process of products and services through internet. There are five steps involved in online buying process. Women are most powerful consumers in the world as they control almost 80 percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed. Since it's a new concept people are still not totally used to it because of which they feel uncomfortable shopping online. They feel that the product would be tampered with and the quality wouldn't be the same. Hence the researcher has attempted to study the e-buying behaviour of women employees with special reference to electronic items in Nanguneri Taluk. An attempt was made to collect comprehensive data on women employees through surveys. The sample size for this research is 150 and the sample respondents are women employees in Nanguneri Taluk. The primary data were collected using questionnaire with simple random sampling method. For data collection, a questionnaire was designed. The study concluded that e-shopping provides a very comfortable service by being able to save the item in the personal shopping bag, and buy it later on. E-shopping can become imperative tools for improving business and ensuring customers to be happy and loyal.

KEY WORDS: *E-Buying Behaviour, Women Employees, Electronic Items and Websites*

INTRODUCTION

E-shopping behavior consists of buying process of products and services through internet. There are five steps involved in online buying process. Initially when the consumer identifies his or her needs for a product or service, then one move to online and search for the information. After gathering product information, the consumer evaluates the product with other available options selecting an item according to his/her requirement and criteria making transaction for selected products and gets post purchase experience. Women are most powerful consumers in the world as they control almost 80

percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed.

NEED OF THE STUDY

There are millions of people online any time and they all are a potential consumer in the online market. What are the various factors that influence the e-buying behavior towards electronic items? At present people feel that there are major security concerns in online transactions and do not feel comfortable doing the shopping online. They feel that there are high risks of fraud and hoax in online business. Since it's a new concept people are still not totally used to it because of which they feel uncomfortable shopping online. They feel that the product would be tampered with and the quality wouldn't be the same. Hence the researcher has attempted to study the e-buying behaviour of women employees with special reference to electronic items in Nanguneri Taluk.

SCOPE OF THE STUDY

Electronic products have captured the attention of global population. The individual's dependence on these technological products has reached at such level that, without these, they can't think a step forward in the direction of their growth. The degree of dependency is leading to addiction of the tech-devices. Therefore, research will be carried out in the electronic products as less research has been done in this title.

OBJECTIVES OF THE STUDY

1. To analyze the various factors influencing the e-shopping behavior of the women employees towards electronic items.
2. To identify the most preferred website among women employees in Nanguneri Taluk.
3. To know the reasons for preference of e-shopping among women employees.
4. To identify the barriers faced by women employees during e-shopping.

RESEARCH METHODOLOGY

An attempt was made to collect comprehensive data on women employees through surveys. The sample size for this research is 150 and the sample respondents are women employees in Nanguneri Taluk. The primary data were collected using questionnaire with simple random sampling method. For data collection, a questionnaire was designed.

ANALYSIS AND INTERPRETATION

Table 1: Favourite Online Websites

Sl. No	Favourite Online Websites	Total Score	Average Score	Rank
1.	Flipkart.com	8353	55.69	I
2.	Amazon.in	8157	54.38	II
3.	Tradus.com	4443	29.62	X
4.	Futurebazaar.com	7482	49.88	V
5.	Myntra.com	5026	33.51	IX
6.	Homeshop18.com	7681	51.21	IV

7.	Jabong.com	5901	39.34	VIII
8.	Shopclues.com	6654	44.36	VII
9.	Pepperfry.com	7134	47.56	VI
10.	Snapdeal.com	7872	52.48	III

Source: Primary data

It is clear from the Table 1 that majority of the consumer had given the first rank to Flipkart.com. The table exhibits that the sample consumer had given second rank to Amazon.in. The table further shows that the sample consumer had given the third rank to Snapdeal.com. It is further clear from the table that the sample consumer had given the last rank to Tradus.com.

Table 2: Reasons or Preference for Buying Online

Sl. No	Reasons	Mean	Standard Deviation
1.	Convenience	4.16	0.806
2.	Time saving	4.29	0.785
3.	Inclination towards trying something new	3.58	0.985
4.	Ease of finding products	3.89	0.899
5.	Ease of comparison	3.88	0.984
6.	Can find product that are not available in the stores	3.79	1.028
7.	No need to deal with sales people	3.60	1.058
8.	Product customization	3.68	0.969
9.	Offers/Discounted prices	3.70	0.993

Source: Primary data

From the above table 2, it can be inferred that three top motivations or the three most agreed reasons for buying products online are time saving, convenience and ease of finding products.

