



A STUDY ON ATTITUDE OF THE FEMALE EMPLOYEES TOWARDS THE ONLINE SHOPPING

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Abstract : Online purchasing has become quite important in the twenty-first century. In such circumstance, online shopping has become the most convenient and appropriate way of purchasing for present generation. The Internet has transformed the shopper's retail system and has swiftly grown into a worldwide market. An online store evokes the actual act of purchasing goods. The assumption of classical model behavior was used in this work. The Internet has changed the way customers buy goods and services. At the same time, many businesses have begun to use the Internet with the goal of lowering marketing costs and, as a result, lowering the price of their products and services in order to remain competitive. Companies also utilize the Internet to link and broadcast data in order to sell products online, collect feedback from customers, and perform satisfaction surveys with customers. Customers utilize the Internet not just to buy products online, but also to compare prices, products, features, and after-sales and support assistance they will receive if they buy from a certain retailer.

IndexTerms - Online shopping, Attitude, women role in shopping

I. INTRODUCTION

Female Consumers buy a variety of products from online stores. Products like Books, garments, footwear, beauty products, furniture, household appliances, toys, gift cards, and hardware, software, and electronics goods are some of the popular products Female consumers are buying from online store. Online shopping is the process of buying goods and services from merchants who sell them on the Internet or website. A Female consumer logs into the company's website, visits the store inside virtually, and choose the items which they wants. These items can be hold in a virtual shopping cart until Female consumer is ready to purchase. Convenience, better prices, broad variety, comparison of prices, compulsive shopping are some reasons Female consumer prefer online shopping. Many times when Female consumer goes out for shopping they end up buying things which she does not require because of the shop keepers up selling skills. Sometimes Female consumer compromises with their choices because of the lack of choices in those shops and markets

II. NEED OF THE STUDY.

- To study consumer behaviour of female employees towards the online shopping.
- To know the factor which affect decision making process of female customer while purchasing the online shopping product
- To examine whether female customer prefer online shopping or offline shopping.
- To identify their preference towards different E-shopping websites and the features of websites in general.
- To know the problems they face during online shopping.

III. RESEARCH METHODOLOGY

3.1 Data and Sources of Data

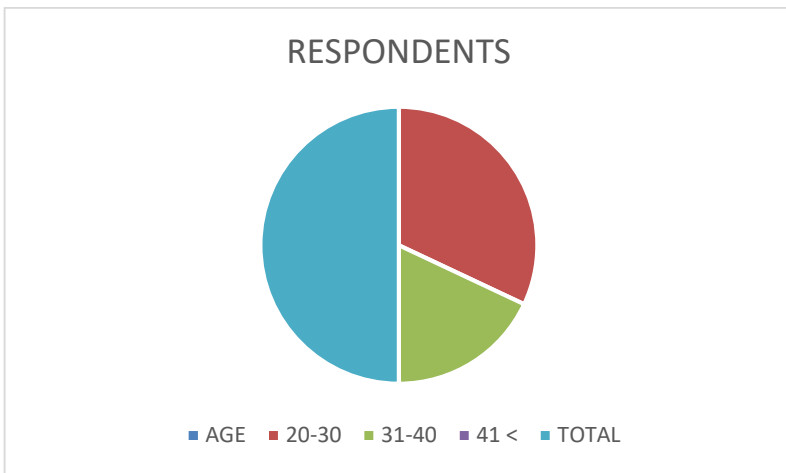
For this study both the primary and secondary data was used. JKPGC campus of Kodagu University was used as universe for the data collection. For primary data structured questionnaire was administered to the 25 female employees of JKPGC, Kodagu University. Questionnaire was consisted of 25 questions. Data was analyzed using percentage method. For secondary data articles, journals and books were referred

