



A STUDY OF FEMALE CONSUMER BEHAVIOUR PATTERN IN ONLINE SHOPPING

Dr. Bhaskar Khandu Narwate

Asst. Professor, Dept. of Commerce,

NSPM's Late Bindu Ramrao Deshmukh,

Arts, Com. & Sci. Mahila Mahavidyalaya, Nashik.

Corresponding Author: Dr. Bhaskar Khandu Narwate

DOI - 10.5281/zenodo.10648532

Abstract:

Health insurance is very well established in many countries. But in India it is a new concept except for the organized sector employees. Health insurance is very well established in many countries. But in India it is a new concept except for the organized sector employees. Health insurance is very well established in many countries. But in India it is a new concept except for the organized sector employees.

The term consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. It is the one of the most complex aspect of marketing, as it is the most forceful of all the marketing activities. The consumer preference keeps on changing rapidly and are affected by multiple factors which are difficult to analyze. In order to understand the female consumer behaviour it is important to understand consumer motivations, believes, attitudes, learnings, perceptions, emotions and opinions etc. The present paper is an attempt to understand the factors that affect the female consumer behavior pattern in Nashik.

Keywords: Consumer behavior, market, internet, websites, online shopping, offers.

Introduction:

Indian economy is undergoing many changes over the years. A lot of competition has led to altogether new marketing environment. Marketing has become an obligation for the continued existence of business firms. Components of marketing like price, competitiveness, quality assurance and customer service

have become vital for most business firms. The whole business has to be seen from the perspective of the customer. The essential task of marketing managers is to understand the buying behaviour of the market to be targeted. The term consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using

evaluating and disposing of products and services that they expect will satisfy their needs. It is the one of the most complex aspect of marketing, as it is the most forceful of all the marketing activities. The consumer preference keeps on changing rapidly and are affected by multiple factors which are difficult to analyze. In order to understand the female consumer behaviour it is important to understand consumer motivations, beliefs, attitudes, learnings, perceptions, emotions and opinion etc. The present paper is an attempt to understand the factors that affect the female consumer behavior pattern in Nashik.

Female Consumer Behaviour Pattern in Online Shopping:

Internet is redefining the shopping behaviour of people across the globe. It has become a hotbed of advertising, shopping and commercial activity (Rowley, 1998). Internet is being used as a channel of information and commerce in the rapidly growing online businesses. Online shopping is constantly growing in India. The buying decision of the family is greatly influenced by the females in the family. The advent of social media has opened a new avenue of marketing for

corporations as consumers are increasingly referring to social media sites before making a purchase. The understanding of the determinants of women's attitude has both a direct and positive effect on women's intentions to actually use the Internet for online shopping.

Review of Literature:

In any field of study existing literature constitutes a base on which all further research is carried out. Therefore, the researcher has made an elaborate review of the research material available on the subject.

Varma and Aggarwal (2014) in a study on Mumbai's western suburbs homemakers found that online shopping for them is both utilitarian and hedonic experience and is a leisure activity directed to reduce their boredom.

Trust and risk are the major factors that influence customer participation in web-based commerce, which have the potential to increase the frequency of online shopping activity (Al-Mowalad, 2013).

According to Backewell and Mitchell (2003), young female consumers have been influenced by several environmental factors that

separate them from older shoppers. Young female has been conditioned into consuming earlier than the previous generations and have been socialized into shopping as a form of leisure.

Consumers are motivated by purchase needs or experiential needs or a combination of both when they shop (Westbrook & Black, 1985).

Objectives of the Study:

1. to study the demographic characteristics of female online shoppers and
2. to identify the factors affecting online shopping consumer behavior pattern of females.

Limitations of the Study:

The limitations of the study may be stated as follows:

1. The present study deals only with online shopping consumer behavior pattern of females only.
2. The present study is restricted to Nashik District only.
3. The preference of consumers regarding online shopping may vary by their own analysis and observations from time to time.
4. The study is based on the opinions expressed where there is a great tendency for

fluctuations in response and behavior, which can lead to certain distortions.

