



**RESEARCH REPORT ON WOMEN'S ONLINE PURCHASING BEHAVIOR: A
STUDY ON HEMTEX COMPANY**

Lalita Mishra*

Govt. M.L.B. PG College of Excellence Gwalior

ARTICLE INFO

Article History:

Received 15th September, 2017

Received in revised form 25th
October, 2017

Accepted 23rd November, 2017

Published online 28th December, 2017

Key words:

Telecommunication, mobile, trust, switching
cost, loyalty, satisfaction, globalisation,
marketing, relationship marketing

ABSTRACT

Over the past few decades, among the many industries the telecommunications industry owing to technological advancements, globalisation and most importantly liberalisation of the sector has made the industry very dynamic and exponentially growing. This industry has been pointed out to be one of the most competitive having an immense growth potential in the near future. These developments in this industry have made this area of global business an increasingly important area of research and investigation both in academic terms and by marketers and researchers in social science. This research paper keeping in mind, the growing industry would be studying the mobile phone industry in the United Kingdom, analysing the different factors that drive satisfaction among customers and eventually leading to loyal customers to any one of the many networks available in the UK mobile and network industry. This research would be looking at the dynamics of customer satisfaction, through elements of corporate image, trust, switch cost etc this establish their relationship with customer loyalty. In order to best understand this area of study, this research through different research methodologies would be analysing one of the most popular mobile and network providers in the United Kingdom O2.

Copyright©2017 **Lalita Mishra**. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

In the last three decades, usage and presence of personal computers has augmented across the entire globe which includes developed as well as developing nations. It is with the advent of novel technologies and computers that connectivity has increased greatly. This process started somewhere in the decade of seventies. The worldwide computer network is better known as internet. The advent and exploration of the concept of internet has paved way for another forte or area better known as electronic commerce which has fostered online purchasing of various offerings (products as well as services) in a cost and resource effective manner.

Electronic commerce has been defined as the process of maintaining and sustaining business relations and selling information, services as well as commodities through the aid of computer telecommunications network. The fuelling of annual growth in relation to e-commerce has also fostered the volume of total retail sales. In present retail environment, e-commerce has been able to account for a small proportion of total retail sales volume. But with growth on internet sales channel, e-commerce has been able to develop into a significant sales channel for organizations that are operating in diverse operational areas.

It is quintessential for marketers to have higher level of knowledge in relation to behavior of target market segment in relation to e-commerce and its operations.

It has been observed that men make frequent online purchases in comparison to women as well as younger people prefer this mode in comparison to grey population. The high rate of growth that has been recorded in this case has eventually led the way for various organizations to operate and facilitate business selling and marketing options through e-commerce as well. It has been highly advantageous especially in case of those organizations where the target segment in youth. The basic research purpose of this research study is to study and explore the shopping behavior of women in case of online shopping.

Business to business commerce can be defined as online business engaging into selling to other businesses. Business to consumer e-commerce can be defined as online businesses selling which enables online business selling to individual customers as well in a better manner. On the other hand e-business can be defined as digital enabling of information within the purview and monitoring of information systems present within the organization. Electronic commerce can be defined as maintaining and sustaining relationships in relation to selling information, services as well as commodities with the help of computer telecommunications networks and other related applications as well.

*Corresponding author: **Lalita Mishra**
Govt. M.L.B. PG College of Excellence Gwalior

LITERATURE REVIEW

With the changing era in terms of economic and technological environment it is found that in 2006, nearly 2000 Swedish companies used E-business, and among them only 200-300 of the companies had considerable turnover. However major successful companies when applied to E-commerce included pure E-businesses, that is; they only perform its business with the help of web services and thus have no physical store and orders for the products and services are taken via mail. (Garbarino, E., 2004) With regard to conduct the business activities over internet it provides several benefits to the firm as well as to the consumers who are using internet as a medium of purchasing. The benefits include mass customer coverage, enhance growth opportunities, easy and more information generation base of the customer on the other hand customers are also benefited from the E-Commerce such as reduced price, simple, convenient, broad supply and saves time. From among the various offerings the most successful online products are clothing, books, CDs, trips, and movies. Significant feature for successful E-commerce is the reliability of the company which is offering its products through online, prompt delivery; enhance the customer loyalty, supply, safety regarding payments and the price of the products and services. (Wang, D. (2005) But everything has two sides of a coin thus there are some disadvantages of purchasing online where trust is very important in E-commerce and this trust factor is the major factor for consumers that avoids online purchases. As Internet has now days regarded as a new sales medium, thus for companies taking into account the E-commerce market, knowledge about the online consumer behavior is very crucial. The consumer group that increases the level of purchasing on the Internet the most from one year to another is the age group of 40 to 55 years.

