

A STUDY ON REASONS FOR WOMEN PREFERRING ONLINE SHOPPING THAN TRADITIONAL SHOPPING

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ABSTRACT

Now a days online shopping become a new trend for purchasing different products easily and quickly. Many companies are seeking to improve their product sales and services through online portals. Different apps are available for easy shopping to everyone. Women preferring for online shopping not only for purchasing of clothing, for household items, education related products for children, foot ware, electronic goods, beauty products, sports items, food items etc., women depending on online. Due to this it is becoming an important part in every one's life. Easy access of apps, availability of internet, access of apps and internet through mobile it is becoming more and easier to all. This paper is an attempt to find out the reasons for women preferring online shopping than traditional shopping. The study was conducted on 120 women aged between 25-40 in Tirupati. The sample was collected from different areas in Tirupati by using questionnaire method. The results show that 82 percent of the women were choosing online shopping for purchasing clothes. The findings reveal that the 89 percent of the women have more awareness on different online shopping apps. 71 percent of the respondents preferred to use more flipkart, Ajio, Amazon and Myntra apps for shopping clothes. 76 percent of the women were spending Rs. 3000 to 5000/- for each shopping.

Index Terms: Online Shopping, Clothing, Product, Apps, Internet

INTRODUCTION

Today online shopping became a more popular due to technological development, fast and free internet. There are many advantages of online shopping and many online stores offering so many products, that customer can purchase just by using one click just sitting at home no need of going to local market or nearest city or town. There is no waiting in the ques, no travelling, no searching for designs, products and offers. Especially women who are working and don't have time to spend on shopping this online shopping is highly useful for them and they save time, money, energy that's reason almost all women attracting and showing interest to purchase online. This is the reason online stores are successfully running business and consumers also benefiting by this stores. Online shopping includes

purchasing clothes, electronic goods, kitchen items, household products, education related products, sports items and even daily groceries etc. many companies offering almost all types of products required in our daily needs. Every store want to promoting theirs business in innovative manner to make customer online buying more convenient, easier and enjoyable manner. The five most popular categories of online purchases are clothing, entertainment and education, household, sports and tickets for events. The development of ecommerce market it is affecting the traditional shopping. Because everyone want to buy online products to save time and energy. According to (Forrester, 2012) the number of internet users who are shopping online is increasing. And studies shows that there is a need to identify which factors are affecting women to shop online, need to frame a structure the complex system of effects of these various factors and develop in depth considerate of women attitude toward usage of internet and their intents to shop online (Monsuwe, T.P.Y, Dellart and de Ruyter, 2004).

Benefits of online shopping

There are several benefits of online shopping for both men and women especially who are working and no time to go for shopping can save their time and energy, fuel etc., they can spend the for other activities instead of going for shopping.



Fig 1 Benefits of online shopping

Disadvantages of online shopping

There are not only benefits but some disadvantages also there if compare with traditional shopping. They are listed below:



Fig 2 Disadvantages of online shopping

Risk factors of online shopping:

There are different risk factors are facing by shoppers and non-shoppers by online.



Fig 3 Risk factors of online shopping

METHODOLOGY

According to Khanna & Sampat (2015) the popularity of online purchasing continues to grow especially amongst women. The study also shows that in the age division 18- 25 the growth is most noticeable.

This paper is an attempt to find out the reasons for women preferring online shopping than traditional shopping. The study was conducted on 120 women aged between 25-40 in Tirupati. The sample was collected from different areas in Tirupati by using questionnaire method. The results are interpreted and tabulated below:

RESULTS AND DISCUSSION:

Ronald and Elizabeth (2002), in their study "Buying apparel over the internet", found that internet was fun, safe, cheaper and quicker; women spent more on apparel than men, enjoyed shopping online more than men. Even if men spent more time on internet; it was women who spent more time and money on buying apparels.

Reasons for women preferring online shopping

Majority of the people are willing to purchase online products because of Sevier pandemic situation.

Table 1 Reasons for women preferring online shopping

S.No.	Reasons	Strongly Agree	Agree	Agree with some extent	Disagree	Strongly disagree
1	More colours	√				
2	Number of Designs	√				
3	No of sizes		√			
4	Different fabrics	√				
5	No of designer wear	√				
6	Economical cost		√			
7	Save time and energy		√			
8	No of Brands available		√			
9	Quality of the materials		√			
10	No of products		√			
11	More Discounts and offers		√			

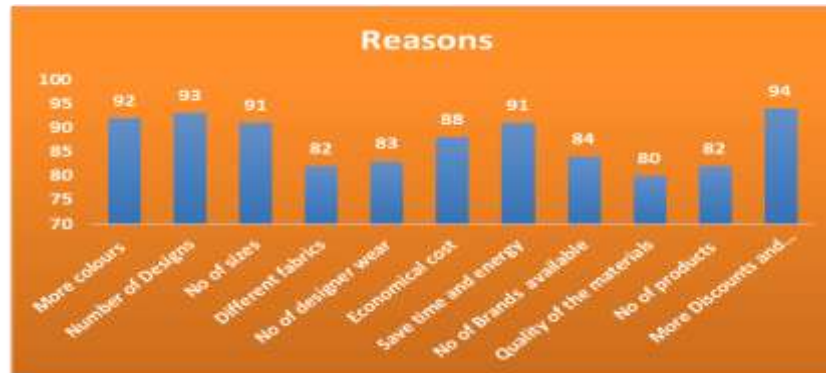


Fig 4 Reasons for women preferring online shopping

Varsha (2014) in their study have found that quality, style, fit and exclusivity among product attributes were important among both the genders.

