

Satisfaction Level of Young Women while Shopping Online

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ABSTRACT

The online shopping service has opened a window for buyers to purchase anything from their site. Now, there is no need to go to market and they can purchase things online without any hesitation. It is noticed that the tendency of some of the young women to purchase things even they don't need it so urgently, has increased a little bit because e-commerce has removed the hesitation barrier for the women.

The research revealed that some external and situational factors like point-of-purchase displays are also responsible for online shopping. While, internal core factors like emotional instability, anxieties are responsible for the young women. The current article highlights the level of satisfaction of young women while shopping online.

1. Introduction

This study highlighted the satisfaction level of women while shopping online. It is observed that the products purchased online sometimes are damaged or of different quality. This certainly annoys the customer. This study conducts a survey of young women who prefer doing online shopping. They were asked about their experience of purchasing products online; whether they got any damaged product or they are satisfied with the ordered product.

With the development of technology, the scenario of the traditional business has changed all over the world. The trend of online shopping is taking over the market. This online shopping service has opened a window for such kind of people. Now, there is no need to go to market and they can purchase things online without any hesitation. It is noticed that the tendency of some of the compulsive buyers to purchase things even they don't need it so urgently, has increased a little bit because e-business has removed the hesitation barrier for the compulsive buyer.

The main challenging issue related to online shopping is its security. Online transactions are not often secured as the hackers get banking information and steal the money online. So it is suggested to keep the password changing time to time so as to take precautions from hackers.

In India, the main concern of implementing online shopping service is that in villages, most of the merchants are not so educated and they have little idea of modern technology. They are not familiar of credit cards, debit cards or internet banking. Further, if they start doing online shopping then there is every chance of stealing their confidential information by the hackers.

Consequently, we can say that online shopping is the good thing in the market. All the deals are done digitally. Consumers get a variety of products and can buy the product on comparison. But, the big challenge of online shopping is security.

Today, Indian users are using bank credit cards more than ever before. There are many banks that offer credit cards to their users in India. As the number of credit cards consumers is increasing, it comprises a significant area of research for better understanding of customers; this can also help bankers to prepare better marketing policies.

Also, it was observed in the research that young women are influenced by immediate gratification and branding of a product and they are less prompted by the inner personality traits. On the other hand, the research suggested that most of the young women are more prompted by the central traits like emotional instability. Lack or loss of impulse control is also believed to be one of the major reasons for the young women.

Thus, the study of young women may provide important insights into factors that also influence more "normal" buyer behavior. Secondly, no matter how rare, the fact that consumption seems to have an abuse potential similar to substances or other activities is not only noteworthy, it has been so totally ignored in the consumer behavior that it is conspicuous by its absence.

As part of our social responsibility, we need to be aware and concerned about issues such as this. It is hoped that with the further development of effective screening instruments, our ability to examine this phenomenon will be enhanced.

Thus, by adopting an integrative perspective in relation to psychological distress, we intend to give adequate coverage not only to the emotional side of the question by means of exploring anxiety and depression, but also to the cognitive aspects including obsession-compulsion, without forgetting either physical or interpersonal factors represented by the somatization and hostility dimensions, respectively.

About 60 per cent of the sample respondents on an average spent less than Rs. 1000/month, while, 25 per cent of the sample respondents spent Rs. 1001 to Rs. 2000/month. As age increased the share of consumers with higher average expenditure also increased. The ANOVA results indicated that

average online shopping expenditure across age group was statistically significantly different.

It was concluded that young women spent more money on online shopping. Online shopping is convenient for women due to no travel, no safety issues and can shop independently. The share of respondents with urban nativity spent much higher amount on online shopping than that of respondents with rural background. People from rural areas are yet to be convinced about online shopping practices and their awareness level also should be increased.

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also provided new arena for innovative marketing strategies by the professionals. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way.

Internet is one component which has recently become the key element of quick and rapid lifestyle. Be it for communication, connecting with people for official or personal purposes, 'internet' has become the central-hub for all. In our time, internet is acknowledged as noteworthy valuable communication channel taxing with the traditional ones, such as walkie-talkie, magazines, and small screen. From the past few years, on-line shopping is the prevalent way of doing dealings in the field of E-Business and is unquestionably going to be the future of shopping in the human race. The increasing consumer base, principally of youths, is playing a significant role in the online shopping. Through this means, the shopper can buy the product from wherever he wants. Because of wide communication network e-commerce has become the new mediator between the companies/manufacturers and their customers.

Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser, and retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. The other popular names for online shopping are virtual store, e-shop, web shop, internet shop, web-store and online storefront etc.

2. Review of related Literature

Zelezny et al., (2000) drove the examination on —a consider on Indian online consumers and their buying conduct and the examination tries to dismember the features related to the buying conduct of online clients. Purchaser buying conduct in respect of web shopping was considered utilizing unmistakable cash related variables. It moreover gives a help that empowers investigators to grasp the drivers of consumers' perspective and objective to shop on the Internet, and consumers' perceptions regarding accommodation and

esteem. Conclusions got from the examination can be used as supportive guide for advertise presentation. The consequences of the examination suggest that evaluation of buyer buying conduct can add to a predominant cognizance of client buying conduct in respect of electronic shopping.

Sami Alsmadi (2002) investigated on the —Role of Cultural respects on online business: An observational studyll and the examination found that as the criticalness of online affiliations builds, social complexities ought to be contemplated in like way in online business. With the issue of social separations tended to that social contrasts may impact client conduct, and consumers from various social foundations may assess and see practically identical conditions contrastingly for electronic shopping.

According to Backewell and Mitchell (2003), opined that staggering progression of electronic business and presents moral issues that have risen. Security concerns, spamming, goals that don't pass on a —advertisingll name, computerized squatters, web marketing to young people, fight o premium, creators battling with delegates on the web, and dinosaurs are talked about. The vitality of web to spotlight issues was noted as a huge power in giving a sort of self-course those sponsorships a moral electronic business condition.

Shergill and Chen (2005) drove the examination that the subject of online purchaser conduct has been explored under different settings reliably. Dismissing the way that specialists from a game plan of business disciplines have expanded tremendous ground over the traverse recently years, the level of these examinations is truly wide, the examinations show up appropriately isolated and no coupling together theoretical model is found in this examination locale. In setting of this, give a broad review of the composition and propose an examination structure with three key building pieces (goal, social occasion, and continuation) remembering the ultimate objective to eviscerate the online customer conduct deliberately. This proposed structure not just gives us a strong perspective of online customer conduct, yet moreover fills in as a remarkable lead for analysts around there.

Wang, Liu and Cheng (2008) examined on online shopper and their buying conduct. The finding of his examination outlines how a high level of negative online customer studies can summon a likeness affect, with consumers showing an inclination to consent to the perspective of the negative reviews when the level of negative overviews increases.

Norazah Suki and Norbayah Suki (2009) conducted a study on, "Cellular Phone Users' Willingness to Shop Online". The study suggested that marketers should propose more on attractive promotion such as advertisements or discounts through the web.

Sharma and Mittal (2009) in their study "Prospects of e-commerce in India", mentions that India is showing tremendous growth in the Ecommerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today E-commerce is a common

word in Indian society and it has become an integral part of our daily life.

Sariagiannidis and Kesidou (2009) conducted their study on, "Consumer characteristics and their effect on accepting online shopping, in context of different product types". The results indicate that product involvement positively affects consumers to shop online. Moreover, privacy has no effect over consumers intentions towards online shopping.

Nayar & Gupta (2010) conducted a research on, "Impact of Changing Demographic Profiles of Indian Customers on their Internet Shopping Behaviour". The outcome of this research has shown that internet male buyers are higher than of female internet buyers.

Darshan (2011) explained in his research titled "Customer acceptance of internet shopping in India: Impact of shopping orientations" that knowledge and security are the factors that help in understanding the penetration of internet shopping in India. This work guides in constructing variables for online shopping behaviour.

Chowdhury and Ahmad (2011) conducted a study on, 'Factors affecting consumer participation in online shopping in Malaysia'. The limitation of this study was that it only used four variables (ability, benevolence, integrity, and trust) in explaining the consumer participation but did not take other important variables into account (e.g., cost switching vendors and the presence of third party). The study provides a useful insight on the significant role of trust in students for online shopping.

Yulihassri, Islam and Daud (2011) conducted a study on, 'Factors that Influence Customer's Buying Intention on Shopping Online'. The variables that were tested included usefulness of internet shopping, ease of use, compatibility, privacy, security, normative beliefs, self-efficacy, attitude and student's buying intention. It was studied that web advertising favourably influences the purchasing of a company's products.