RESEARCH METHODOLOGY

Secondary Research

Christ (2009) stated that secondary research is that process which is involving for getting data from different publishing literature, through internet, different journal etc. Is the source of secondary data which help to access information which already exist in secondary data resources? But primary data collection is totally different from secondary data collection and it is very cheap as compared to primary data collection. But yet also it has several unbeneficial things apart from the several advantages. As defined by Christ (2009), secondary research is a process involving data collection from either the author or the publisher of primary research. It can also be defined as accessing information which is already collected.

Primary Research

Primary research is very practical thing for the researchers. It is difficult, more costly as compare to secondary data source and through this method we have gained which data that is more reliable. After completing the secondary data process we are conducting the primary data resource collection for the research objective. Primary research is conducted for the finding of the solution or answer of the main question which is regarding with the question of the questionnaire. It is a hypothetical nature.

Aims and Objectives

- To analyze and understand the behaviour of online

purchasing of women aging 40 to 55 years.

- To reveal the intensions of women in making the online purchase.
- To evaluate all those factors that affects and restricts the purchasing behaviour of women through online.
- To determine the relevant experience and the age of women have any impact on online purchases or not.
- To find out the various merits and demerits of the E-Commerce facility to the customers and the marketers.
- To evaluate the activities and measures taken by the Hemtex AB company to target the women in increasing the use of internet and purchasing of their products.

Process of Research

In the research process has various type of step involved for research process that is as follows-

1. Especially different problematic statement in which has capacity to conduct or carry out various research study.
2. Formulate the objective of various research studies which is considered by the researchers.
3. Manner all research thing in possible manner.
4. it is possible that most effective presentation and is done in a risible manner, making a new decision and bidding is done by them.

Data Collection and Data Analysys

In the preceding chapter we have studied that primary data for the research has collected from the survey of the questionnaire in the market with the help of the company employees. Through this method of primary research we are prepare the research design. That help the finding the objective of the research.

Analysis Method

Hypothesis

The concerned research study will be based on the following hypothesis which is as under: "Whether online purchasing is dependent variable or the online purchasing behavior of woman is independent and affected by the online sales promotion activities." Here we are considering that online sale promotion is independent variables and purchasing power is in dependent variable so we can apply the testing tools. Example:-

H₀=Woman online purchasing behavior is not affect with online sale and promotional activity of the product.

H₁= online purchasing behavior of woman is not affect with online sale and promotional activity of the product.

So if we have availed the data so we can calculate the all thing regarding the purchasing of the human being.

Empirical findings

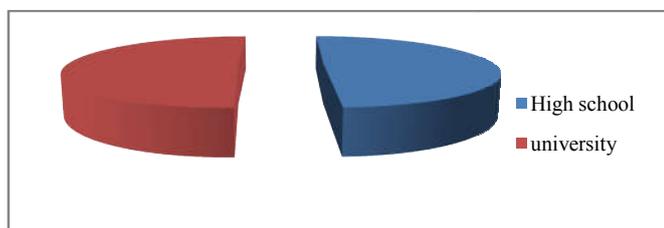
In this chapter we are going to analyze the data and emphasizing on the findings of the research. The various graphs of related data showing the facts of research but here we are not considering all of them, although they are present in the appendix.