IV. RESULTS AND DISCUSSION

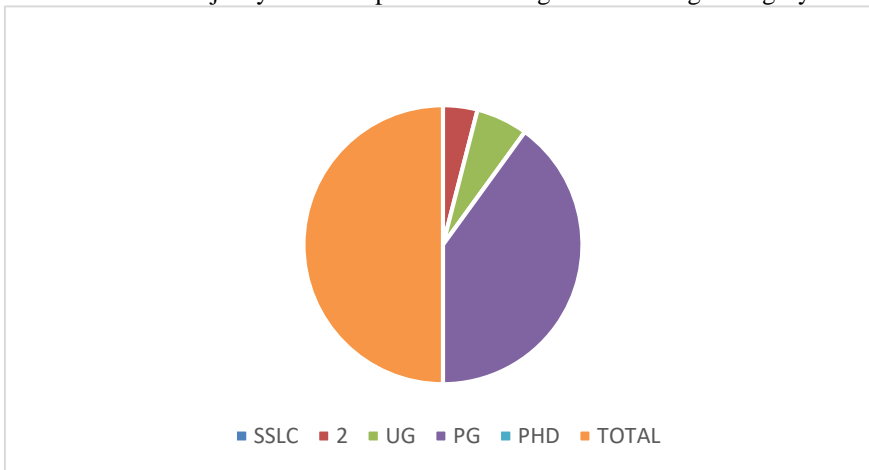
4.1 Table no 1:

DEMOGROAHC PROFILE OF THE RESPONDENT

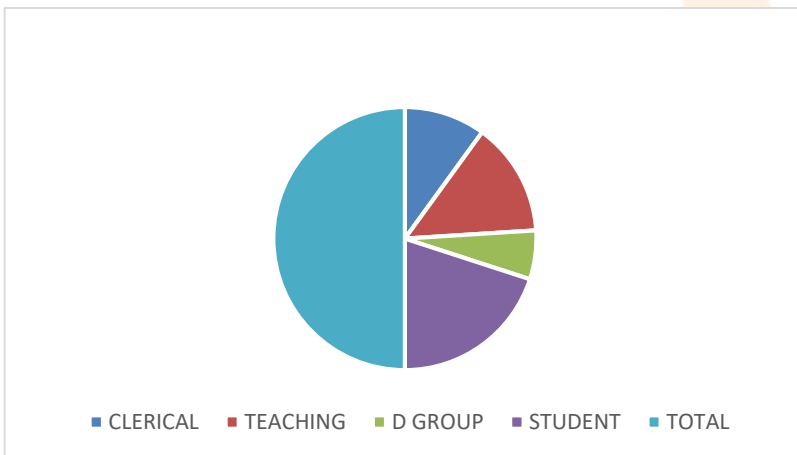
	RESPONDENTS	PERCENTAGE
AGE		
20-30	16	64%
31-40	09	36%
41 <	0	0
TOTAL	25	100%
EDUCATION		
SSLC	0	0
+2	02	8%
UG	03	12%
PG	20	80%
PHD	0	0
TOTAL	25	100%
DESIGNATION		
CLERICAL	05	20%
TEACHING	07	28%
D GROUP	03	12%
STUDENT	10	40%
TOTAL	25	100%
MONTHLY INCOME		
0-20,000	18	72%
21,000-40,000	07	28%
41,000 <	0	0
TOTAL	25	100%
MARITAL STATUS		
SINGLE	15	60%
MARRIED	10	40%
TOTAL	25	100%



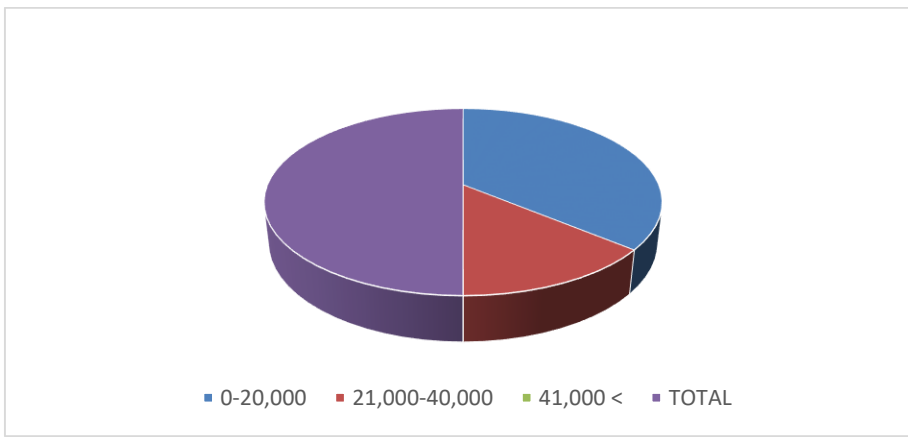
From the above analysis it can be observed that, 64% of the respondents belong to the age group of 20-30, 36% of the respondents belong to the age group of 31-40, and 0% of the respondents belong to the age group of 41 and above. It is obvious from the above table that majority of the respondents belongs to middle age category.



