



CUSTOMER PREFERENCE IN ONLINE SHOPPING – A STUDY WITH REFERENCE TO WORKING WOMEN IN CHENNAI CITY

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Introduction

Charles Dennis, Alesia Morgan, Len tiu wright and chanaka jayawardhena(2010) mention, nowadays women are interested to shopping online by a different reasons, including socializing and enjoyment. Even though the growth of online shopping, young adult females in this century are dominated by males. According to this reasons, young female adults can be classified on the basis of usability known as utilitarian customers and satisfaction known as hedonic customers. From this research, most of young female adults are currently not using e-shopping but irrespective of their shopping orientation, young adult females will prefer social e-shopping to traditional e-shopping.

Ika Alfina, Joni Ero, Achmad Nizar Hidayanto and Muhammad Rifki Shihab(2014) in this recent century, most of customers prefer online shopping because, it is convenience, time saving, discount, products cheaper than retail stores. From this research paper, it is confirmed that online shopping are growing rapidly as many people started to shop e-commerce sites. According to this research, among all the factors affecting e-commerce, trust and e-WOM highly affect the online consumer behaviour.

Mohammed jamal Uddin ACMA and Tunazzina Sultana (2015) mention, most of female consumers are changing their shopping mode from traditional shopping to online shopping. Especially women those who don't have free time for shopping in case of nuclear family or when both husband and wife are employed, they select online shopping more than the people in joint family. The researcher found that age, gender, income, profession or occupation of customers is the critical factors for preferring online shopping.

Review of Literature

Matea Matic and Katija Vojvodic (2014) mention that most of respondents in this research preferred to use an online purchase; on the contrary some of them hesitate to purchase online shopping due to insecurity towards online purchase by various reasons.

Chao Wen , Victor R. Prybutok, Charles Blankson and Jiaming Fang(2014), this study suggest that most of online customers are satisfied during shopping because of e-service quality, e-channel quality and product quality and these factors are positively influence customer e-satisfaction.

Wegdan Hagag, Lillian Clark and Colin Wheeler(2014), the researchers having strong implication about that online shopping is mostly affected by cultural variations like shared values, attitude and behaviour of customers during the purchase.

Yudan yang and Siyao Huang(2015), mention that women customers are sensitive in way of thinking when shopping online. So, the following variables like, visual elements including the appearance, shape, display way of products strongly motivate or impulse the women online shopping behavior.

Waqar nadeem, Daniela Andreini, Jari salo and Tommi Laukkanen(2015), explored that compared to men, female online shoppers are strongly influenced by peer recommendation when shopping products through online.

Le Chi Hai and Syed Hasnain Alam Kazmi(2015) they developed a Technology Acceptance model(TAM) for examine the perceived ease of use and perceived usefulness in online shopping. They concluded that these two factors will affect the online customer behaviour.

Suk Ha Chan & Lai Yung Ada Lee(2015) suggest that, most of online customers are believed that websites can provide sufficient information and easy accessibility when shopping online. But online shoppers are insignificant with security of web pages like payment and guarantee.

Varsha Agarwal(2015), noted that from numerous factors preferred online shopping, product comparison convenience, website content, competitive deals and customer responsiveness are strongly influence the customers online purchase intention.



Szopinski, Tomasz, Staniewski, Marcin waldemar (2016), having strong implication about demographic variables like age, sex, educational level, occupation and professional position of customers strongly preferred online shopping is the convenience way of shopping in the recent years.

Ha, Hong-Youl, John Joby, John, J. Denise, Chung, Young – Kyn (2016) mention that trust plays a significant role during online shopping. They concluded that customer's online trust serves as a mediating role between online information perception and behavioural intention when shopping online.

From the above reviews, it can be clearly understood that some of women consumers give strong preference to online shopping as a convenience way of shopping and some of them having the negative aspect about online shopping. According to the above mentioned researchers, cultural variations (values, attitude), peer recommendations, perceived ease of use, perceived usefulness, easy accessibility, convenience, trust, education, attractive visual element, shape and display way of products strongly stimulate the customers to give first preference to online shopping. In contrast, some of the factors like insecurity, payment or guarantee issue make them insignificant with online shopping.

Gaps in this Literature

Several studies argued that customers of online shopping specifically prefer an unproblematic and smooth point of culmination during the purchase. But they have not specifically mentioned or ranked the preferences more suitable for male and female consumers or employed and unemployed women consumers. Therefore the preset study ventures on these preference factors responsible for working women consumers in online shopping.

Objectives of the Study

1. To identify predominant factors of customer preference in online shopping.
2. To analyze and classify the customer perception on preferences and relating the classification with the demographic profile.