Research Methodology:

The research is descriptive and exploratory in nature. It is aimed at understanding the factors affecting female online buying behaviour. The dependent variable is female consumers' attitude towards online shopping. Demographic factors, convenience, time effectiveness, website design/features, security and social media influence are the independent variables. The researcher has selected a random sample of 112. For this study information has been collected with the help of questionnaire. The questionnaire is prepared using Google form and circulated in society through various groups and emails to collect the information for research purpose.

Data Collection:

Primary data from females who possess online shopping experience has been collected through a well-structured questionnaire. It was made available to online female consumers in Nashik through emails and WhatsApp groups and necessary information was collected. Secondary data has been

collected from reference books, textbooks, research journals and websites.

Hypothesis:

The hypothesis for the present study is as follows:

Hypothesis 1:

H₀= Demographic factors do not affect the female consumer behaviour pattern in online shopping

H₁= Demographic factors affect the female consumer behaviour pattern in online shopping

Hypothesis 2:

H₀= The female consumer behaviour pattern in online shopping is not affected by various other factors

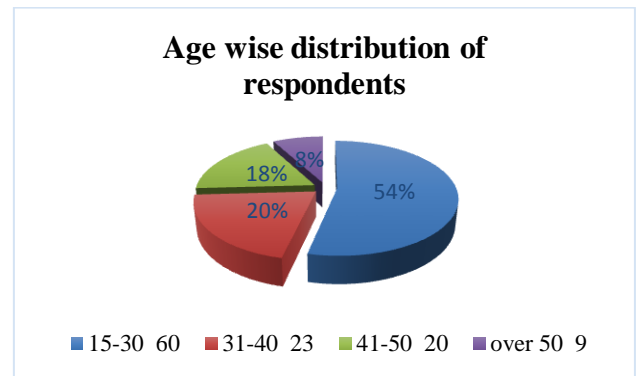
H₂= The female consumer behaviour pattern in online shopping is affected by various other factors

Data analysis and Interpretation:

The collected data has been presented in tabular form followed by graphical representation and analysis as follows:

1. Age wise distribution of respondents

Age	Number	Percentage
15-30	60	53.57
31-40	23	20.53
41-50	20	17.85
over 50	9	8
Total	112	100



Graph 1

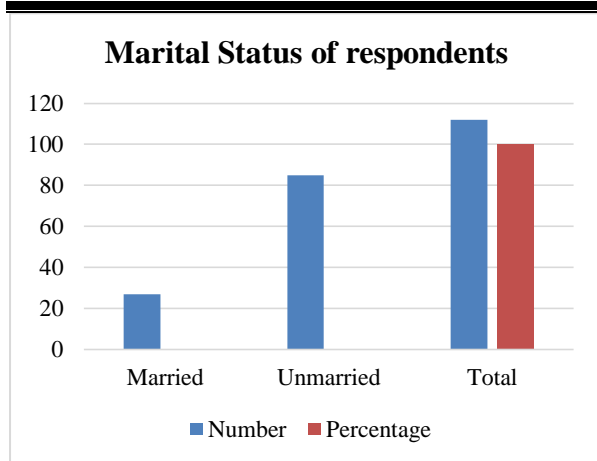
The above table and the pie chart shows us the percentage regarding the age of respondents. The number of respondents between the age group 15-30 years are 54 %, from age of 31 to 40 it is 20% and from 41 to 50 it is 18%, lastly over 50 years it is 8%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who are between the age group 15- 30 years is highest as compared to the others.

Hence, H₀= Null Hypothesis is rejected and H₁= Demographic factors affect the female consumer behaviour pattern in online shopping.

