AN EMPIRICAL STUDY ON WOMEN ONLINE SHOPPING EXPERIENCE WITH REFERENCE TO AMAZON.COM IN BANGALORE CITY

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ABSTRACT

This research article is intended to investigate the women online shopping experience with reference to amazon.com, this research is chosen to in the view of fast double digit growth in e-commercespace, this study would help to identify the women buying experience over amazon.com as little research literature found with reference to women online buying experience. The researcher has developed an appropriate questionnaire with all necessary statistical tools such as reliability and factor analysis, tested questionnaire was used to collect data from 100 samples in Bangalore city, then data was analyzed using SPSS. Normality tests shownon-normal distribution of responses, hence non-parametric tests used for analyzing data. The results found that women customers are happy with the timely delivery of the apparels and also happy with the pricing and website design of Amazon.com. However, women customers have shown discomfort over credit/debit card payment option due to security issue.

Key Words: Online Shopping Experience, Women Online Shopping Experience, Amazon.com experience, Women Buying Behavior.

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INTRODUCTION

E-commerce industry in Asia – Pacific region is growing at a rate of 35.2% year on year compared to any other regions.The digital commerce market in India has grown steadily from $4.4 billion in 2010 to $13.6 billion in 2014.The big e-commerce companies are focusing on innovative digital strategies to gain higher market share and achieve better reach. Nowadays e-commerce companies are focusing on mobile apps for convenience and foe higher penetration. Companies are utilizing data analytics togain real-time insights into customer buying behaviorand thus offer customized user experience. Thee-commerce companies are building customer groups onsocial media networks to identify the customerneeds and to adopt effective marketing strategies. This empirical article is investigating women buying experience with reference amazon.com. E – Commerce has changed the way of purchasing the product online, different age groups of people with different demographics, social status, income level, education etc shop online.The research mainly focuses on the experience of different aspects involved in online shopping for women customers with reference to apparels.

AMAZON.COM

Amazon.com is an American E- Commerce and cloud computing company, which was founded in 1994 by Jeff Bezos. It is headquartered in Seattle, Washington. It is the largest internet based retailer in the United States.Initially Amazon.com was started as an online bookstore, later diversified to sell DVD's, Blu – rays, CD's, Video downloads/streaming, MP3 downloads/streaming, audio book downloads/streaming, video games, software, electronics, apparel, furniture, food, toys and jewelry. The company also produces consumer electronics i.e Amazon Kindle, e – book readers, Fire tablets and Fire TV.Amazon.com is the world's largest provider of cloud infrastructure services. It also sells low – end products like USB cables under its in – house brand Amazon Basics.The company, which is making multi-billion dollar investments in India, has over 85,000 sellers on board. Amazon.com growing at 250 per cent year-on-year and adding over 90,000 products a day.

LITERATURE REVIEW

According to *Tauber(1972)*, experiences are an important part of consuming and shopping. Shoppers are not always simply looking to buy products, but also want to get pleasure from the

shopping activity. *Holbrook and Hirschman(1982)* established that it is highly important to create hedonic significance through good experiences in order to toughen up the relationships with consumers. *Huang (2003)* stated that the online shopping environment is highly interactive. The content of the website is a critical aspect in terms of how accurate and relevant it is. The website design is also very important if the company wants conduct a successful e-retailing business. The website visuals include: color themes, font usage, photos, logos, graphic qualities and so on. These visuals capture the consumers' attention by communicating a distinct image of the organization and its products and services. Factors such as low prices, good customer service, easy navigation, and also plainly stated return and exchange policies, are a part of the online shopping experience. It is possible to improve the experience of online shoppers by responding to the problems they may face, particularly safety concerns. The best way organizations can handle this issue is through communication. They should let the consumers know that their website is secure and that privacy

THEORITICAL BACKGROUND OF THE STUDY

To study the women online buying experience, we have selected 4 dimensions from 4P's of marketing along with website design and company policy. This empirical study contains 32 items. To confirm the questionnaire, we have conducted reliability and factor analysis tests using SPSS.

	Dimension	Number of Items
Shopping Experience	Product	5
	Price	2
	Distribution	4
	Promotion	4
	Website Design	6
	Company Policy	6
	Ranking	5

OBJECTIVES OF THE STUDY

- ➢ To study the growth of e – commerce industry in India for the past 5 years.
- ➢ To study the influencing factors for online shopping among women customers.

- To explore the buying pattern of women customers over Amazon.com.
- To identify the buying experience among women customers with reference to Amazon.com.
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SCOPE OF THE STUDY

E – Commerce is the industry which has an excellent growth worldwide. People are shifting from the traditional way of leading their life to online where they can access the required solution just with a click of a button. People are adapting to online shopping drastically for the benefits of time saving, more collections, lower price, etc… With the changing trends it is very important to conduct a survey on women customers shopping experience online, since women are considered to be the new segment of business where online companies are making huge profits from female customers. This study is limited to only female customers of Amazon.com and selected 100 samples from Bangalore city.