Hypothesis Framed for this Study

1. Working women customers of online shopping don't have specific preferences.
2. The preference of working women in online shopping isn't related to their demographic profile.

Research Methodology

This study is based on both primary and secondary data. The primary data is collected through the structured questionnaire. The questionnaire consists of two parts, the first part deals with demographic and online shopping details of customers, the second part is aimed at ascertaining the customer preference in Likert 5 point scale which ranges from strongly agree to strongly disagree.

Research Design

Since, the number of online shopping customers is unknown; the researcher used convenience sampling method to collect the responses from online shopping customers. Even though the researcher used convenience sampling method, the justification is done through Reliability check, Variance check, Factor formation check, Cluster formation check, Chi-Square association check and Linear multiple regression analysis check. After this regress approach of reliability checks, the researcher collected 200 samples of online shopping customers.

Data Analysis

After collecting 200 samples the numerical values are coded for the questionnaire and the data are systematically transformed into numerical values. These coded values are analyzed using the following statistical tools.

1. Simple percentage analysis
2. Factor analysis
3. Analysis of variance
4. T-test
5. Linear multiple regression analysis

Analysis and Discussion

In this section the researcher applied exploratory factor analysis by principle component method on 45 variables of consumer preference towards online shopping and the following results are obtained.



Table 1 Showing KMO and Bartlett's test for Preference of Working Women Online Shopping

Kaiser-Mayer-Olkin measure of sampling adequacy	0.633
Bartlett's test of sphericity with approximate Chi-square value	615.495
Significant value	0.000

From the above table, it is formed that the KMO measures of sampling adequacy is 0.531 and Bartlett's test of sphericity with approximate Chi-square value is 196.984 are statistically significant at 5% level. These imply all the 45 variables are grouped into 5 predominant factors.

Table 2 Showing Cumulative Percentage of Factors

S. No	Factors	Percentage
1.	Trust	15.31
2.	Privacy	10.125
3.	Security	9.617
4.	Product value	8.175
5.	Service quality	7.115
Cumulative Percentage		50.342

These imply the 45 variables are converted into 5 factors. The most predominant factor is trust with high individual variance 15.13% it is followed by other factor. It implies that the online shopping consumers strongly agree for trust on product performance and also the online shopping process.

After deriving these factors the researcher intended to relate these factors with the demographic variables. Therefore analysis of variance is used to relate the important demographic variables Age, Educational Qualification, Occupation, Income and Marital status.

One-way analysis of variance relates independent variables and there perceptual difference with respect to dependent factors. The following table gives a summarized influence of demographic variables on preference of working women.

Table 3 Showing Influence of Demographic variables on preference of Working Women in Online Shopping

Demographic Variables	Factors	F-Value	Significance (p) Value
Age	Trust	33.918	0.000
	Security	5.317	0.021
	Product Value	14.956	0.000
Educational qualification	Trust	4.669	0.003
	Service quality	6.362	0.000
Occupation	Privacy	8.722	0.000
	Security	9.040	0.000
	Service quality	9.729	0.000
Income	Trust	7.374	0.000
	Service quality	7.608	0.000
Marital status	Trust	13.473	0.000
	Privacy	7.444	0.000

From the above table, it is formed that among the 5 Consumer Preferences in Online Shopping all of them influenced by the demographic variables. It is formed that the working women in the Age group 31 – 40 strongly agree for trust in the online shopping (Mean= 4.233), it is further identified that the working women with Undergraduate degree for trust in online shopping (Mean = 4.049) and Service quality of the service provider (Mean = 4.06). The mean comparison on the



occupational status clearly revealed that self employed women strongly agree for the existing privacy policies (Mean = 4.127), Security involved in the online transactions (Mean = 4.129) and quality of service in the online shopping (Mean= 4.018). The analysis on income wise approach revealed that the working women in the income group 60,000 – 1, 00,000 moderately agree for trust in the online shopping (Mean = 3.77) and service quality of the service provider (Mean = 3.86).

Further exploration in the mean comparison indicates married women strongly agree for trust in the online shopping (Mean = 4.040) and privacy involved in every transaction in online (Mean = 4.066).

Analysis and Conclusions

The empirical research found that the working women involved in online shopping predominantly prefer trust in the shopping process. It is followed by confidence and privacy involved in the online shopping. The security and product purchased in online are very important for the preference of working women. The working women are highly meticulous in measuring the service quality involved in online shopping in variable dimensions of Information, Ease of use, Responsiveness, Reliability and Accessibility.

On the whole it can be concluded that, the demographic variables of working women is very vital in determining the preference of working women in online shopping. In particular Age and Marital status found influence working women preference in online shopping. Working women with high income found to have more preference in the online shopping interactions.

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