

Buying & Decision Making Capacity of Women in Rajasthan for Online Shopping & Suggestion for Further Improvements

¹Babeeta Hirani & ²Dr. Upasana Tyagi

¹Researcher, Commerce & Management Studies at Career Point University-Kota (Rajasthan) (India)

²HoD of Commerce & Management Studies at Career Point University-Kota (Rajasthan) (India)

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ABSTRACT

These days, online shopping is becoming a trend in urban cities of India. The current research work is based in Rajasthan where people are showing fair interest towards online shopping as it provides many facilities like home-delivery, cost-effective products etc. If we talk about women of Rajasthan then we can say that still only about 28% of women purchase products online as they think that online products are not so much reliable. The other reason behind this fact can also be that it is difficult to change the buying behavior of women so easily who follow the traditional trend of shopping. The lack of computer literacy among most of the housewives of Rajasthan is also a big factor that the boom of online shopping can't affect the traditional buying behavior of women of Rajasthan. The current article highlights the buying and decision capacity of women in Rajasthan for online shopping.

1. Introduction

In recent times, with the evolution of information technology; the popularity of internet has increased all over India. After analyzing this increasing trend of using internet among Indian consumers, companies started using internet as shopping channel for Indian consumers. In India, there are many companies like Flipkart, Snapdeal, Amazon etc. which sell the products online.

Online shopping provides consumers many services like a variety of products of every brand, payment on delivery, pay by debit or credit card etc. A consumer needs not to go any product store physically. He/she just needs to have a laptop/pc/tablet or a smart phone enabled with an internet connection in order to browse all the available products and choose according to the requirements.

To attract more and more consumers, these e-commerce companies held online sales of products time-to-time where appropriate discount on the products is provided. These are some of the marketing strategies adopted by e-commerce companies to promote their products online.

Consumer purchases the product online and has the option to pay for the purchased product either by net-banking or cash on delivery. Thus, the trend of online shopping is growing year by year in India. The domestic dealers tie-up with any of the online shopping websites and sell their products. Some products are offered the seasonal discount to attract the users.

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.

In India, most of the women have no much liberty to take decisions. But, now the scenario is changing and women are participating in each and every field of life. Our research work is based in four cities of Rajasthan i.e. Jaipur, Kota, Pushkar and Alwar. These four cities have rural and urban population. The urban women of the cities prefer doing jobs after completing their academic education. It is observed that women who do jobs are financial independent and prefer doing online shopping. On the other hand, the women who are not financially independent and don't do any job; they have to depend on their family members decision to take any initiative.

Hence, this study was conducted to know what kind of factors may affect the buying and decision making capacity of women. Respondents were asked some research questions and according to their feedbacks, the analysis of data was performed and final conclusion of the work was performed.

2. Research Design

This study covered the four cities of Rajasthan i.e. Jaipur, Kota, Pushkar and Alwar. 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 women of Rajasthan residing in the cities Jaipur, Kota, Pushkar and Alwar within the age group of 23 to 46. 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.

3. Data analysis and interpretation

All these women were asked about whether they like to prefer online shopping or not. Their feedback was recorded and analyzed later.

City Wise Respondents

Table 1 City Wise Respondents

Particular	No of Respondents
Jaipur	100
Kota	100
Pushkar	100
Alwar	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
23 to 30 Years	110
30 Years to 35 Years	130
35 Years to 40 Years	100
40 Years to 46 Years	60
Grand Total	400

Interpretation:

From the data it is interpreted that maximum numbers 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 has the power to influence consumer behavior

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	48	36.03	3.00	3.01	1.080	2.85*
Kota	53	31.46	2.67	2.95	0.888	3.30*
Pushkar	45	23.35	1.86	0.84	0.636	1.35*
Ajmer	40	15.08	0.57	0.43	0.441	0.84*

*Significant at 0.05 level of confidence

In the case of Jaipur, the mean scores of feedback of respondents on whether online shopping has the power to influence consumer behavior is 36.03, S.D. 3.00, and the 't' ratio 2.85 was found significant at 0.05 level of confidence.

In the case of Kota, the mean scores of feedback of respondents on whether online shopping has the power to influence consumer behavior is 31.46, S.D. 2.67, and the 't' ratio 3.30 was found significant at 0.05 level of confidence.

