

The Women Customers Behavior from Physical buying to Online: An Overview



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Abstract

This paper examine the different factors influences the online buying behavior of women customers using online shopping websites and other modes of online shopping. This study discusses the various factors influencing online buying behavior among women customers. The shopping behavior of the women customers are usually habitual of physical shopping, however due to the changes in the life style, technology advancements and facilities of the internet on different devices they are moving towards online shopping. This study explores the different reasons, benefits and challenges of this new shift in the buying behavior. This paper ends with suggestions made on the basis of findings and conclusions made in the study.

Keywords: Women Customers Behaviour, Online and Physical buying.

Introduction

The women customer in India is having a traditional habit of doing shopping in the offline market. The offline shopping includes going to the market and visit the shops in order to purchase the products. However, in recent scenario the responsibility of women customers increases in the society. In addition to look after the family the women have taken many other responsibilities such as doing the job etc. The new development in the economy increases the purchasing power of the women customers but reduces the available time for offline shopping. Also, with the help of development in technology, availability of smart phones and internet facilities these women customers now have the substitute of offline shopping in the form of online shopping. The online shopping can be done from desktop, mobile smart phones or any other device with internet facility. Many online shopping websites are also offering user friendly websites in order to provide the online platform for online shopping. These online shopping websites equipped with latest technology, lucrative visuals, secured payment

transfers and fastest delivery of the products etc. In the study the efforts are made in order to identify the factors influencing the online shopping behavior of women customers. In the study 51 statements are included in the questionnaire. In order to identify the latent factors affecting the online shopping behavior of women customers, the exploratory factors analysis is applied on these statements using principal component analysis method with Varimax rotation. It is found that fifty-seven statements are can be explained with the help of eight latent extracted factors. The PCA method estimate the eigen value of each component and arranges the components in descending order with respect to the estimated eigen values. It is found that these eight extracted latent factors explain approximately sixty-seven percent of the variance of the included statements in the data set. Therefore, the latent factors as extracted are considered useful and explains sixty-seven percent of the variance of the included variables. It is found that the eight factors explain the different aspects of the online shopping behavior

of the women customers. In the study, following names are provided to the extracted factors:

- Factor 1: Perceived Services
- Factor 2: Perceived Ease of Use
- Factor 3: Perceived Usefulness
- Factor 4: Intension to Purchase
- Factor 5: Perceived Expectation
- Factor 6: Perceived Expected and Actual
- Factor 7: Service Gap
- Factor 8: Repurchase Intension

Validity analysis: factors influencing online buying behavior of women customers: The construct validity of the extracted factors is further examined with the help of CFA method. The construct validity of the factors identified earlier requires the fulfillment of two aspects: convergent validity and discriminant validity. In order to apply CFA method, the measurement model is developed where all the identified factors representing the online buying behavior of the women customers. This measurement model indicates the identified factors along with the statements found to have the high factor loadings with the factor. In the study the eight different factors/constructs indicating the online buying behavior of women customers are included in the CFA measurement model. It is concluded in the study that all the statements indicates the different factors affecting the online buying behavior of the women customers are significantly representing their respective constructs. The convergent validity of all the measurement scale is ensured. The moderately high positive correlation between the different pairs of factors affecting the online buying behavior of the women customers is found. The moderate positive correlation between the selected factors affecting the online buying behavior of the women customers ensures the requirement of discriminant validity in the used scale in the study. Finally, it is ensured that the factors affecting the online buying behavior of the women customer has the construct validity (convergent and discriminant validity).

Perceived ease of use: Perceived ease of use means that customer have the perception about the online shopping that she can use the

websites, search the desired product and places the order to purchase easily. This is related with the ease of using the internet platform and online shopping websites for purchasing the products. The process of placing order through the websites depends upon the availability of internet, device and knowledge about the technology. But in today's scenario the women customers being the educated and aware about the online websites may be comfortable with online shopping process. The perceived ease of use also defines the perception of women customers about the time saving, effortless, possible anytime and from any place and also pocket saving facility. In the study the perceived ease of use is measures with the help of seven statements included in the questionnaire. It is found that the women customers found the home delivery of goods at their place without making any effort and it is a time saver experience for them. With the help of online shopping the women customers are finding the process easier to take the home delivery of the products without making much effort. This process also saves their time. The women customer also feels that they can also save the pocket with the help of online shopping as compared to offline shopping. This may be due to the fact that the offline shopping required a lot of time and they also have to incur the transportation cost. Due to this the women customers perceive online shopping easier and pocket saving than offline shopping. The women customers are found to do online shopping.