Empirical findings of survey

In the survey for the research we select hundred respondents. With the answer of them we prepared the data. Following section emphasize the questions which are based on

Level of education

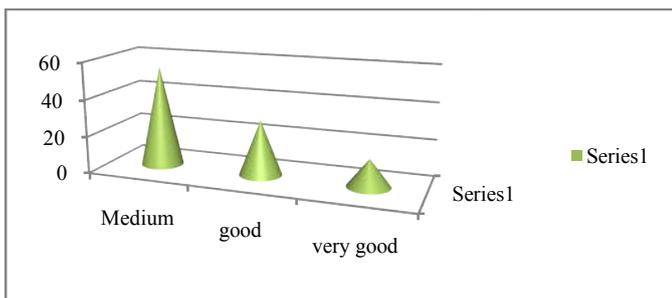
We asked from the respondents that what the highest qualification of them is. The options are primary school, high school and college. The level of education qualification reflects the behavior of respondents for the internet purchasing or on line bookings etc. A questionnaire is made, which is included the qualification of the respondents. We have to identify the trait of a consumer. It is requiring in the research towards its aim. The point is that if any consumer having sound knowledge or having good qualification then he or she can easily understand the benefits of the online purchasing and easily go for it, while a person having less qualification will never go for the online purchasing. In the view of Dellaert et al, (2004), if a persons in highly qualified thane the probability of using the computer and internet defiantly will improve. Another aspect of this research that if any consumer having a good qualification than it is denoted the higher income. With the higher income customer's purchasing power automatically increased.



Interpretation of the result

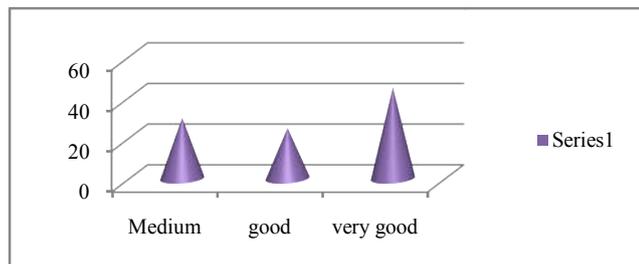
The size of the sample is so small. So the result may not be effective. In the questionnaire 4.3 percent people choose the primary school for their highest level of qualification, while 47.31 percent respondent choose high school and 48.39 percent respondent choose college. In the survey the percent of primary school is very low that is only 4.3 percent, so we are not including that data.

Computer and internet experience



To know the level of computer literacy of respondent we prepared a five point Likert scale. This is interpreted in the above chart.

Level of computer literacy



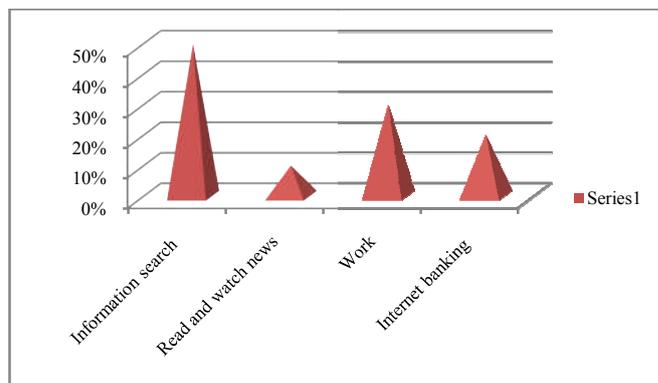
This chart is emphasizing the fact that higher education will lead towards high level of computer literacy. The level of higher literacy of computer is in respondent who are having higher education.

Age factor in computer literacy

Now we can divide the computer literacy according to different age groups. However it is not showing a major difference and there is only two limits, upper limit and lower limit. (poor and very poor).

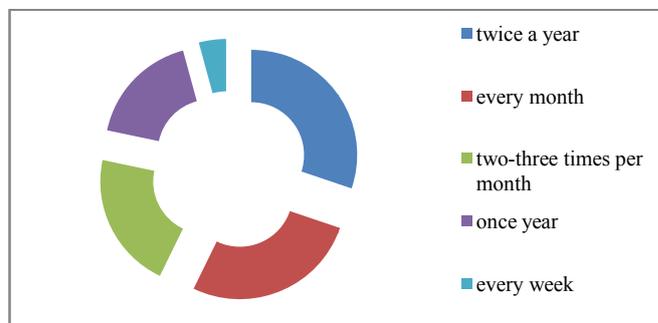
Frequency of computer and internet usage

Another thing is done in the process of data collection that to know the frequency of using computer and internet. The result came out showing the similarities that is 80 percent respondent answered that they use the computer and internet on daily basis. Further in questionnaire we add some open ended questions, which are related the fact that for what purpose they are using internet. In the below a bar chart is added, which is showing the high rate for using internet as a source of information search. After that for read and watching news, third is for routine work and last is for internet banking purpose.