In Pushkar, the mean scores of feedback of respondents on whether online shopping has the power to influence consumer behavior is 23.35, S.D. 1.86 and the 't' ratio 1.35 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether online shopping has the power to influence consumer behavior is 15.08, S.D. 0.57, and the 't' ratio 0.84 was again found significant at 0.05 level of confidence.

Table 4: Mean Scores, S.D and t- ratio of Feedback on whether the respondent is financially independent for online shopping

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	43	32.03	1.96	2.42	0.506	3.35*
Kota	40	33.06	2.63	2.31	0.684	2.70*
Pushkar	31	34.35	2.82	2.27	0.832	2.35*
Ajmer	30	35.08	3.00	2.05	0.937	1.84*

*Significant at 0.05 level of confidence

In the case of Jaipur, the mean scores of feedback of respondents on whether the respondent is financially

independent for online shopping is 32.03, S.D. 1.96, and the 't' ratio 3.35 was found significant at 0.05 level of confidence.

In the case of Kota, the mean scores of feedback of respondents on whether the respondent is financially independent for online shopping is 33.06, S.D. 2.63, and the 't' ratio 2.70 was found significant at 0.05 level of confidence.

In Pushkar, the mean scores of feedback of respondents on whether the respondent is financially independent for online

shopping is 34.35, S.D. 2.82 and the 't' ratio 2.35 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether the respondent is financially independent for online shopping is 35.08, S.D. 3.00 and the 't' ratio 1.84 was again found significant at 0.05 level of confidence.

Table 5: Mean Scores, S.D and t- ratio of Feedback on whether male members of family support for online shopping

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	45	36.00	2.97	2.98	1.077	2.82*
Kota	42	31.43	2.64	2.92	0.885	3.27*
Pushkar	35	23.32	1.83	0.81	0.633	1.32*
Ajmer	37	15.05	0.54	0.40	0.438	0.81*

*Significant at 0.05 level of confidence

In the case of Jaipur, the mean scores of feedback of respondents on whether male members of family support for online shopping is 36.00, S.D. 2.97 and the 't' ratio 2.82 was found significant at 0.05 level of confidence.

In the case of Kota, the mean scores of feedback of respondents on whether male members of family support for online shopping is 31.43, S.D. 2.64 and the 't' ratio 3.27 was found significant at 0.05 level of confidence.

In Pushkar, the mean scores of feedback of male respondents on whether members of family support for online shopping is 23.32, S.D. 1.83 and the 't' ratio 1.32 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether male members of family support for online shopping is 15.05, S.D. 0.54 and the 't' ratio 0.81 was again found significant at 0.05 level of confidence.

Table 6: Mean Scores, S.D and t- ratio of Feedback on whether the respondent dominates the power of decision in family

Level of Participation	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Jaipur	50	24.57	1.97	2.47	0.677	3.64*
Kota	20	25.53	2.23	2.17	0.718	3.02*
Pushkar	40	27.22	2.55	2.29	0.804	2.82*
Ajmer	60	27.82	2.79	2.38	0.938	2.12*

*Significant at 0.05 level of confidence

In the case of Jaipur, the mean scores of feedback of respondents on whether the respondent dominates the power of decision in family is 24.57, S.D. 1.97 and the 't' ratio 3.64 was found significant at 0.05 level of confidence.

In the case of Kota, the mean scores of feedback of male respondents on whether the respondent dominates the power of decision in family is 25.53, S.D. 2.23 and the 't' ratio 3.02 was found significant at 0.05 level of confidence.

In Pushkar, the mean scores of feedback of respondents on whether the respondent dominates the power of decision in family is 27.22, S.D. 2.55 and the 't' ratio 2.82 was again found significant at 0.05 level of confidence.

In Ajmer, the mean scores of feedback of respondents on whether the respondent dominates the power of decision in

family is 27.82, S.D. 2.79 and the 't' ratio 2.12 was again found significant at 0.05 level of confidence.

4. Conclusion

From the current research work, it was concluded that about 28% of women purchase products online as they think that online products are not so much reliable. The other reason behind this fact can also be that it is difficult to change the buying behavior of women so easily who follow the traditional trend of shopping. The lack of computer literacy among most of the house wives of Rajasthan is also a big factor that the boom of online shopping can't affect the traditional buying behavior of women of Rajasthan.

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