2. Marital Status of the respondents

Marital Status	Number	Percentage
Married	27	24.1
Unmarried	85	75.89
Total	112	100



Graph 2

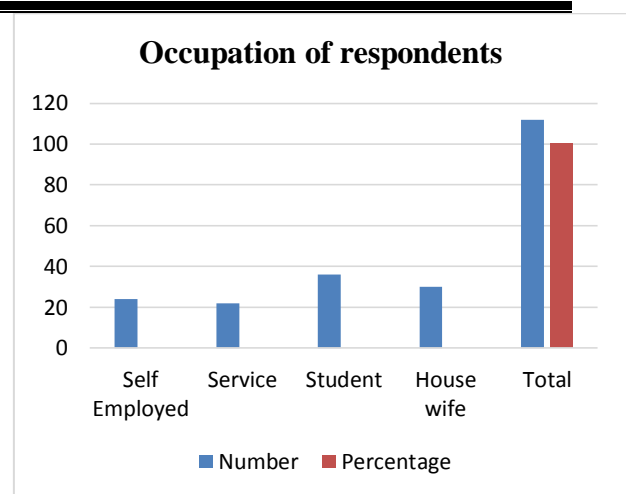
The above table and the graph shows us the percentage regarding the marital status of respondents. The number of respondents who are married is 24.1 % and those of the unmarried is 75.89%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who are unmarried is more as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_1 = Demographic factors affect the female consumer behaviour pattern in online shopping.

3. Occupation of the respondents

Occupation	Number	Percentage
Self Employed	24	21.42
Service	22	19.64
Student	36	32.14
House wife	30	26.78
Total	112	100



Graph 3

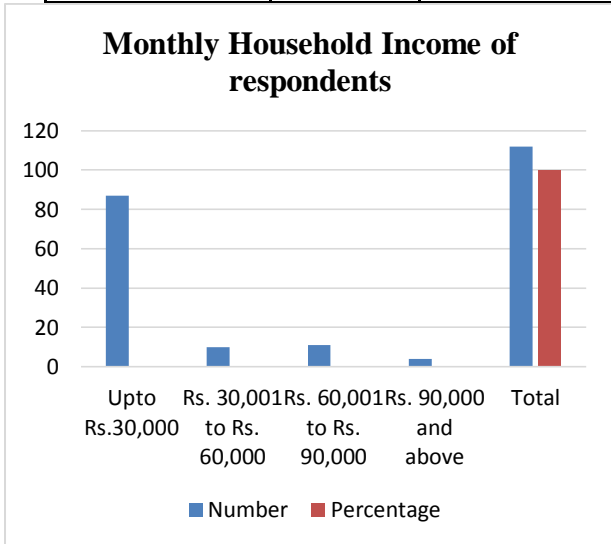
The above table and the graph shows us the percentage regarding the occupation of respondents. The number of respondents who are students is 32.14%, those who are house wives is 26.78%, those who are self- employed is 21.42% and those in service is 19.64%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who are students is more as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_1 = Demographic factors affect the female consumer behaviour pattern in online shopping.

4. Monthly Household Income of the respondents

Monthly Household Income	Number	Percentage
Upto Rs.30,000	87	77.67
Rs. 30,001 to Rs. 60,000	10	8.9
Rs. 60,001 to Rs. 90,000	11	9.8
Rs. 90,000 and above	4	3.5
Total	112	100



Graph 4

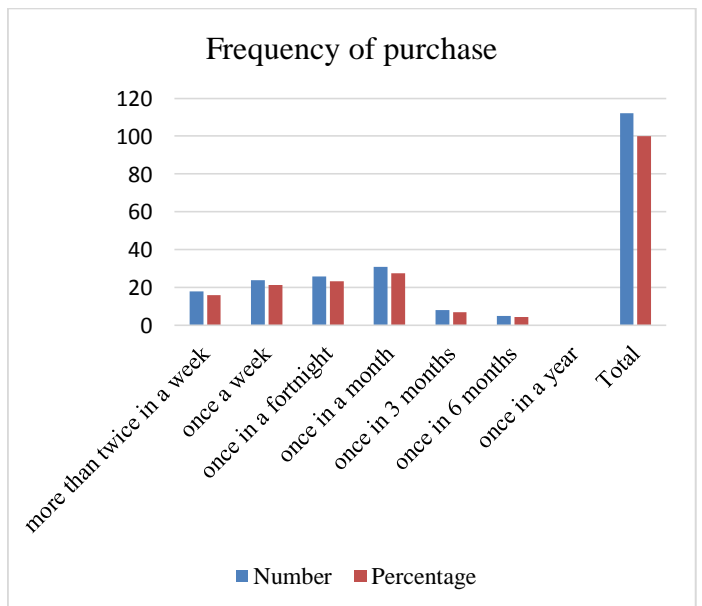
The above table and the graph shows us the percentage regarding the Monthly Household Income of respondents. The number of respondents whose income is upto Rs. 30,000/- is 77.67%, those between Rs. 30,001 to Rs. 60,000 is 8.9%, those between Rs. 60,001 to Rs. 90,000 is 9.8% and those above Rs. 90,000 is 3.5%.