Table 3: Important barriers to purchase through online

Sl. No	Barriers	Total Score	Average Score	Rank
1.	I am worried about giving out my credit card number	8476	56.51	II
2.	I do not have a credit card number	7558	50.39	V
3.	I do not like to provide personal information	8278	55.19	III
4.	I do not want to purchase from someone with whom I am not familiar	8030	53.53	IV
5.	I enjoy going out to do my shopping	8582	57.21	I
6.	I like to see/touch the product in person before I buy it	6926	46.17	X
7.	Internet is too slow/pages take too large to load	7008	46.72	IX
8.	I am worried about the cost/hassle of returning the product	6628	44.19	XII
9.	Delivery costs are too high	7188	47.92	VI
10.	Price are too high	7132	47.55	VIII
11.	I cannot find anything that I want to purchase on the internet	7164	47.76	VII
12.	I do not know how but I am uncomfortable about	5976	39.84	XIII

	purchasing through internet			
13.	The process is expensive due to cost of access	6816	45.44	XI

Source: Primary data

It is clear from the Table 3 that majority of the consumer had given the first rank to I enjoy going out to do my shopping. The table exhibits that the sample consumer had given second rank to I am worried about giving out my credit card number. The table further shows that the sample consumer had given the third rank to I do not like to provide personal information. It is further clear from the table that the sample consumer had given the last rank to I do not know how but I am uncomfortable about purchasing through internet.

Factors influencing the e-shopping behavior towards electronic items with respect to age group of women employees

Women employees of different age groups have influenced by different factors towards e-shopping behaviour. In order to find out the significant difference in factors influencing the e-shopping behaviour among different age groups of women employees, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant difference in factors influencing the e-shopping behaviour towards electronic items among different age groups of women employees"**. The result of 'ANOVA' test for factors influencing the e-shopping behaviour towards electronic items among different age groups of women employees is presented in Table 4.

Table 4: Factors influencing the e-shopping behavior towards electronic items with respect to age group of women employees

Sl. No	Particulars	Age Group (Mean Score among the Respondents)				F Statistics
		Below 20 years	20-40 years	40-60 years	Above 60 years	
1.	Price comparison is easier	4.5357	4.5000	4.7500	4.0000	0.510NS
2.	Offers and discounts	4.2857	4.0952	4.2500	3.9500	0.895NS
3.	Convenience	4.0357	3.4762	4.2000	4.0154	3.277*
4.	Confidential	3.5714	3.5952	3.2500	3.5000	0.526NS
5.	Security	3.8929	3.2857	3.7500	4.0245	2.750*
6.	Home delivery	3.8214	4.0476	3.7200	4.0000	0.495NS
7.	Genuiness of the product	3.7143	3.5000	3.5000	3.6000	0.358NS
8.	Product description	3.8571	3.6429	4.0000	4.0000	0.490NS
9.	Warranty	3.4643	3.2381	3.2500	3.0000	1.231NS
10.	Return back (not satisfied with the product)	2.4643	2.4524	4.7300	2.0000	1.101NS
11.	Good packaging	4.4643	4.3095	4.7100	3.0000	1.861NS
12.	Varieties of products	4.3929	4.2619	3.0000	3.1456	1.990NS
13.	Cheaper price	4.2500	3.9048	3.0000	4.0800	4.841*
14.	24 hours service	4.3214	4.1429	2.9500	4.2400	2.312*

Source: Primary data

*Significant at five per cent level

NS: Not Significant

The highly viewed variable in factors influencing the e-shopping behaviour towards electronic items among the respondents are in the age group of below 20 years are price comparison is easier and good packaging since its mean scores are 4.5357 and 4.4643 respectively whereas among the respondents are in the age group of 20 to 40 years, price comparison is easier and good packaging since its mean scores are 4.5000 and 4.3095 respectively. Among the respondents are in the age group of 40 to 60 years are price comparison is easier and return back (not satisfied with the product) since its mean scores are 4.7500 and 4.7300 respectively whereas among the respondents are in the age group of above 60 years, 24 hours service and cheaper price since its mean scores are 4.2400 and 4.0800 respectively. Regarding the factors influencing the e-shopping behaviour towards electronic items, the significant difference among the different age group of respondents have been noticed in the case of convenience, security, cheaper price and 24 hours service since their respective 'F' statistics are significant at five per cent level.

Factors influencing the e-shopping behavior towards electronic items with respect to marital status of women employees

Women employees of different marital status have influenced by different factors towards e-shopping behaviour. In order to find out the significant difference in factors influencing the e-shopping behaviour among different marital status of women employees, 't' test is attempted with the null hypothesis as, **"There is no significant difference in factors influencing the e-shopping behaviour towards electronic items among different marital status of women employees"**. The result of 't' test for factors influencing the e-shopping behaviour towards electronic items among different marital status of women employees is presented in Table 5.

Table 5: Factors influencing the e-shopping behavior towards electronic items with respect to marital status of women employees

Sl. No	Particulars	Marital Status (Mean Score among the Respondents)		T Statistics
		Married	Unmarried	
1.	Price comparison is easier	4.6765	4.3902	2.185*
2.	Offers and discounts	4.0588	4.2683	1.833NS
3.	Convenience	3.3824	4.0244	3.455*
4.	Confidential	3.5882	3.5366	0.323NS
5.	Security	3.3235	3.7073	1.823NS
6.	Home delivery	4.0882	3.8293	1.355NS
7.	Genuiness of the product	3.4118	3.7561	1.527NS
8.	Product description	3.5882	3.8092	1.239NS
9.	Warranty	3.2353	3.4634	1.150NS
10.	Return back (not satisfied with the	2.4118	2.5610	0.719NS

	product)			
11.	Good packaging	4.4412	4.3171	0.741NS
12.	Varieties of products	4.3235	4.3074	1.040NS
13.	Cheaper price	3.9412	4.1951	1.566NS
14.	24 hours service	4.3235	4.1707	0.813NS