Table 1 and figure 4 indicates that the maximum number of women preferred online products due to more discounts and offers (94%), no of designs available (93%), no of colours (92%) and no of sizes (91%). Save time and energy is also one of the main reason to choose online shopping. Availability of different fabrics, no of designer wear, no of brands availability, quality of the material and different kind of products were also playing an important role while purchasing products in online. So women customer are very particular about every aspect of the product.

Satisfaction level of women consumer

Table 2 Satisfaction level of women consumer

S. No.	Particulars	Highly Satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Highly dissatisfied
1	Colour combinations	√				
2	Designs	√				
3	Sizes		√			
4	Quality of the fabrics		√			
5	Cost		√			
6	Brands available	√				
7	No of Items	√				
8	Discounts and offers		√			
9	Delivery time		√			
10	Privacy		√			
11	Warranty		√			
12	Services		√			
13	Product performance		√			



Fig 5 Satisfaction level of women consumer

The customer experience can be divided into six different types of customer experience, which is social-facilitation, self-connect, intrinsic enjoyment, time-filler, utilitarian and monetary evaluation experiences (Thakur, 2016).

Respondents were given a wide range of opinions about online shopping nearly 90 percent of the costumers were highly satisfied with colour combinations, designs, brands availability and number of items. Women consumers were showed good satisfaction in case of sizes, quality of fabrics, cost, discounts and offers, privacy, warranty and product performance.

Women spending of an amount on each shopping

Women customers were showing willingness to spend more time and money in online shopping as well as they were recommending to purchase products from online shopping sites to friends and family really giving an impact on satisfaction of the usage of the product acquired.

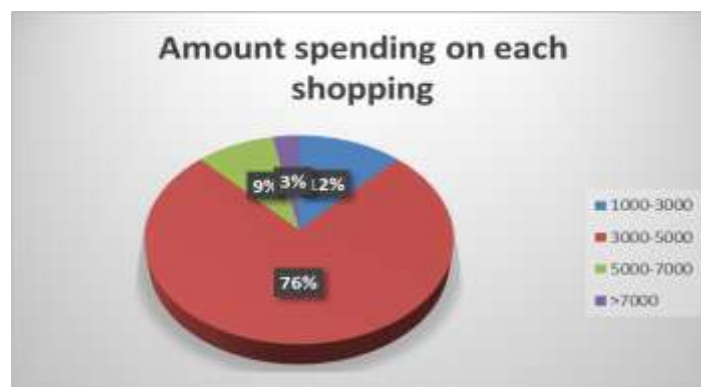


Fig 6 Women spending of an amount on each shopping

Figure 6 revealed that three fourth of the customers were spending 3000 to 4000 rupees on purchase of products from online on each time. Very less percentage (12%) spending 1000 to 3000 rupees and Nine percent women preferred to spend 5000 to 7000 rupees at a time. A negligible percentage (3%) were willing to spend above 7000 rupees.

Most of the women using online shopping for purchasing

The internet became a strong tool for those who were easily operate and utilize it effectively. Now a days most of the people are willing to do online shopping, because of the widest growing market and mainly consumers no longer prefer to spend lot of time to move from one retail shop to the next for a suitable product.(Daniel Ofori et. Al 2019)



Fig 7 Most of the women using online shopping for purchasing

Figure 7 indicating that clothing choice is more (80%) in online shopping compare with other products like electronic goods, kids products, kitchen products, education and groceries.

According to Jin, Osman, Manaf & Abdullah (2015) the trust have a positive effect on the online shopping behavior since when the level of trust increases online shopping behavior and the intention is also improved respectively.

How frequently women shopping on online



Fig 8 frequently women shopping on online

Figure 8 revealed about 66 percent of the respondents expressed that they were purchase products from online once in the duration of three months. Very meager percentage (4%) preferred to do online shopping for occasions and followed by seven percent thrice in a year, nine percent monthly once and 14% twice in six months

Most frequently women using apps

Many of the online stores are providing wide range of unique products which can be easily accessible for most of the customers at any time and any place in world so different kind of direct apps are providing many features to use the online shopping apps.

Table 3 Most frequently women using apps

S. No	Frequently using apps	Percentage
1	Amazon	71
2	Meesho	52
3	Myntra	71
4	Flipkart	71
5	Snap deal	61
6	Ajio	71
7	Max fashion	68
8	Indiamart	56
9	Olx	51
10	Alibaba	65
11	eBay	45
12	Jabong	66
13	Big basket	69
14	Lenskart	70
15	Club factory	65
16	Crafts villa	67

The above table 3 indicates nearly three forth of the customers (71%) chooses Amazon, Myntra, Flipkart, Ajio apps for online purchases followed by Lenskart (70%), Big basket (69 %), max fashion (68%), Crafts villa (67%) and Jabong(66%). Remaining apps like snap deal, Alibaba preferred by 61% and 65 % respectively. Fifty percent of the women were showed willingness to purchase products from Olx and Indian mart.

Shubham & Shagufta (2015), said that consumers who have highly fashion and brand conscious are more interested to purchase clothes online than with other consumers having different styles. And he also stated that the influence of customer decision making on online shopping clothes revealed that men shop online frequently like women.

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