This shows that out of the total percentage of the respondents, the percentage of the respondents whose income is upto Rs. 30,000/- is more as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_1 = Demographic factors affect the female consumer behaviour pattern in online shopping.

5. Frequency of Purchase of the respondents

Frequency of purchase	Number	Percentage
more than twice in a week	18	16.07
once a week	24	21.42
once in a fortnight	26	23.21
once in a month	31	27.67
once in 3 months	8	7.14
once in 6 months	5	4.46
Total	112	100



Graph 5

The above table and the graph shows us the percentage regarding the frequency of purchase of respondents. The number of respondents who purchase online once in a month is 27.67%, those who purchase once in a fortnight is 23.21%, those once a week is 21.42% followed by those twice in a week is 16.07% and those once in 6 months is 4.46%.

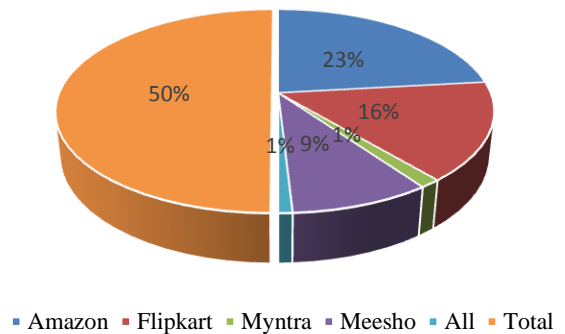
This shows that out of the total percentage of the respondents, the percentage of the respondents whose income is upto Rs. 30,000/- is more as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_1 = Demographic factors affect the female consumer behaviour pattern in online shopping.

6. Social Online Platform used for Purchasing the respondents

Social Online Platform	Number	Percentage
Amazon	52	46.42
Flipkart	35	31.25
Myntra	3	2.67
Meesho	20	17.85
All	2	1.78
Total	112	100

Social Online Platform used by respondents



Graph 6

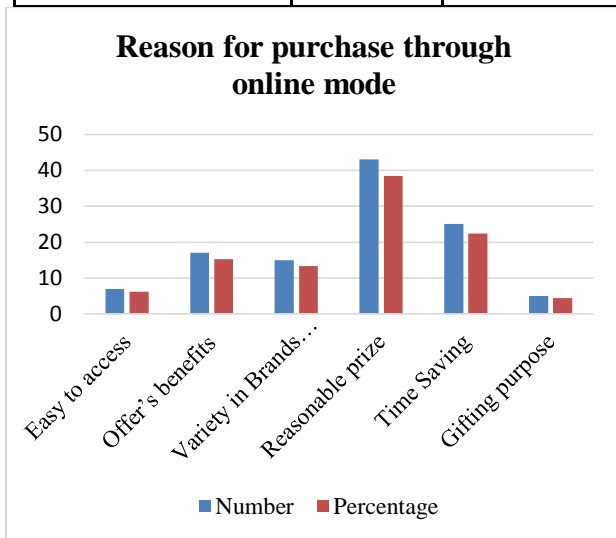
The above table and the graph shows us the percentage regarding the Social Online Platform used for purchasing by the respondents. The percentage of respondents who purchase online using Amazon is 46.42%, those who purchase using Flipkart is 31.25%, followed by Meesho is 17.85% followed by Myntra is 2.67% and those by others is 1.78%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who use Amazon and Flipkart income is highest as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_2 = The female consumer behaviour pattern in online shopping is affected by various other factors.