Richard & Jothi (2012) reported in their research study on, "A study on online marketing strategies used by E-Entrepreneurs in India" that Social media marketing is one of the best online marketing strategies that has been used by the E-Entrepreneurs. The results also revealed that the International players like e.Bay.com, Amazon.com are well ahead in customer relationship building and management and in the online marketing strategies. Indian brands are identifying the strategies which the international websites use to improve the website and are trying to build their brand identity.

Shahir Bhatt and Amola Bhatt (2012) revealed in their research paper titled "Factors influencing Online Shopping: An Empirical Study in Ahmedabad" about the factors that affect the perceptions of consumers regarding online shopping. The three important factors which have prominently emerged from the study are ease/attractiveness of website, service quality of websites and website security. The study shows that the regular buyers are most influenced by the ease/attractiveness

and service quality of website, whereas the occasional buyers value website security to a greater extent.

Narwal & Sachdeva (2013) in their research paper on, "Impact of information technology (IT) on consumer purchase behavior" brings forth IT factors affecting consumer behaviour to develop predictive variables for online shopping.

Karim (2013) conducted a study on online shopping behavior of customers and documented that online vendors can assure their consumers for transaction security and avoid long delays in completing online orders and the hassle of returning goods for better online shopping experience.

Morris (2013) conducted a study on, 'More consumers prefer online shopping' shoppers increasingly want what's called a "seamless Omni channel experience," meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like.

3. Methodology

The study was conducted during the period of August – September, 2017. This study covered the four cities of Rajasthan i.e. Jaipur, Jodhpur, Udaipur and Ajmer. A sample of 400 respondents was considered for this research work. Descriptive method was used to for the current research work. Survey technique was used to gather data from these 400 sample respondents.

Unit of Analysis was the young women of Rajasthan residing in the cities **Jaipur, Jodhpur, Udaipur and Kota within the age group of 25 to 45**. The age group of 25 to 40 was focused because of the generalized fact that this age group people are the decision makers in a common Indian family.

400 young women preferring online shopping will be the sample size. The sample size is decided by taking the total population of the cities of selected cities with a confidence level of 95% and confidence interval 4. The significance level was 0.05 (or equivalently, 5%) by keeping in view the outcomes of such an error.

City Wise Respondents

Table 1 City Wise Respondents

Particular	No of Respondents
Jaipur	100
Jodhpur	100
Kota	100
Ajmer	100

100 young women were considered from each city. The equal young women were considered so that the equal data analysis can be prepared for each city. This will provide the comparative analysis for each city on all other parameters.

Table 2 Age of Respondents

Particular	No of Respondents
25 to 30 Years	130
30 Years to 35 Years	140
35 Years to 40 Years	90
40 Years to 45 Years	40
Grand Total	400

Interpretation:

From the data it is interpreted that maximum number of respondents were of age between 30 to 35 years. 16% of the respondents lie in the 40 years to 45 years. In 35 years to 40

years 22%. The research shows that 100 number of respondents lies in 40 years to 45 years.

Table 3: Mean Scores, S.D and t- ratio of Feedback on whether online shopping is better than the traditional way of shopping

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	73	36.13	3.10	3.11	1.090	2.95*
Jodhpur	60	31.56	2.77	3.05	0.898	3.40*
Kota	70	23.45	1.96	0.94	0.646	1.45*
Ajmer	56	15.18	0.67	0.53	0.451	0.94*

**Significant at 0.05 level of confidence*

In the case of Jaipur, the mean scores of feedback of respondents on whether online shopping is better than the traditional way of shopping is 36.13, S.D. 3.10 and the 't' ratio 2.95 was found significant at 0.05 level of confidence.

In Kota, the mean scores of feedback of respondents on whether online shopping is better than the traditional way of shopping is 23.45, S.D. 1.96, the 't' ratio 1.45 was again found significant at 0.05 level of confidence.

In the case of Jodhpur, the mean scores of feedback of respondents on whether online shopping is better than the traditional way of shopping is 31.56, S.D. 2.77, the 't' ratio 3.40 was found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether online shopping is better than the traditional way of shopping is 15.18, S.D. 0.67, the 't' ratio 0.94 was again found significant at 0.05 level of confidence.

