



ONLINE SHOPPING EXPERIENCE AMONG HOME MAKERS

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ABSTRACT

The role of women in families are enormous and inevitable. Women make efficient use of goods and finance and also considered to be pillars of the family. Traditional home makers planned to utilize the things that available in their local stores but modern homemakers make the choice of goods from various websites through online shopping. Online shopping is preferred mostly by Indians in recent years especially women who are more specialized in purchase of goods be it in online or offline. At this juncture the present study is conducted to identify the awareness level, factors influencing to purchase online, the satisfaction level of home makers and the problems faced by them while purchasing products online. The study is carried out at Gudalur and 150 homemakers who involve themselves in online purchasing were taken into consideration. Based on the data collected various tools were used to analyzed and it is found that majority are very highly aware about flipkart and are influenced by reasonable price and also face the problem of poor packaging. It is suggested to create awareness in the rural areas and focus on innovative promotional strategies for attracting more customers. It is concluded that Homemakers prefer to shop online so as to have various choice and wide range of products with good quality in terms and at reasonable price.

Keywords: Online shopping, Factors Influencing, Awareness, Satisfaction, Problems.

INTRODUCTION

In present era online shopping plays a vital part of everyone's life. Without spending much time and money everyone can buy products from the desired shopping sites easily. According to IBEF report India's e-commerce usage will reach US\$ 111.40 billion in 2025, with food and fashion/apparel set to be the primary drivers of incremental development. Technological development introduce new things each and everywhere thus customers attitude and mindsets also changes. Online shopping is much popular in the cities and towns now its familiar to rural customers too. Digital marketers take various initiatives to attract all shoppers because internet users are increasing every day. According to a report announced by IMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from 622 million internet users in 2020, increasing at a CAGR of 45% until 2025. Now customers are more inclined towards online shopping. Both the genders have shown their remarkable interest in online shopping. In the present busy schedules they have forced them to move online. Online also provide very important facility which cannot be ignored i.e. gifting to friend or family member who are far away on their birthday's or in special occasion. Thus marketers concentrate to all shoppers especially to home makers because if they attract them they make purchases not only for them but also they make purchases for home needs and their family beneficiaries also.

STATEMENT OF THE PROBLEM

Online shopping is a platform to make easy purchases without spending time and money. It offers variety of brands and various products under single roof with less searching cost, convenience and affordability. In spite of that, Internet shopping is still new to many buyers. Homemakers due to their busy home maintenance schedules are not aware and familiar about many online shopping services and its offers towards various products. But online shopping allow home makers to spend less time for their shopping as they can make easy purchases without going to the store physically. Their awareness towards online shopping features and their satisfaction about online shopping are crucial in determining the increasing reliability and familiarity of online sites. At this backdrop an attempt is made to study the awareness level, influencing factors, satisfaction level and problems faced by homemakers while shopping online and hence the study.

OBJECTIVES OF THE STUDY

- To identify the factors influencing the home makers to buy online products.
- To study their level of satisfaction towards online shopping.
- To examine the problems faced by the homemakers while shopping online.

REVIEW OF LITERATURE

Indrila Goswami Varma and Ms.Rupa Agarwa (2014) explores “Online Buying Behavior of Home makers in Western Suburbs of Mumbai and Social Media Influence”. The researcher’s primary objective of the study is to know the attitudes of homemakers about online shopping. The researcher found that majority of the homemakers prefers to spend money conservative way in online shopping. In addition the study found that influence of social media is limited to creating awareness, generating curiosity leading to information search. **Sivasankaran.S(2017)**,made an attempt to study on “Digital marketing and its impact on buying behavior of Youth special reference to Kanyakumari District”. The main focus of the study is to identify the factors influencing the buying behavior of youths and examine the impact of digital marketing in changing their shopping behavior. The research found that anytime buying is possible through online is a stimulating factor to make online shopping. The study suggested that marketers should ensure and check accessibility and digital facilities before its offered to its customers. **Divya bharathi and Dr.G.P,Dinesh (2018)** examined “Female shopping behavior with reference to the branded Jewelleries : A critical analysis”. The main objective of the research is to analyze the female shopping behavior regarding with branded jewelleries. The study reveals that female customers having very high level awareness about Jewelleries. Furthermore females doesn’t mind spending huge on jewellery but they acts as a cautious buyer.The study conclude that most of the female consumers prefer branded jewellery because of its reliability and status.