Perceived Usefulness: Perceived Usefulness means that the women customer's perception about the online shopping is that they can choose the internet shopping mode easily and can buy the goods according to their need and usage without any burden or foundation to buy. This is related with the ease of using the internet platform and online shopping websites for fulfilling their needs, as a medium of good spending pass or recreation activity as well as gives them pleasure to shop online by selecting the products of their choice out of thousand numbers of products. The perceived usefulness also defines women's perception about easy access mode of shopping, useful for her,

enjoyable process that suits to their lifestyle and give those benefits as well. It is found that the women customers are having positive perception about the perceived usefulness. The women customers believe that they can easily buy those goods which are useful for them with a few clicks. It is found that online shopping process suits to the lifestyle of many women customers those don't have much time to go to physical market and buy goods and services. With the help of online shopping the women customer also sends their time as recreation activity and then choose the desired product of their own choice. The women customer also feels that they found benefits of online shopping for them. It is also found that the women customers easily access online shopping mode and as a mode of enjoyment. This can be due to the non-awareness about online shopping methods and fear about the actual product received by them after placing the order.

Intention to Purchase: Intention to purchase means that women customer have the positive thought about online shopping and they actually want to shop goods through this mode of shopping. Intention to purchase is that where online products shown on the shopping website attracts the women customers, matches their requirements out of large number of options as per their need are available under the same platform and some of them are not available even in the local market. It is also found that intention to purchase in online also matters when in the offline market customer is paying high price than online shopping website.

Perceived expectation: Perceived expectation means the women customer who shop goods and services through online shopping mode get the same products which they have shown on the shopping website and also match with their requirements as well. In perceived expectation it is found that when women customers buy a product and get the same which was expected, this feeling allow them to buy again something more through same mode of shopping and with the same online shopping website. It is also found that women are matching hands with the male members of the family and doing their work as working women, having shortage of

time with them, and choosing online shopping to get exactly what they want with a few clicks. The results of the study found that the women customers are having positive perception about the different aspects of perceived expectation and their last online shopping experience allow them to shop again. It is also found that women customers find no difference between the picture and actual product received by them, and every time they get the same product that is ordered by them which allow them to have trust on the process of online shopping and leads to become a loyal customer of the online shopping website or a brand.

Perceived expected and actual: In this the researcher found that perception of women customers about the judgment of information about product on website, truthiness of the information available, easy return-exchange policy, matter of trust. The study found that women customers are having positive perception for online shopping and getting those things only which are matching to their expectations. It is also found that satisfaction level among women customers is high and it leads to the generation of trust on online marketer.

Service Gap: In service gap researcher found that women customer have the positive perception about online shopping. Women can search the desired product, compare the products and price of the same and other products available on different shopping websites and then decide whether to place the order to purchase or not. This is related with the products ordered by them and ordered product received by them. The process of placing order on websites depends upon the availability of required product on shopping website, discounts and offers available. This research study also found that online shoppers fulfill their commitments which lead to found no service gap between the commitments given by the seller to the buyer. This represents that most of the women customers prefer to use online shopping.

Perceived Services: It is found that home delivery facilities at the right place, right product delivery, at the right time, at minimum charges attracts the customers towards online shopping.

The perceived services also found that the perception of women customers about the time saving, easy delivery at right place and time anytime and from any place makes it more comfortable for women in doing online shopping as they get the desired product at home or at that address where they want the product to be received. This also represents that most of the women customers likes online shopping.