QUESTIONNAIRE CONSTRUCTION

The data required for the study are collected with the help of a structured questionnaire and personal interview with the women customers of Amazon.A Questionnaire was constructed by trial and error method, final prepared questionnaire was validated by 6 research experts. Suggested corrections and changes incorporated in the final questionnaire. Reliability tests and Principal component analysis are illustrated in the tables below.

RELIABILITY STATISTICS

Reliability Statistics	
Cronbach's Alpha	No. of Items
.840	32

FACTOR ANALYSIS

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.626

Bartlett's Test of Sphericity	Approx. Chi-Square	1460.259
	Df	496
	Sig.	.000

SAMPLING

Sample size taken for the study is 100 women customers of age group ranging from 20 to 40 years, according to the researcher's convenience in Bangalore city. Diversified age group and education group maintained while choosing a sample. To better spread 100 samples were selected from different area within Bangalore city. The Sample size could not increase due to time constraints.

DATA COLLECTION & ANALYSIS

Collected data from the sample was analyzed by using descriptive statistics and inferential statistics. Before selecting statistical methods, normality test was conducted. The results of the normality test show that the data was distributed in non-normal format. Hence, non-parametric statistical tests like MANN -WHITNEY – TEST &KRUSKAL-WALLIS TEST was used to test the difference in means among various group of sample. The Correlation was applied to test the relation between each dimension of the questionnaire. All statistical tests were conducted with the help of SPSS (Statistical Package for Social Science) software. Following is the illustration of descriptive statistics along with reliability and commonality of each item of the questionnaire.

NORMALITY TESTS

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PRODUCT	.126	100	.000	.929	100	.000
PRICE	.353	100	.000	.763	100	.000
PROMOTION	.161	100	.000	.951	100	.001
DISTRIBUTION	.132	100	.000	.907	100	.000
WEBSITE	.115	100	.003	.973	100	.039
POLICY	.169	100	.000	.945	100	.000
RANKING	.130	100	.000	.959	100	.004

Above tests of Kolmogorov –Smirnov & Shapiro-wilk shows non-normal distribution of data, Hence non-parametric statistical tests chosen for data analysis.

DESCRIPTIVE STATISTICS

Sl No	Item Details	Mean	Standard Deviation	Reliability Cronbach alpha	Commonality, Factor Analysis
1	Quality expectation	4.12	0.518	0.837	0.629
2	Brand availability	4.32	0.618	0.834	0.679
3	Product specification	4.05	0.642	0.836	0.737
4	Variety of collections	4.25	0.833	0.834	0.629
5	Availability of trend	3.7	0.835	0.835	0.637
6	Reasonable price	3.7	0.659	0.835	0.793
7	Value for money	3.62	0.708	0.833	0.764
8	Impulsive buying	2.84	0.982	0.846	0.635
9	Discounts on credit/debit card	3.43	0.82	0.834	0.595
10	Gift cards	3.6	0.841	0.835	0.703
11	Clearance sale	2.76	1.026	0.847	0.621
12	Timely delivery	4.27	0.617	0.834	0.752
13	Proper package	4.19	0.677	0.834	0.766
14	Free shipping	4.58	0.572	0.834	0.635
15	Cash on delivery	4.69	0.598	0.841	0.67
16	Appropriate links	3.81	0.563	0.837	0.57
17	Security of debit/credit card	2.97	0.904	0.841	0.717
18	Navigation site	3.88	0.591	0.831	0.564
19	Sorting and filtering option	4.19	0.677	0.838	0.706
20	Architecture	3.98	0.724	0.836	0.664
21	Sharing in social media	3.65	0.744	0.835	0.478
22	Replacement/return policy	4.08	0.72	0.833	0.801
23	Product guarantee	3.95	0.73	0.829	0.772
24	Customer review	4.26	0.733	0.831	0.815
25	Frank feedback	4.44	0.538	0.838	0.669
26	FAQ	4.03	0.717	0.834	0.462
27	Order status	4.2	0.682	0.836	0.639
28	Website design	3.37	0.825	0.834	0.705
29	Promotions	3.4	1.044	0.832	0.703
30	Delivery time	3.62	1.099	0.838	0.721

| 31 | Quality and Originality | 3.49 | 1.03 | 0.835 | 0.747 |
| 32 | Price | 3.49 | 0.835 | 0.832 | 0.671 |

MANN WHITNEY TEST (MARITAL STATUS)

Mann Whitney test was conducted to know the difference in means between married and unmarried women. Mann Whitney tests show that there is no significant difference in experience between married and unmarried women experience because statistical p value is more than 0.05.

