ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON ONLINE SHOPPING BEHAVIOUR OF WOMEN LECTURERS IN EDAPPADI TOWN

KEY WORDS: Online shopping, E-commerce, Behavior

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ABSTRACT

Women lecturers are playing an important role in online shopping. The ever-increasing use of the internet provides a developing prospect for E-marketers. Now a days increasing habit of mobiles e-commerce has came into sight as a sales channel and is growing swiftly in our country. Because of the elevated growth rate many business firms started their business online. This study is about online shopping behaviour of Women Lecturers towards online shopping. The largest benefit of shopping online is the convenience factor along with lower price and availability of product which are not available in their nearby areas. The results indicated that utilitarian orientation, convenience, price, and a wider selection influenced consumer's behavior towards online shopping. Finally, the recommendations are presented in this research may help foster growth of online retailing in future.

1. Introduction

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com, Flipkart , SnapDeal etc,. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on e Bay.com.

An online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping.

2. History of Online Shopping

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK. From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing.

3. Literature Review:

There have been intensive studies of online shopping attitudes and behavior in recent past. Most of these studies have attempted to identify factors influencing or contributing to online shopping attitude and behavior. Following earlier findings that are relevant to this study can be summarised.
- Explores women's access to and knowledge of the Internet, across the world, and suggest concrete implications in order to in-crease women's engagement with new in-formation technologies. Harcourt, W. (1999)
- Men and women are discovered to attribute high levels of concern regarding security of online payment, the confidentiality of their personal information and the integrity of the e-tailers. Kolsaker, A., & Payne, C. (2002)
- Women perceive it more risky to make online purchases than men. Women are slightly more affected by recommendations from friends concerning Internet shopping, both concerning perceived risk and purchasing intention. Garbarino, E., & Strahilevitz, M. (2004)
- Women do spend time chatting about and buying low involvement products online. Jack Neff, (2008)

4. Purpose

The main purpose of this research is to study the behaviour of women regarding online shopping. In addition to this, the study intend to find out and analyse the aspects that might help the marketers and business firms in encouraging the target group to increase online shopping as means of purchasing.

5. Research Objectives
- To find out the level of usages of computer and internet by the women concerning online purchases.
- To find out the most important hurdles professed by women with regard to Internet shopping.
- To find out the significant advantages of internet purchasing to the women customers and their reasons.
- To find out the aspects those could be helpful in increasing the Internet shopping.

6. Drivers of Internet Shopping

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet 14 cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours.

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation). Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy. Some stores even allow customers to comment or rate their items. Some retailers (especially those selling small, high-value items like electronics) offer free shipping on sufficiently large orders.

7. PAYMENT OPTIONS IN ONLINE SHOPPING

Online shoppers commonly use a credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D., offered by very few online stores)
- Cheque
- Debit card
- Direct debit in some countries

- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

8. FUTURE OF INTERNET SHOPPING

The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. According to eBay, Indian online shoppers remain brand savvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and Reebok continue to top buyers' charts. Category-wise lifestyle products, such as cosmetics, jewellery, watches, fashion products and fitness equipment contribute over 45 per cent to eBay's sales in India. Thus it can be concluded that online shopping holds a great future ahead.

9. FINDINGS AND OBSERVATIONS

Why to target women shoppers
Here are a few reasons why it is a good idea for an online store to target women shoppers:

- Large and Growing Audience – Women
- Women are Influencers
- Younger Males' Habits Are Similar to Females
- Change in lifestyle
- Disposable income
- Women participating in actual buying process

Women tailor their usage of online channels based on availability, immediate needs, size of shopping list, convenience in terms of time spent or geographical distance. Most of female online shoppers use their mobile phone to access the internet at home, so a mobile strategy to offer convenience and flexibility is necessary. The mobile strategy should be integrated into the e-commerce and communication plan via the use of augmented reality, social couponing and mapping/geospatial technologies etc.

10. CONCLUSION AND FURTHER RESEARCH:

The implication for online retailers is that they should focus on making the experience of online shopping more accommodating and more user-friendly. This is important because the positive features of online shopping ('convenience', 'usefulness', 'ease of use', and 'efficiency') appear to be more important than the negative features ('lack of security', 'privacy of information' and 'online fraud').

In this paper, it is found that shoppers, particularly women, are motivated by a variety of different reasons, including socialising and enjoyment. Despite the growth of E-retailing, the social needs, particularly of young adult females and womens.

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