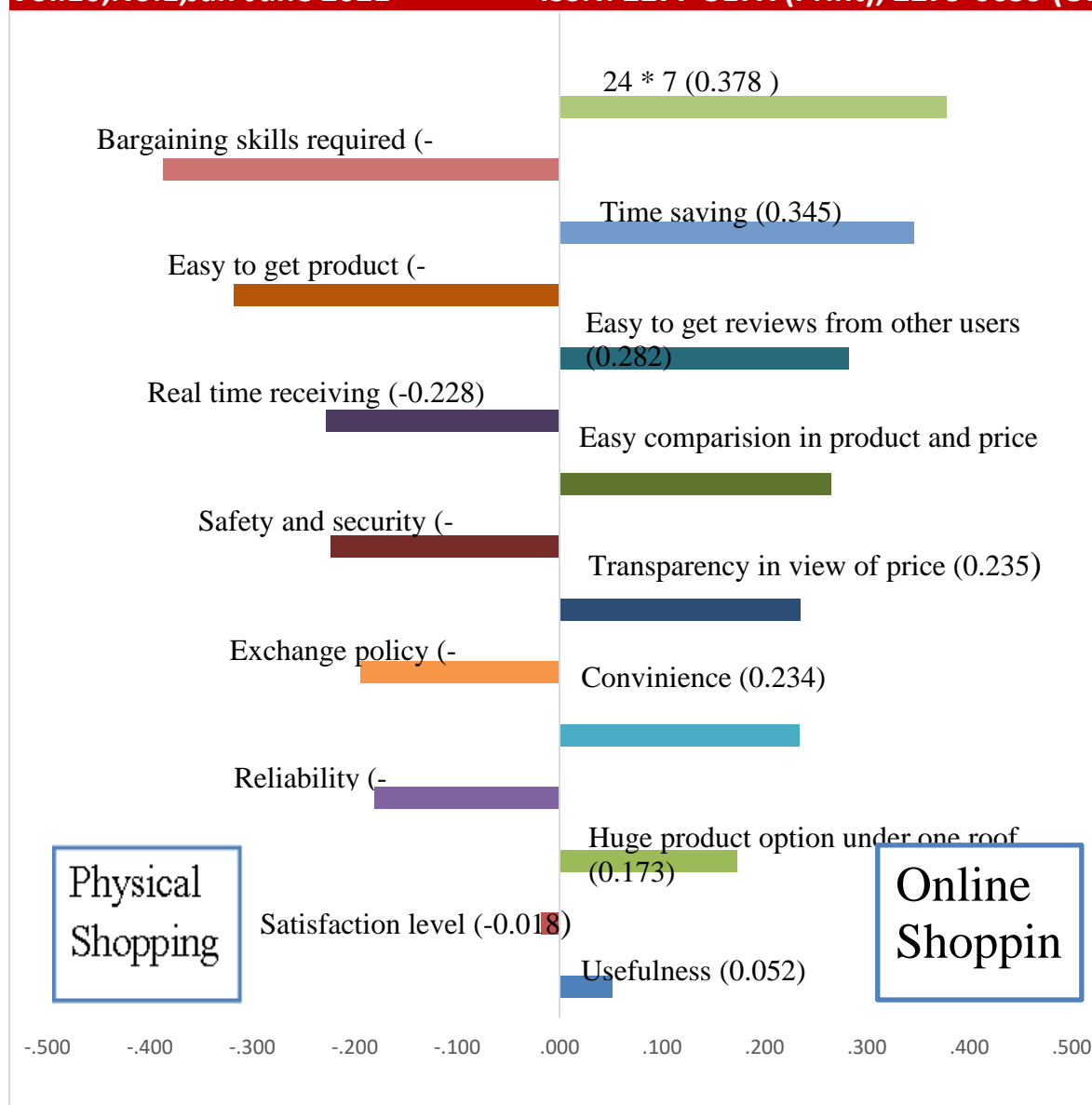
Repurchase Intention: In this the researcher found that women customers have right approach towards online shopping. Women shoppers are getting the best suitable products as per their need, requirement, and budget for getting the best quality product, which provides them more satisfaction in terms of money they are paying to the online marketers. The repurchase intention also defines the perception of women customers about the best quality product, low cost, timely delivery. It is also found that the women feels online shopping neither sell low quality products nor charges high prices for average quality product. Women customers get satisfaction in terms of price and good quality products which leads to generate their repurchase intention.

Physical Buying to Online Shopping

The shopping behavior of the women customers is usually habitual for physical shopping, however due to the changes in the life style, technology advancements and facilities of the internet on different devices they are moving towards online shopping. Discriminant analysis is applied in the study in order to compare the preference of women customers wrt online vs offline shopping. This section discuss the findings and conclusions with respect to objective two of the study which explores the different reasons, benefits and challenges of this new shift in the buying behavior.

Changing scenario from physical buying to online shopping: The shopping is one of the favorite activities for women all over the world. The sellers in Kirana stores are well aware about this habit of Indian women and offer the goods and services in such a way that it provides benefits to both. In other words, physical shopping is one of the oldest and popular act of

doing shopping for Indian women. It may be possible that in future online shopping may replace it to some extent but at present both ways of shopping are popular and preferred by women for different purposes. It is found in the study that in case of physical shopping the main reason of preference is easy to get product, real time receiving, reliability, safety and security. The women perceive that in case of physical shopping it is easy to found the desired product in a short real time with high reliability. The problems found in case of offline shopping includes the non-availability of 24 * 7 facility and transparency in view of price. In other words, the women customers found that in online shopping the products are available 24 hours and seven days as in case of physical shopping the shops are not open for 24 hours, Online shopping is time saving experience for women customers. Women customers feel convenience during online shopping as they can easily get the reviews from other users. It is found that in online shopping women's preference is convenience in shopping, time saving, huge product options under one roof, easy comparison in product and price, ease to get reviews from other users and 24*7. It is also found that in online shopping women customers feels it is more transparent process in manner to price of the goods and variety options available under the same roof.



It is also found that the women with good bargaining skills prefer to shop through physical mode for their shopping. In physical shopping real time receiving of the product, security of the transaction, exchange policy and reliability attract the women customers.

Conclusion

Women are the most powerful and important part for the economy of any country; they are equally participating in every field. Online shopping is providing them big benefits to make their work easier but at the same time they face many problems related to their safety and security too. which are earlier discussed in this paper. On the basis of this study, I have discussed about the recommendations from the point of view of women customers and online

marketers to make it as more successful mode of shopping and for the better usage.

1. Women customers should read descriptions and instruction mentioned on the product and policy of the shopping website during online purchase.
2. Women should compare the products and prices of the products with other online shopping websites to make their online shopping more convenient and enjoyable.
3. At the time of online payment they should care about the privacy of their bank account details and personal details as well.
4. During the time of the delivery of the product they should be more alert and

active to get the product from their safety and security point of view.

5. Women should ask about the preferable timings for the delivery the product.

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