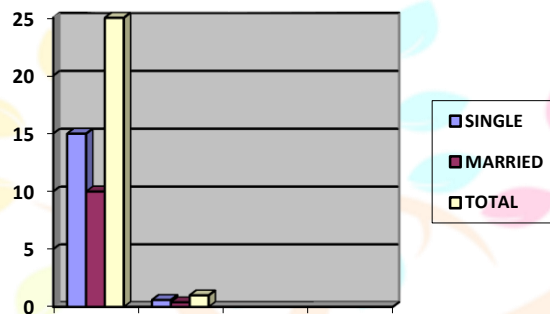
The above table highlights that, 80% of the respondents are from Post graduates, 12% of the respondents are from Under graduates, 8% of the respondents are from Pre-university and 0% of the respondents are from SSLC. Hence it is evident that female consumer from various educational stream purchase through the online shopping mode.



The above table it is clear that 40% of the respondents belongs to Students, 28% of the respondents belongs to Teacher, 20% of the respondents belongs to Clerical and 12% of the respondents belongs to D group. Thus it can be inferred from above that majority of the respondents are from Students.



The above table highlights financial statuses of female consumer that 72% of the respondents are Belong to the Rs. 0- 20,000. Monthly income,28% of the respondents belong to the Rs. 21,000- 40,000. Monthly income,0% of the respondents are belong to the Rs. 41,000 and above Monthly income. Hence it is evident that financial statuses of female consumer as majority in low Income.



The above table it is clear that 60% of the respondents belong to Single and 40% of the respondents belongs to Married. Thus it can be inferred from above that majority of the respondents are from Single.

4.2 Table no 2:

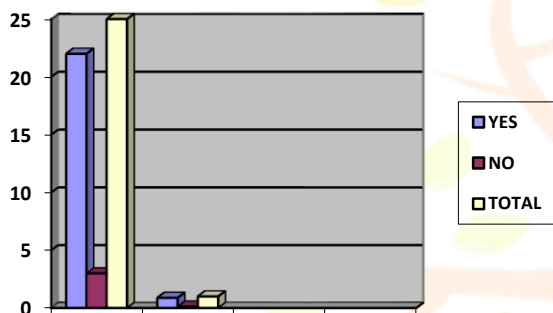
BEHAVIOUR OF FEMALE EMPLOYEES TO ONLINE SHOPPING

	RESPONDENTS	PERCENTAGE
AWARE OF ONLINE SHOPPING		
YES	23	92%
NO	02	8%
TOTAL	25	100%
SHOPPING THROUGH ONLINE		
YES	22	88%
NO	03	12%
TOTAL	25	100%
FREQUENTLY ONLINE PURCHASE		
DAILY	0	0
WEEKLY	0	0
MONTHLY	18	72%
YEARLY	07	28%
TOTAL	25	100%
PREFER ONLINE SHOPPING		
TIME SAVE	06	24%
HOME DELIVERY	07	28%
FLEXIBILITY OF PRICE	06	24%
WIDE RANGE OF CHOICES	06	24%
TOTAL	25	100%
MORE PREFERED ONLINE SHOPPING		
WINDOW SHOPPING	12	48%
BUYING	13	52%
TOTAL	25	100%
EXPENCESES ON ONLINE SHOPPING		
0-1,000	13	52%
1,100-3,000	08	32%
3,100-6,000	04	16%

