



## COMPARATIVE ANALYSIS OF PERCEPTION OF WORKING WOMEN AND HOUSEWIVES TOWARDS ONLINE SHOPPING IN INDIA

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### Introduction

Online shopping is becoming the part and parcel of the life of many consumers. Since the use of the Internet for shopping is increasing day in and day out it is imperative for marketers to understand the type of customers and their behaviour who are patronizing online shopping. For so many consumers it is a routine chore to purchase grocery also from their desk. But there are ample of consumers for whom online shopping is oblivion and they find it highly stressful and taxing. Marketers have to understand that there exist multiple groups of online shoppers and they are primarily driven by diverse shopping motivations. For example there are many working female shoppers who dislike shopping in supermarkets or a penchant for trolley rage while there exists an extreme opposite set of housewives for whom shopping from a local market or supermarket is a fun and means of socializing with friends. So they stay away from Online Shopping. The Online Shopping is one form of non-store patronage medium and the reason customers are moving towards Online Shopping is that they experience a lot of convenience. For many Housewives Planning time, Transportation time, Transportation expenses, Carrying goods to home, In-store search, waiting to be served etc. are enjoyable while for the working females these all are the stressful activities. This Research paper tries to evaluate the difference in the perception of Working Women and Housewives towards Online shopping in India. In this paper we have used t-test to evaluate this difference and the finding also suggest that there lies significant difference between the perception of housewives and working female professionals towards Online shopping in India. Some Working Women feel it is a big hassle to them to go for local market for shopping while housewives dislikes online shopping because going to local market for shopping acts as stress reliever for them. So these circumstances warrant marketers to deploy the tactics that meet the requirement of each of these consumer groups. In fact consumers possess different shopping orientations and thereby will affect their purchase in terms of online shopping.

### Review of Literature

Researches opined that the online shoppers are convenience-oriented. They are more innovative and exhibits variety-seeking buying behaviour. Consumers' selection of retail offline or online patronage mode has been examined in a multiple contexts. Boedeker (1995) stated that shopping profiles can be divided into two categories, "new-type shoppers" and "traditional shoppers" on the basis of their preferences for their experiences and use of leisure time. New type shoppers finds value both in recreational and convenience of shopping occasion while Traditional shoppers are inclined to enjoy the offline shopping experience more. Some Researchers states that some shared perceptions can be established among the detailed portrayals of shopper types (Lesser and Hughes 1986); Westbrook and Black 1985). While there are studies which are based on Stone's (1954) original shopper typology and thus describe the shopping perception of customers into economic, personalising, ethical, and apathetic shoppers while there are studies which reduces the number of orientations.

### Objectives

1. To identify online buying orientations of Housewives and Working female Professionals in India on the basis of age and education as the demographic factors.
2. To comprehend the difference in perception of Working Women and Housewives towards online shopping in India.



### Hypothesis

1. H<sub>01</sub>: There is no statistically significant impact of age on the perception towards online shopping in India.
2. H<sub>02</sub>: There is no statistically significant impact of education on the perception towards online shopping in India.
3. H<sub>03</sub>: There is no statistically significant difference between the perception of Working Women and Housewives towards online shopping in India.

### Research Methodology

The research design that has been used here is the confluence of both descriptive and causal. We have used a self-structured questionnaire to gather the data regarding perception of Working Women and Housewives towards Online shopping in India.

Here we have used a simple random method of Sampling and the sample size of 270 respondents has been taken out of which 222 responses were error free. Sampling unit are individual housewives and Working female employees. Data is analysed using SPSS 20 version using Multiple regression for finding the effect of age and education on the perception of Housewives towards online shopping in India and a t-test is applied to find out the difference in the means of perception of Housewives and Working Ladies towards online Buying.

### Findings

#### Following Are The Data Analysis Findings For Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.511	.480	.42482

a. Predictors: (Constant), Education, age

b. Dependent Variable: perception towards online buying

As per the above table it is well evident that Model fit is prevailing and independent variables Education and Age explains 51.10% variance in Perception towards online buying.						
<b>Co efficient<sup>a</sup></b>						
		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.330	.275		8.466	.000
	age	-.013	.008	-.097	-1.585	.114
	Education	.618	.084	.449	7.370	.000
a. Dependent Variable: perception towards online buying						

Multiple regression analysis was used to test if the age and Education significantly predicted respondent's perception towards online buying. The model was a significant predictor of Perception towards Online buying ,  $F(2,220) = 27.314$ ,  $p \leq .05$ . While age has not contributed significantly to the model ( $B = -.013$ ,  $p > .05$ ), Education contributed significantly to the model ( $B = .618$ ,  $p < .05$ ). Hence Hypothesis H<sub>01</sub> accepted while Hypothesis H<sub>02</sub> is not accepted. Thus we can say that there is no statistically significant impact of age on the perception towards online shopping in India but there is statistically significant impact of education on the perception towards online shopping in India.

The Regression equation here can be explained as following:

$$\text{Perception towards Online Buying} = 2.330 + (-.013 * \text{age}) + (.618 * \text{Education})$$

Also,



Group Statistics					
	Working Status	N	Mean	Std. Deviation	Std. Error Mean
Perception towards online buying	Housewife	117	1.8915	.46527	.04301
	Working ladies	106	4.2170	.47318	.04596

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perception towards online buying	Equal variances assumed	.002	.967	-36.974	221	.000	-2.32553	.06290	-2.44948	-2.20158
	Equal variances not assumed			-36.943	218.064	.000	-2.32553	.06295	-2.44959	-2.20146

Moreover If we see the results of the Independent Samples T-test as shown in the table above This study found that Housewives had statistically significantly negative perception about online buying (-2.44948) and Working ladies statistically had significantly Positive perception about online buying (-2.20146),  $t(221) = 36.974$ ,  $p = 0.05$ .

So here the hypothesis  $H_{03}$  is not accepted and hence “There is statistically significant difference between the perception of Working Women and Housewives towards online shopping in India”.

### Conclusion

The findings of this study is in sync with findings of other studies which also depicts that there is statistically significant difference between the perception of Working Women and Housewives towards online shopping. On one hand working ladies prefer buying Online while Housewives are fond of offline shopping in India . This leads to very important Managerial implication that marketing Managers have to carefully handle this orientation of Housewives and Working ladies. Housewives must be given exemplary services and other complimentary services namely product demonstration, rebates etc. to improve their footfalls while working ladies must be given COD and other options like cash back , discount etc which will improve the bottom line of the company.

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