Source: Primary data

*Significant at five per cent level

NS: Not Significant

The highly viewed variable in factors influencing the e-shopping behaviour towards electronic items among the married respondents are price comparison is easier and good packaging since its mean scores are 4.6765 and 4.4412 respectively whereas among the unmarried respondents, price comparison is easier and good packaging since its mean scores are 4.3902 and 4.3171 respectively. Regarding the factors influencing the e-shopping behaviour towards electronic items, the significant difference among the different marital status of respondents have been noticed in the case of price comparison is easier and convenience since their respective 'F' statistics are significant at five per cent level.

Factors influencing the e-shopping behavior towards electronic items with respect to educational qualification of women employees

Women employees of different educational qualification have influenced by different factors towards e-shopping behaviour. In order to find out the significant difference in factors influencing the e-shopping behaviour among different educational qualification of women employees, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant difference in factors influencing the e-shopping behaviour towards electronic items among different educational qualification of women employees"**. The result of 'ANOVA' test for factors influencing the e-shopping behaviour towards electronic items among different educational qualification of women employees is presented in Table 6.

Table 6: Factors influencing the e-shopping behavior towards electronic items with respect to educational qualification of women employees

Sl. No	Particulars	Educational Qualification (Mean Score among the Respondents)					F Statistics
		Up to 10 th	Up to 12 th	UG	PG	Professional	
1.	Price comparison is easier	4.4000	4.2222	4.5588	4.7857	4.3333	1.680NS
2.	Offers and discounts	4.5333	3.7778	4.0294	4.4286	4.0000	5.787*
3.	Convenience	3.0667	3.2222	4.0588	3.9286	4.0358	5.426*
4.	Confidential	3.4667	3.2025	3.7353	3.5714	3.0000	1.693NS
5.	Security	3.4000	2.7778	3.6471	3.8571	3.6667	2.276NS
6.	Home delivery	4.4667	3.5556	3.9118	3.6429	4.3933	2.766*
7.	Genuiness of the product	2.8000	4.0000	3.8235	3.5745	4.0000	3.724*
8.	Product description	3.0667	3.6667	4.0294	3.7143	3.6658	3.682*

9.	Warranty	3.5333	2.6667	3.5588	3.0000	4.0000	3.318*
10.	Return back (not satisfied with the product)	2.8000	2.4444	2.2941	2.5714	3.0000	1.145NS
11.	Good packaging	4.0000	3.7778	4.6176	4.7143	3.6667	5.638*
12.	Varieties of products	3.8667	3.7087	4.5294	4.7041	4.0000	5.803*
13.	Cheaper price	3.8889	4.0882	4.5000	3.6667	4.0800	2.083NS
14.	24 hours service	4.3333	3.5556	4.3529	4.4286	3.6667	2.484*

Source: Primary data

*Significant at five per cent level

NS: Not Significant

The highly viewed variable in factors influencing the e-shopping behaviour towards electronic items among the respondents of up to 10th qualification are offers and discounts and home delivery since its mean scores are 4.5333 and 4.4667 respectively whereas among the respondents of up to 12th qualification, price comparison is easier and cheaper price since its mean scores are 4.2222 and 4.0882 respectively. Among the respondents of UG qualification are good packaging and price comparison is easier since its mean scores are 4.6176 and 4.5588 respectively whereas among the respondents of PG qualification, price comparison is easier and good packaging since its mean scores are 4.7857 and 4.7143 respectively. Among the respondents of professional qualification, home delivery and price comparison is easier since its mean scores are 4.3933 and 4.3333 respectively. Regarding the factors influencing the e-shopping behaviour towards electronic items, the significant difference among the different educational qualification of respondents have been noticed in the case of offers and discounts, convenience, home delivery, genuiness of the product, product description, warranty, good packaging, varieties of products and 24 hours service since their respective 'F' statistics are significant at five per cent level.

SUGGESTIONS

- The online consumer should reduce risk for slow of delivery, wrong/damaged products, cyber thieves, feel of hacking and refund rules for more risky for faced online shopping. Since shopping for online was still touch and see hear experience the retailers need to create a similar environment as it traditional store by novel web designs and portals, web feeling, email updates live interaction over the internet.
- Shopping sites should avoid selling harmful or dangerous products and fake counterfeit products. To assured exchanges, money back policies, online consumer complained to resolve the problem quickly.
- E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- Though online shopping seems to have a good future in India but still most of the people don't like to shop online thus there is a need to take steps for making them aware about online shopping, to educate them about online shopping & to fetch their confidence.

CONCLUSION

Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes. The study concluded that e-shopping provides a very comfortable service by being able to save the item in the personal shopping bag, and buy it later on. E-shopping can become imperative tools for improving business and ensuring customers to be happy and loyal.

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