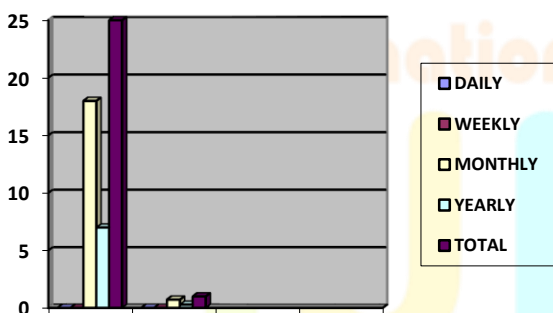
TOTAL	25	100%
EXPENCESES ON OFFLINE SHOPPING		
0-1,000	09	36%
1,100-3,000	08	32%
3,100-6,000	08	32%
TOTAL	25	100%



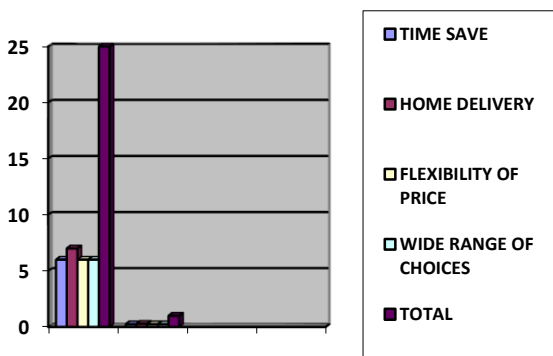
From the above analysis it can be observed that 92% of respondents agree and 8% of respondents disagree to the fact that aware of online shopping .Hence It is obvious that respondents agree fact that aware of online shopping.



The above table analysis that 88% of respondents agree and 12% of respondents disagree to the shopping through online. Thus It is obvious that respondents agree the fact that shopping through online is best.



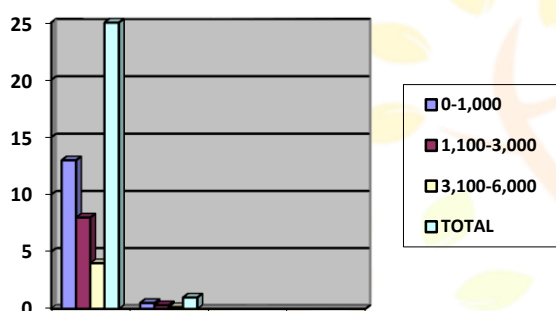
The above table analysis that 72% of respondents are frequently purchase through online shopping in Monthly, 28% of respondents are frequently purchase online shopping in Yearly and 0% of respondents are not frequently purchase through online shopping in daily and weekly. Hence It is obvious that most of the respondents will purchase in Monthly.



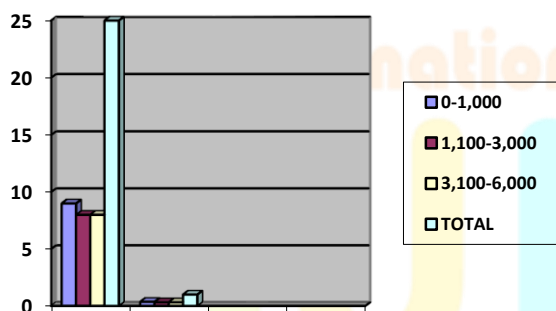
The above table it is clear that 28% of the respondents prefer online shopping for Home delivery, 24% of the respondents prefer online shopping for Time save, 24% of the respondents prefer online shopping for Time Flexibility in pricing , 24% of the respondents prefer online shopping for wide range of choice. Thus It is obvious that more respondents prefer online shopping



The above table it is clear that 52% of the respondents will buy through online website and 48% of the respondents will do window shopping through online website .Hence most of the respondent will buy through online website.