7. Why do you purchase the goods through online (Online shopping) mode?

Reason	Number	Percentage
Easy to access	7	6.25
Offer's benefits	17	15.19
Variety in Brands and goods	15	13.39
Reasonable prize	43	38.39
Time Saving	25	22.32
Gifting purpose	5	4.46
Total	112	100



Graph 7

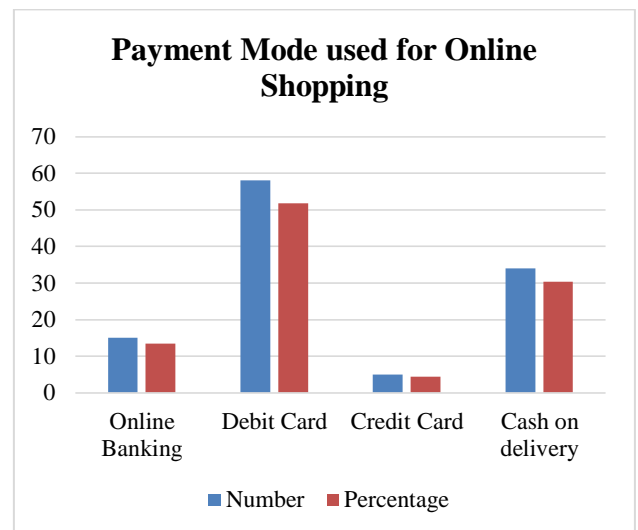
The above table and the graph shows us the percentage regarding the reason for purchase through online mode by the respondents. The percentage of respondents who purchase online for Reasonable prize is 38.39%, those who purchase for Time Saving is 22.32%, followed by offer benefits is 15.19%, followed by Variety in Brands and goods is 13.39% and those for ease of access is 6.25% and those for Gifting Purposes is 4.46%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who purchase online for Reasonable prize and Time Saving reasons is highest as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_2 = The female consumer behaviour pattern in online shopping is affected by various other factors.

8. What kind of payment mode do you use for Online Shopping?

Payment Mode	Number	Percentage
Online Banking	15	13.39
Debit Card	58	51.78
Credit Card	5	4.46
Cash on delivery	34	30.35
Total	112	100



Graph 8

The above table and the graph shows us the percentage regarding the

payment mode used for Online Shopping by the respondents. The percentage of respondents who purchase online using Debit Card is 51.78%, those who purchase by using Cash on delivery is 30.35%, followed by Online Banking is 13.39%, and by using Credit Card is 4.46%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who using Debit Card and Cash on Delivery option is highest as compared to the others.

Hence, H_0 = Null Hypothesis is rejected and H_2 = The female consumer behaviour pattern in online shopping is affected by various other factors.

9. Do you think online shopping is safe?

Response	Number	Percentage
Yes	62	73.21
No	30	26.78
Total	112	100



Graph 9

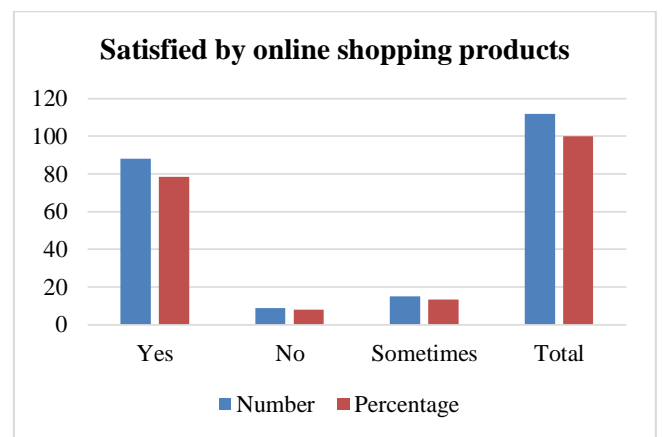
The above table and the graph shows us the percentage regarding the Online Shopping is considered as safe by the respondents. The percentage of respondents who consider it safe is 73.21% and those who do not consider it safe is 26.78%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who consider online shopping safe is highest as compared to those who do not.