	PRODUCT	PRICE	PROMOTION	DISTRIBUTION	WEBSITE	COMPANY POLICY
Significant Value(p)	.589	.679	**.06**	.136	.997	.216

KRUSKAL-WALLIS TEST

The Kruskal Wallis test was conducted to know the difference in means between different age groups, Education group and with different occupation. The Kurskal tests show that there is no significant difference in experience between different education group and different occupation groups. However, the significant difference in women online buying experience found with different age group as a statistical p value is less than 0.05.

		PRODUCT	PRICE	PROMOTION	DISTRIBUTION	WEBSITE	COMPANY POLICY
P value	AGE	.113	.594	**.008**	.084	.642	**.043**
	EDUCATION	.763	.507	.573	.766	.678	.201
	OCCUPATION	.335	.752	.061	.082	.308	**.018**

Above Kurskal - Wallis tests show that different sample group experience is similar, this may be because common standard adopted by amazon.cm according to the expectation of its customers.

This also shows that a different set of customer's expectations is incorporated in the company service policy.

CORRELATION RESULTS

An Inter Correlation test was conducted to know the relation between various dimensions of the questionnaire, Results of the Inter-correlation tests shown that all dimensionsare not strongly related to each other as significant p value varies among different dimensions.

		PRODUCT	PRICE	PROMOTION	DISTRIBUTION	WEBSITE	POLICY
PRODUCT	Correlation Coefficient	1	0.174	0.041	.343**	.448**	.341**
	Sig. (2-tailed)	.	0.084	0.688	0	0	0.001
	N	100	100	100	100	100	100
PRICE	Correlation Coefficient	0.174	1	-0.032	.273**	0.05	.287**
	Sig. (2-tailed)	0.084	.	0.752	0.006	0.621	0.004
	N	100	100	100	100	100	100
PROMOTION	Correlation Coefficient	0.041	-0.032	1	0.064	.262**	0.128
	Sig. (2-tailed)	0.688	0.752	.	0.526	0.008	0.205
	N	100	100	100	100	100	100
DISTRIBUTION	Correlation Coefficient	.343**	.273**	0.064	1	.240*	.296**
	Sig. (2-tailed)	0	0.006	0.526	.	0.016	0.003
	N	100	100	100	100	100	100
WEBSITE	Correlation Coefficient	.448**	0.05	.262**	.240*	1	.309**
	Sig. (2-tailed)	0	0.621	0.008	0.016	.	0.002
	N	100	100	100	100	100	100
POLICY	Correlation Coefficient	.341**	.287**	0.128	.296**	.309**	1
	Sig. (2-tailed)	0.001	0.004	0.205	0.003	0.002	.
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

FINDINGS

Descriptive statistics shown that women customers are happy with the variety of collections available with amazon.com.A Researcher noticed that Amazon.com women customers are not so responsive to impulsive buying. Clearance sale has not helped amazon.com however timely delivery is appreciated by all. The Most preferred mode is Cash on delivery,which acts as a safe mode of payment and customers feel it is the secured option. Research has shown that customers still have a doubt on debit/credit card payment option. Customers expressed happiness over website design and different option for sorting and filtering. Respondent liked Reviews and expressed interest in reading reviews of another customer. The Correlation between different dimension varies, Hence the company needs to improve all the different dimensions of experience to raise the overall positive customer experience.

RECOMMENDATIONS

✓ The company can improve impulsive buying by attracting the women customers through discounts and surprises with a wide variety of collections and brands.

✓ Women customers must be given clear idea and benefits of debit/credit card through advertisements etc.,

✓ Amazon.com can increase its traffic to its website by keyword and search engine optimization.

✓ The online marketing can be done through attractive sales page design.

✓ Advertising strategies can be adopted through E – Mail marketing, through SMS ALERTS of discounts and offers, Pay per Click advertising strategies.

LIMITATIONS OF THE STUDY

➢ Time constraints, Sampling size is less due to time and resource constraint.

➢ Correctness of the analysis is dependent on accuracy of response given by the respondents.

➢ The Results of this study are not applicable to overall E – Commerce industry since each company follow their own rules and regulations.

➢ The study is limited only to the respondents of Bangalore.

CONCLUSIONS

Amazon.com has a very good brand collection, which attracts the women customers to buy at Amazon.com than in other E – Commerce sites.Promotions from Amazon.com are moderate compared to other E- Commerce sites.Women customers are happy with the timely delivery of the ordered product.The company can improve impulsive buying by attracting the women customers through discounts and surprises with a wide variety of collections and brands.Women customers must be given clear idea and benefits of debit/credit card through advertisements to resolve the doubts in using credit/debit cards for purchasing product over amazon.com website.

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