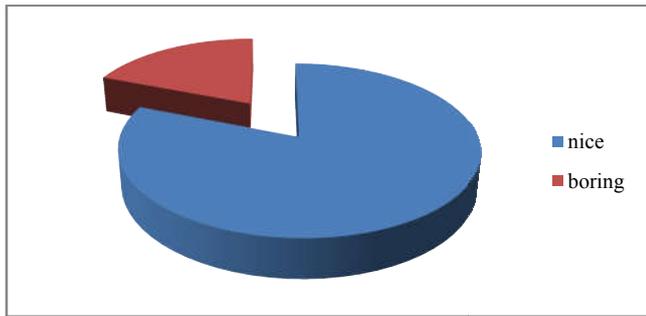
Frequency of online purchasing

In the following chat showed that in which time period people go for online purchasing. The highest rate is 4.2 percent in a weak in which people go for online purchasing. 17.5 percent shop online in a year, 21.1 percent shop on two or three months, 27 percent shop in every month and 30.2 percent shop twice a year.



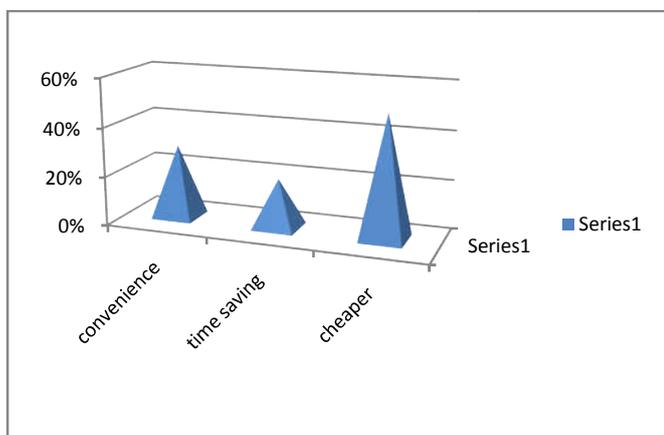
Experience with online shopping

The result came out for this aim is 81 percent people said that they like online shopping while rest of 19 percent said that it is not good.



Advantage of internet shopping

In this section it was asked from respondent that is internet shopping beneficial. We gave them option that is easy for convenience, time saving and cheaper. In which 30 percent people go for the easy in convenience, 20 percent people choose time saving and 50 percent people said that it is cheaper than others.



DISCUSSION ABOUT ONLINE PAYMENT DISCOMFORT

There are some difficulties, which are facing by the respondent in online shopping and payment. In this discussion the issue that is most occurring is related with the payment. Firstly it is about the safety for making an online payment through credit card. The respondent said that company should make and provide confidence that this mode of payment is safe. There is also a miss communication and unawareness for the fact that bank is also providing many other tools for making an online payment rather than credit card. Respondent have another query that what would happen if any transaction failed. In this case who is responsible for that? It is because everyone is serious with his or her money. Some respondent's responded that if they are making online payment then they feel good, because they have trust on the brand. But some said that if there are more amounts in anyone's account then again there is fear of stealing the money in his or her consciousness. There is another thing is that people don't get any physical confirmation that they have paid and receive the product. Again they are in fear that it may be a fraud. So for this companies should provide any physical confirmation like invoice. Some respondent also said that it is happened that whatever quantity or quality for that they had paid they did not get at the time of receiving goods. The quality of good may be vague. So the respondents feel that they are cheated. Respondent also said that if possible then company should send them sample for confirming. We can take an example that

is there is a product related with home interior than how they matched with the requirement of home.