The above table highlights that 52% of the respondents do expenses on online shopping belongs to Rs.0-1,000, 32% of the respondents do expenses on online shopping belongs to Rs. 1,100-3,000, and 16% of the respondents do expenses on online shopping belongs to Rs. 3,100-6,000. Thus It is obvious that more respondents will do expenses on online shopping.



The above table highlights that 36% of the respondents do expenses on offline shopping belongs to Rs.0-1,000, 32% of the respondents do expenses on offline shopping belongs to Rs. 1,100-3,000, and 32% of the respondents do expenses on offline shopping belongs to Rs. 3,100-6,000. Thus It is obvious that more respondents will do expenses on offline shopping.

4.3 Table no 3:

FACTOR WHICH AFFECT ON DECISION MAKING PROCESS

	RESPONDETS	PERCENTAGE
MOST ONLINE SHOPPING IS DONE		
LESS PRICE	07	28%
GOOD QUALITY	03	12%
CONVENIENT	05	20%
TIME SAVING	10	40%
TOTAL	25	100%

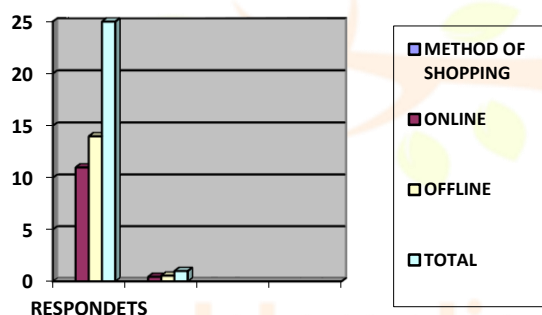


The above table it is clear that 40% of the respondents do online shopping based on Time saving, 28% of the respondents do online shopping based on Less price, 20% of the respondents do online shopping based on convenient and 12% of the respondents do online shopping based on Good quality. Hence It is obvious from the above table that majority of the respondents go for less price while online shopping.

4.4 Table no 4:

FEMALE CONSUMER METHOD OF SHOPPING

	RESPONDETS	PERCENTAGE
METHOD OF SHOPPING		
ONLINE	11	44%
OFFLINE	14	56%
TOTAL	25	100%

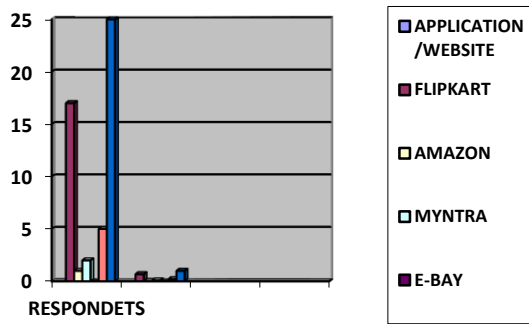


The above table it is clear that 56% of the respondents will do shopping through offline and 44% of the respondents will do shopping through online. Hence It is obvious from the above table that majority of the respondents go for Offline shopping.

4.5 Table no 5:

E-SHOPPING WEBSITE

	RESPONDETS	PERCENTAGE
APPLICATION /WEBSITE		
FLIPKART	17	68%
AMAZON	01	04%
MYNTRA	02	08%
E-BAY	0	0
OTHERS	05	20%
TOTAL	25	100%



From the above analysis it can be observed that 68% of respondents use Flipchart application for shopping, 20% of respondents use other shopping application, 04% of respondents use Amazon application and 0% of respondents not use E-bay application. Hence It is obvious from the above table that majority of the respondents go for Flipchart application for shopping.

V. ACKNOWLEDGMENT

The study concludes that, the attitude of the female employees towards the online shopping is found effective but not highly effective. The study says from the 1980s marketing activities changing predominantly and every day new concepts connectivity with the public. Internet is latest technology that brings the world market in the hands of every female consumer through digital marketing. Social media and search engines creating new phenomena like virtual marketing. But Indian female customers are very rational in buying decision because if the goods value higher then they must feel to touch and feel about product before they decide about whether to buy or not, but from 2006 to till now the online shopping hobbies increased drastically in India and global competitors increasing distribution of goods are Indians preferred.

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