Hence, H_0 = Null Hypothesis is rejected and H_2 = The female consumer behaviour pattern in online shopping is affected by various other factors.

10. Are you satisfied by online shopping products?

Consideration	Number	Percentage
Yes	88	78.57
No	9	8.03
Sometimes	15	13.39
Total	112	100



Graph 10

The above table and the graph shows us the percentage regarding the satisfaction of Online Shopping products by the respondents. The percentage of respondents who are satisfied is 78.57%, those who are sometimes satisfied is 13.39% and those who are not satisfied is 8.03%.

This shows that out of the total percentage of the respondents, the percentage of the respondents who are satisfied by online shopping products is highest as compared to those who are not.

Hence, H_0 = Null Hypothesis is rejected and H_2 = The female consumer behaviour pattern in online shopping is affected by various other factors.

Findings of the study:

The findings of the study are as follows:

1. The total percentage of the respondents who are between the age group 15- 30 years is 54%.
2. The total percentage of the respondents who are unmarried is 75.89%.
3. The total percentage of the respondents who are students is 32.14% and house wives which is 26.78% is highest as compared to the others.
4. The total percentage of the respondents whose income is upto Rs. 30,000/- is more as compared to the others.
5. The total percentage of the respondents who purchase online once in a month and once in a fortnight which is 27.67% and 23.21% is more as compared to the others.
6. The total percentage of the percentage of the respondents who use Amazon and Flipkart which is 46.42% and 31.25% is highest as compared to the others.
7. The total percentage of the respondents who purchase online for Reasonable prize and Time Saving reasons which is 38.39% and 22.32% is highest as compared to the others.
8. The total percentage of the respondents who purchase using Debit Card 51.78% and Cash on Delivery option 30.35% is highest as compared to the others
9. The total percentage of the respondents who consider online shopping safe is 73.21%.
10. The total percentage of the respondents who are satisfied by online shopping products is

78.57% is highest as compared to those who are not.

Conclusions of the study:

The popularity of online shopping is increasing day by day. It is necessary for the marketers to understand the attitude of the consumer's towards online shopping. The demographic profile of the consumers like age, marital status, monthly family income, occupation and frequency of online shopping affect the female consumer behaviour pattern in online shopping. The female consumer behaviour pattern in online shopping is affected by several other factors like the platform used for online shopping, reasons like reasonable prize and time saving shopping, options of payments like debit card and cash on delivery, safety regarding online shopping and the highest level of satisfaction in online shopping. It is necessary for the marketers to consider these factors while designing their user interface.

References:

1. Ballard, E. & Mander, S. (2006). *It's official, men shop more than women. SciVism web application testing.*
2. Bhatnagar, A. & Ghose, S. (2004a). A latent class segmentation analysis of e-shoppers. *Journal of Business Research*, 57(7), 758-767.

3. Brown, M., Pope, N. & Voges, K. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11), 1666-1685.
4. M. Natarajan & S. Manimaran (2016), "Impact of advertisement on buying behavior of rural women consumers", *International Journal of U- and e-service, Science and Technology*, Volume 9, No.6, Pg: 11-22.
5. Blackwell, R., (2001), *Consumer Behaviour*. 9th ed. Orlando: Harcourt, 98-117.
6. <http://journal.iujharkhand.edu.in/June-2019/Women-Consumers.html>
7. <https://www.shipbob.com/blog/online-consumer-behavior/>
8. <https://www.abacademies.org/articles/factors-affecting-female-consumers-online-buying-behavior-7296.html>
9. <https://www.ilkogretim-online.org/fulltext/218-1621445857.pdf>
10. http://www.iamai.in/PRelease_detail.aspx?nid=3604&NMonth=7&NYear=2015
11. <http://www.pwc.in/assets/pdfs/publications/2015/ecommerce-in-india-accelerating-growth.pdf>
12. <https://ijcrt.org/papers/IJCRT2303287.pdf>
13. <https://www.abacademies.org/articles/factors-affecting-female-consumers-online-buying-behavior-7296.html>
14. http://www.scivisum.co.uk/presreleases/200609malefemale_ecomm.htm