Data assessment

The main purpose of this section is to relate the computer literacy and internet experience with the habit of internet purchasing. According to some researcher that is any persons is highly qualify then he or she uses the computer and internet regularly and easily go for internet purchasing because of some convenience factors. If we compare the habit of using computer and internet for shoppers and non-shopper then we will find that the rate of shopper is more them non-shoppers. The charts are showing that 90 percent shopper use the internet daily, while only60 percent non-shoppers use internet daily. In this we measured the computer experience and literacy with the help of a five point Likert scale. The result came out that computer experience also a related with the behavior of online purchasing. In another survey we found that respondent is using the internet because it is easy for convenience, time saving and cheaper. In which 30 percent people go for the easy in convenience, 20 percent people choose time saving and 50 percent people said that it is cheaper than others. We also consider an age as a factor which has an impact on the purchasing behavior of the women online. There is another subjective approach to know that how people perceive or interpreted their computer literacy. We can get more improved, modified and accurate facts of the respondent's computer and internet knowledge that we can organized a computer test. However it is more time consuming tool. Confidence level of respondent's are also a major factor that shoppers can use internet purchasing easily, while non-shoppers may not do it so frequently. There could be a several aspects for the lacking of the confidence in the non-shoppers, so it affected the internet purchasing negatively and reduces the use of internet purchasing.

In furthermore the processes of swatting out for the outcomes the result is shown to respondents of the survey. Now both are afraid that their information can use for any kind of wrong activity. They may be cheated or any kind of fraud cat be happened with them. Some on has said that ignorance is cause of fear. If someone is interacted with any new thing, then first response of the persons may be an anxiety. The fear is also considering the fact that lacking in computer knowledge may afraid the people to use technology. They have also fear for making an online transaction. It happens mostly in the case of non-shoppers. It may be possible that there are so many factors that affect any individual's trait or behavior. Here are two examples which are based on that thing. Swedish media had story that use of internet purchasing make people anxious towards it. So they are afraid to use the internet. On asking from a respondent it is said that when she make an online transaction it so much scary due to several reasons. Another and very interesting fact said by a respondent. That she have kids at home and sometime it is difficult to leave them alone and go for shopping's. With the help of internet shopping it become very easy. We can also learn to kids that how to operate online shopping to kids. On this point every respondent was satisfy. There is a possibilities that if someone have kids or teenagers at home then they go for online purchasing. In this survey it is also find that at age of 40 -45 it become women willing to shop, but they cannot. If some provide them facility of online purchasing and teach them that how to operate then it becomes easy and they happily go for it.

It is also a good segmentation of marketing firms. They can make the online shopping interesting in many ways. They have now a new age group to increase their sales. Marketing companies give teaching system for learning to operator that how online shopping is done. The companies require a different department for it and it will be very beneficial for the company. They can improve their sales. Now we can say that if we give proper time and add some values with money we can make non-shoppers confident for making online purchase. There is some other reason for not making online purchasing. These may be firstly someone wants to see the product physically, we are sure to make an online payment or not a good knowledge in computer and internet. In the respondent we have to women who are non shoppers. They said that they don't have knowledge in related field and generally we don't go for frequently online purchasing. Some said that they do not like to shop on the internet although they have good computer literacy. This is very useful and concluded that computer literacy directly affected the use of internet for shopping or making online transactions.

CONCLUSION

The main objective of this research is to find profitability of online purchasing in the behavior of women. The conclusion came out is that the perception of the age between 40-45 years is more towards online purchasing. If the frequency of using computer and internet is more then it increases the probability of making online purchasing. So this research also reflects the fact that higher educational qualification is responsible for the higher online purchasing. In this research we are also going to analyze the aspect that what age group of women makes higher online purchase. The result came was that the women between the age group of 40 to 45 years. This is also found that the purchasing made by 40 to 45 year's women is high than the age group of 50 to 55 years. It is very narrow range.