Table 4: Mean Scores, S.D and t- ratio of Feedback on whether online shopping provides better discount on products

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	56	32.13	2.06	2.52	0.516	3.45*
Jodhpur	61	33.16	2.73	2.41	0.694	2.80*
Kota	52	34.45	2.92	2.37	0.842	2.45*
Ajmer	45	35.18	3.10	2.15	0.947	1.94*

**Significant at 0.05 level of confidence*

In the case of Jaipur, the mean scores of feedback of respondents on whether online shopping provides better discount on products is 32.13, S.D. 2.06, the 't' ratio 3.45 was found significant at 0.05 level of confidence.

In Kota, the mean scores of feedback of respondents on whether online shopping provides better discount on products is 34.45, S.D. 2.92, the 't' ratio 2.45 was again found significant at 0.05 level of confidence.

In the case of Jodhpur, the mean scores of feedback of respondents on whether online shopping provides better discount on products is 33.16, S.D. 2.73, the 't' ratio 2.80 was found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether online shopping provides better discount on products is 35.18, S.D. 3.10, the 't' ratio 1.94 was again found significant at 0.05 level of confidence.

Table 5: Mean Scores, S.D and t- ratio of Feedback on whether online shopping is satisfactory than traditional way of shopping

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	60	36.10	3.07	3.08	1.087	2.92*
Jodhpur	55	31.53	2.74	3.02	0.895	3.37*
Kota	40	23.42	1.93	0.91	0.643	1.42*
Ajmer	70	15.15	0.64	0.50	0.448	0.91*

**Significant at 0.05 level of confidence*

In the case of Jaipur, the mean scores of feedback of respondents on whether online shopping is satisfactory than traditional way of shopping is 36.10, S.D. 3.07 and the 't' ratio 2.92 was found significant at 0.05 level of confidence.

In the case of Jodhpur, the mean scores of feedback of respondents on whether online shopping is satisfactory than traditional way of shopping is 31.53, S.D. 2.74, the 't' ratio 3.37 was found significant at 0.05 level of confidence.

In Kota, the mean scores of feedback of respondents on whether online shopping is satisfactory than traditional way of shopping is 23.42, S.D. 1.93, the 't' ratio 1.42 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether online shopping is satisfactory than traditional way of shopping is 15.15, S.D. 0.64, the 't' ratio 0.91 was again found significant at 0.05 level of confidence.

Table 6: Mean Scores, S.D and t- ratio of Feedback on whether online shopping provides better services

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	140	24.61	2.01	2.51	0.681	3.68*
Jodhpur	170	25.57	2.27	2.21	0.722	3.06*
Kota	150	27.26	2.59	2.33	0.808	2.86*
Ajmer	115	27.86	2.83	2.42	0.942	2.16*

*Significant at 0.05 level of confidence

In the case of Jaipur, the mean scores of feedback of respondents on whether online shopping provides better services is 24.61, S.D. 2.01 and the 't' ratio 3.68 was found significant at 0.05 level of confidence.

In the case of Jodhpur, the mean scores of feedback of respondents on whether online shopping provides better services is 25.57, S.D. 2.27 and the 't' ratio 3.06 was found significant at 0.05 level of confidence.

In Kota, the mean scores of feedback of respondents on whether online shopping provides better services is 27.26, S.D. 2.59 and the 't' ratio 2.86 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether online shopping provides better services is 27.86, S.D. 2.83 and the 't' ratio 2.16 was again found significant at 0.05 level of confidence.

4. Conclusion

The capacity to perceive the segments affecting the consumers' slant for multinational brands as Indian of makers are facing a one-two punch of spiraling thing costs and the 10 for each penny isolate duty redress on their checked products.

This has confined the hole between brands produced in India and those shipped in, giving the multinational brands a vital decent position as this could comparatively prompt urban customers moving from Indian brands to outside marquees as costs wind up being more engaged in the extraordinary piece.

However all respondents felt that multinational brands were costly yet some were set up to spend additional cash for multinational brands as they accepted that the additional cash spent was legitimized paying little notice to the nature of multinational brand products. In addition, it was discovered that there was lesser level of ethnocentrism among Indian consumers. The respondents that were non-ethnocentrism studied multinational brand to be better in context of their characteristics, for example, quality, acclaimed in light of the way that the brands were not controlled by the nation but rather the more made countries.

Further, it was showed up in this examination that all respondents expected that multinational brands hold the parts of status pride which can't be said concerning Indian Brands. It was besides uncovered that multinational brands were all the more tending to the consumers and had more centered great conditions that Indian brands; the principal inadequacy saw in multinational brands was that they were all the more costly.

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