Dr.K.Ganeshkumar (2019) focused on “A study on Consumer Awareness and Satisfaction of Online Shopping Consumers with Special reference to Coimbatore District”. The main objective of the study is to investigate the awareness level of online shoppers’. The researcher found that the consumers those who are come above 40 years category have low level of awareness about online shopping. The study suggested that Price of the product plays a vital role in decision making .Hence the online merchants should use different price strategies and advertising strategies to attract consumers. **Sri Widiyanti and Ninade Wilashwaty(2020)** conducted “Online shopping behavior in the House of Household Productive age”.the main aim of the study is to examine the behavior of housewives in online shopping. The research found that vendor selection and consumer trust about vendor these factors are considered with the housewives when the make online shopping. Hence, the marketers should provide attractive website design along with the adequate information about their products and services make possible to prefer your products.

METHODOLOGY

Area of the study:The area of the study refers to Gudalur town in The Nilgiris district.

Sample size: The data is collected from 150 Home makers who purchase products using online platforms.

Sampling design: For the purpose of the study judgment sampling method has been adopted.

Source of data: The study is based on both primary data and secondary data.

Tools for analysis: Simple percentage analysis, Chi-Square, Likert Five-point scale and Average score analysis.

Limitations: The study is confined to home makers residing in Gudalur only.

DATA ANALYSIS AND INTERPRETATION

Demographic profile of home makers.

Out of the total respondents taken for the study most of the home makers belongs to 21-25 years of age group, (40.7%) of the respondents are undergraduates, (56%) of the homemakers depends upon their spouse for shopping, (49.3%) of home makers gather information regarding online shopping from advertisements and (67.3%) of the home makers access online shopping sites through mobile applications. Majority of the homemakers (56%) shop products through online occasionally, Most of the homemakers (32.7%) family income range is between Rs.20,001 to Rs.30,000. And Majority of the homemakers (52%) are having four to five members in their family.

Awareness Level of home makers towards Online shopping Sites.

Out of the total respondents taken for the study Majority of the homemakers (60.7%) are very high awareness towards Flipkart followed by Amazon (48.7 %) and furthermore 34.7 % of the home makers are having moderate awareness about Snapdeal portal followed by Myntra(25.3%).

Table No:1 Factors Influencing to buy products online

S.No	Factors	VHI (%)	HI (%)	MI (%)	LI (%)	VLI(%)
1	Reasonable Price	49.3	32.0	14.7	1.3	2.7
2	Better Quality	27.3	37.3	27.3	3.3	4.7
3	Discounts & Offers	37.3	36.7	19.3	4.7	2.0
4	Global Brands availability	25.3	37.3	19.3	10.7	7.3
5	Convenience	39.3	28.7	19.3	4.0	8.7
6	Advertisements	31.3	37.3	20.0	6.0	5.3
7	Easy Replacement	26.7	32.0	27.3	11.3	2.7

Sources: Primary Data

Note: VHI – Very High Influence, HI – High Influence, MI – Moderate Influence, LI - Low Influence, VLI - Very Low Influence

The above table shows that Most of the homemakers 49.3% are very highly influenced by reasonable price to shop online and 37.3% of the home makers are highly influenced by better quality of products available in online. Furthermore 37.3 % of the home makers are very highly influenced by discounts & offers followed by global brands availability (37.3 %) and advertisements (37.3 %).

Table No: 2 Level of Satisfaction towards online shopping

S.No	Features	HS (%)	S (%)	MS (%)	D(%)	HD(%)
1	Quality of Products	45.3	33.3	15.3	2.7	3.3
2	Various Choices of Products	26.0	42.0	21.3	2.0	8.7
3	Better Price	26.7	23.3	39.3	6.0	4.7
4	Availability	31.3	34.0	20.0	10.0	4.7
5	Product information	23.3	32.7	34.7	7.3	2.0
6	Product reviews and comparison	13.3	34.7	28.7	18.7	4.7
7	Universal access of products	16.7	22.7	37.3	14.0	9.3
8	Packaging design	25.3	27.3	29.3	11.3	6.7
9	Customer care services	40.7	35.3	16.0	16.0	2.0
10	Sales Promotional activities	20.7	28.7	34.0	10.0	6.7

Sources: Primary Data

Note: HS – Highly Satisfied, S – Satisfied, MS – Moderately Satisfied, D – Dissatisfied, HD – Highly Dissatisfied

The above depicts that Most of the homemakers (45.3%) are highly satisfied with the quality of products available and 42% of the home makers are satisfied with various choice of products offered by online sites. Furthermore 39.3 % of the home makers are moderately satisfied with better price of products available in online shopping. 40.7 % of the home makers are highly satisfied with customer care services provided by online shopping sites.