Today all worlds are on internet that is on a web, which is called as World Wide Web. Everyone is connected through it. Its area is becoming continuously broad. Several things are emerging in it. A new trend in the internet is found that is called as e-business. This became a new subject and having own area of working. When a business is performed through internet and totally based on technology, than it is called as e-business. If any business is providing any kind of services and products to another business then it is a business to business through internet. While any business is giving its services and products to its customers then it is a business to consumer business. The internet is also helpful when any researcher is conducting any research. It provides the various types of data and so much valuable thing. With the use of internet we can also make an account of frequency of using several terms by the many firms. We can target any type of special customers for specific need and research. The three main factors came out that reduces the use of internet purchasing and also reduces its users. These are discomfort for the payment, many frauds related with the internet and finally anxiety of misuse of personal information. If we want to improve the use of internet purchasing then we have to reduce those threats. We will have to reduce the degree by which they influence the users. Every person is worried for his or her money, so they want secure medium of transaction. So the company and the banks both have to make system having secure mode of payment. Overestimation of these three threats is also very harmful.

We can use viral marketing. It improves the quality of services. This may also be concern for the satisfaction of the consumers. For this purpose we have to make our services and products unique and have to improve their quality level, because these are directly satisfied the need and demand of the customers. We have to make a system in which trial cost should be remain low. Now the whole world operates technology and cannot live without it. Technology is become an important part of human beings. Everyone is connected through satellite or cellular phone. We can connect people with the help of them and operate the viral marketing. It helps to make a long term connections with the customers directly. Some time viral marketing is affects the customers and as well as organization. Due to large capacity the control power on the system may lose. There are several difficulties to measure the effectiveness of campaign. We can also use e-mail for the campaign of viral marketing. If we send any message and it is considered as a spam by recipient then in this case company may lose the brand image. It also decreases the goodwill in the market. So we have to operate it with very carefully. So there is need to remind the consumers regularly basis. We have to show customers to ability for the online purchase. Company may use many channels of communications and also distribution channels. We have identified the need and demand of target group. It should be observed. We can make them aware with the help of different web shops. We also include the example of textile and several clothing industries, which should use web shop to improve their distribution channel for their products and services. In this industries we can inspired the women by advising them. It should be like how to choose the clothes and how to match them with their requirements. With this types of approaches helps to make them happy and inspired to make online purchase and helps to feel secure for making an online transaction. We can make a feedback system, which would be helpful in to bring the desired changes in those web shops and the existing system. Now we can arrange and manage our own data related with customers that on what type of frequency they use this type of medium. With the help of these types of efforts we can develop some potential web shops and also a new type of distribution channels. Which would improve the company's profitability. The feedback system helps in the product description and for time to time review. This should be worked as a compliment for the company. Feedback system also provides the data to improve our products and services and with the help of them we can make our product more intangible and present it in a descriptive form. Convenience means that how much any facility, services and products are easy to operate. It should also be effective in time saving. It is most important aspect of the internet shopping's. Women are always measure it in terms of time. The aspects of using internet is provide products and services at very cheap cost and it should be available on the shelf of internet easily which they cannot get the retail shop of their residential area. The research also emphasize the fact that age group of 40 to 45 women are mainly consider the time saving and easily operate at lower cost on internet. Now we have sort out several factors related to improve online shopping. We can categorize them as three major factors. The first is cost related, second is catalog and finally third is advertisements. The cost related factors included provide products and services at a very lower price with comparison to physical market. It is a main fact to attract the customers for making online purchasing. Secondly catalog emphasizes a

special type of distribution channel and communication channel that shows the web shop of the company. Finally advertisement comes in the picture, which shows that company should enhance it information regarding it online purchasing gallery. It emphasizes the existence and possibilities to go for online purchasing.