Table No: 3 Problems faced by homemakers While Shopping Online

S.No	Problems	Average Score
1	Poor quality	1.79
2	Product received in damage condition	1.82
3	Differential advertising	2.60
4	Received wrong product	2.64
5	Fake websites	2.67
6	Disturbance of popup notifications	2.88
7	Delay in delivery	2.90
8	High delivery charges	2.73
9	Poor packaging	3.09
10	Risk of losing privacy	2.72

Sources: Primary Data

It is clear from the above table that most of the homemakers have faced problems like poor packaging of products(3.09) followed by delay in delivery(2.90), disturbance of popup notifications(2.88) and high delivery charges(2.73) etc.

Chi-Square Test

H₀= There is no significant relationship between Demographic profile and awareness level of home makers about online shopping.

Table No: 4 Demographic profile & Awareness level

Demographic profile	Chi-Square Value	Df	P-Value	Significant / Not Significant
Age	11.102	12	0.520	NS
Marital Status	5.352	3	0.148	NS
Educational Qualification	25.894	15	0.039	S
Source of Income	13.569	9	0.139	NS
Family Monthly Income	11.985	9	0.214	NS
Family Size	6.860	6	0.334	NS
Type of Family	0.864	3	0.834	NS

Sources: Primary Data

The above table portrays that the p-values are less than 0.05 for one, out of seven factors. Hence the null hypothesis is rejected (Significant) for educational qualification and the hypothesis is accepted for remaining six factors namely age, marital status, source of income, family monthly income, family size and type of family.

Major Findings of the Study

The major findings of the study are as follows

Most (29.4%) of the home makers belong to age group of 21-25 and 56% of the home makers are depends on their spouse income. 49.3% of the homemakers gather information are regarding online shopping through advertisements and 67.3% of the home makers use their mobile applications for online shopping. 56% of the homemakers' shop occasionally buys products through online. Most of the homemakers (32.7%) family income range is between Rs.20,001 to Rs.30,000 And Majority of the homemakers(52%) having four to five members in their family.

Majority of the homemakers (60.7%) are very highly aware about Flipkart websites for online shopping. Most of the homemakers (49.3%) are very highly influenced by reasonable price of products offered by online sites. Most of the Home makers (45.3%) are highly satisfied with the quality of products offered by shopping online shopping websites. Poor packaging of products and delay in delivery are the crucial problems faced by homemakers while shopping online shopping. There is a significant relationship between educational qualification and awareness level towards online shopping.

SUGGESTIONS

Based on the findings of the study it is suggested that the e-tailers should focus on rural area homemakers to increase their awareness about online shopping. The homemakers not only purchase for them but for the entire family which is an added advantage to the e-tailers. It is suggested that the Online shopping sites must focus on innovative promotional strategies like more discounts and offers etc., exclusively to retain existing homemakers as well as attract new e-shoppers. The e-tailers can concentrate on the quality aspects and should provide right product information to their customers. Online shopping marketers should provide various universal products at reasonable prices. It is also suggested that the e-tailers should focus on packaging because shopping could be made successful only by making the delivery of undamaged goods to customers. Moreover the delay in delivery of products and services may disappoint the e-shoppers, so e-tailers should make prompt delivery without any delay.

CONCLUSION

It is concluded that the homemakers may spend their leisure time in a productive way. So the e-tailers can concentrate on the homemakers as they make purchase for the entire family. The home makers in rural areas can be given more awareness about the benefit of online shopping. The e-tailers can provide a reliable source of purchase and sales platforms for the e-shoppers so that many new customers can be targeted. While purchasing products online the e-shoppers need not bother about carrying bags, parking, spending time etc. Without wasting their leisure time, they can make purchases through online easily. With the help of the online shopping the homemakers can reduce the shopping time and mental stress which may lead to happy and enthusiastic e-shopping for the entire family.

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