References

1. Andrade, E. .Identifying discriminating variables of online and offline buyers: A perceived-risk approach,. Proceedings of the 6th Americas Conference on Information Systems, 2000, pp. 1386-1392
2. Bellman, S., Lohse, G., and Johnson, E. .Predictors of online buying behavior,. Communications of the ACM (42:12), 1999, pp. 32-38.
3. Bhatnagar, A, Misra, S., and Rao, H. R. .Online risk, convenience, and Internet shopping behavior,. Communications of the ACM (43:11), 2000, pp. 98-105.s
4. Borchers, A.. Trust in Internet shopping: A test of a measurement instrument,. Proceedings of the 7th Americas Conference on Information Systems, 2001, pp. 799-803
5. Choudhury, A.; Mallick, D. N., and Rao, H. R. .Web channels in e-commerce,. Communications of the ACM (44:1), 2001, pp. 99-104
6. Fishbein, M., and Ajzen, I. Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, Massachusetts: Addison-Wesley, 1975.
7. Fung, R. K. K., and Lee, M. K. O. . EC-Trust (Trust in Electronic Commerce): Exploring the antecedent factors,. Proceedings of the 5th Americas Conference on Information Systems, 1999, pp.517-519
8. Gefen, D., and Straub, D. The relative importance of perceived ease of use in IS adoption: a study of e commerce adoption,.*Journal of the Association for Information Systems* (1:8), October, 2000, pp.1-28
9. of the 22nd International Conference on Information Systems, 2001, pp. 193-203
10. Han, H., Ocker, R., and Fjermestad, J.. An investigation of university students. on-line shopping behavior,. Proceedings of the 7th Americas Conference on Information Systems, 2001, pp.930-933
11. Jahng, J., Jain, H., and Ramamurthy, K. . The impact of electronic commerce environment on user behavior,. E-service Journal (1:1), 2001, pp. 41-53
12. Jarvenpaa, S. L., Tractinsky, N., and Vitale, M. .Consumer trust in an Internet store,. *Information Technology and Management* (1), 2000, pp. 45-71
13. Kim, E. . A model of an effective web,. Proceedings of the 5th Americas Conference on Information Systems, 1999, pp.523-525.
14. Kim, E. B., Eom, S. B., and Yoo, S. .Effective user interface design for online stores in the Asia Pacific region: A survey study,. Proceedings of the 7th Americas Conference on Information Systems, 2001, pp.867-872
15. Lee, J., Kim, J., and Moon, J. Y. .What makes Internet users visit cyber stores again? Key design factors for customer loyalty,. *CHI Letters* (2:1), 2000, pp. 305-312
16. Liang, T., and Huang, J.. An empirical study on consumer acceptance of products in electronic markets: a transaction cost model,. *Decision Support Systems* (24), 1998, pp. 29-43
17. Liang, T., and Lai, H.. Electronic store design and consumer choice: an empirical study,. Proceedings of the 33rd Hawaii International Conference on System Sciences, 2000.
18. Miles, G. E., Howes, A., and Davies, A.. A framework for understanding human factors in web-based electronic commerce,. *International Journal of Human-Computer Studies* (52:1). 2000, pp. 131-163
19. Muthitacharoen, A. .Investigating consumer's attitude toward Internet shopping,. Proceedings of the 5th Americas Conference on Information Systems, 1999, pp. 532-534.
20. Muthitacharoen, A. .Consumer.s preference between the Internet and conventional stores (an exploratory study),. Proceedings of Americas Conference on Information Systems, 2000, pp.1373-1379
21. Pavlou, P. .Integrating trust in electronic commerce with the technology acceptance model: model development and validation,. Proceedings of the 7th Americas Conference on Information Systems, 2001, pp. 816-822
22. Senecal, S.. Stopping variables in online buying processes: An innovation diffusion approach,. Proceedings of the 6th Americas Conference on Information Systems, 2000, pp. 1380-1385
23. Shih, C. F.. Conceptualizing consumer experiences in cyberspace,. *European Journal of Marketing* (32:7/8), 1998, pp. 655-663
24. Sukpanich, N., and Chen, L. .Antecedents of desirable consumer behaviors in electronic commerce,. Proceedings of the 5th Americas Conference on Information Systems, 1999, pp. 550-552
25. Vellido, A.; Lisboa, P. J. G., and Meehan, K. .Quantitative characterization and prediction of on-line purchasing behavior: A latent variable approach,. *International Journal of Electronic Commerce* (4:4), 2000, pp. 83-104
26. Vondran, G., Zhang, P. and Small, R.. Quality websites: an application of the Kano model to website design,. Proceedings of the 5th Americas Conference in Information Systems, 1999, 898-900.
27. Zhang, P., and von Dran, G.. User expectations and ranks of quality factors in different website domains,. *International Journal of Electronic Commerce* (6:3), 2001, pp. 9-34
28. Zhang, P., and von Dran, G. M.. Expectations and rankings of website quality features: results of two studies on user perceptions,. Proceedings of the 34th Annual Hawaii International Conference on System Sciences (HICSS34), January 2001
