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## A Study on Spinsters' Fervor Towards Online Shopping Modality with Special Reference to South India's Manchester City

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### **Abstract:**

*With the advent of modern technologies and roaring of online stores, online shopping has become the locus of business arena. The status-quo of online shopping has become ease of business models amidst the people owing to shopping convenience, availability of a product or service, information search, consumer interactions and so on. Owing to the fast-growing lifestyle, online shopping has marked its footprints phenomenally good in all spheres. With the steep hike of the online business model footprints which is tied up with transition in buying behaviour amid the spinsters, the surge in online shopping has become a trendy way for consumers and retailers to trade online. Hitherto online shopping has increased the percentage of E-consumers' in India. Spinster plays a predominant role and their buying behaviour is preponderant. This study spotlight on factors that influence spinster online shopping behaviour. The factors that foster the buyers to shop-online and their attitudes towards online-shopping are studied. The findings of this study will fructify spinster consumer, online retailers, marketing managers, and academicians.*

**Keywords:** Consumer Behaviour, E-Consumers, Buying Behaviour, Online-Shopping, Online Stores, Spinster

### **INTRODUCTION:**

Since business precinct is hovering at skyrocketing pace of growth, it's inevitable to be on par with that sphere of operation. In such school of thoughts, transaction through internet is imperative for fetching overwhelming response from customer that too particularly budding customers who will be promising for business. Online shopping is the process whereby consumers directly buy goods and services from a seller interactively in real-time without an intermediary service over the internet. Consumers can visit online stores from the comfort of their homes and shop

as they sit in front of the computer. With one click, customers can glance, the information regarding the product and services. Consumers are using online shopping not just to buy goods and services, but also to browse online shops or to attain knowledge about potential purchases. Today's consumer can order almost anything through online. Consumers buy a variety of items from online stores. In fact, consumer can purchase just about anything from retailers that provide their products online. Especially spinsters are mostly interested in online shopping

#### **Need for study:**

The need of this research is to find out the main factors the online spinster consumer takes into consideration when most she buy products on internet what affects their shopping behavior, basic need of this research is to find out what are the main factors influencing the online spinster consumer when considering and making a purchase over Internet.

#### **OBJECTIVES:**

The following are the primary objective of the study

- To ascertain the online shopping behavior of spinsters
- To be cognizant of shopping frequency of spinster through online mode.

The following are the secondary objectives of the study

- To be cognizant of spinster perception towards product assortment in online shopping
- To study the implicating factors amid online shoppers.

#### **SCOPE OF THE STUDY:**

This study mainly focuses on online buying pattern of spinster customers which hovers Coimbatore city and this has been done by preparing a questionnaire, which questions from the respondents that are age, income level, frequency of purchase, products purchase by the spinster, factors influencing and affecting online shopping and also benefit gained by the online business retailers.

#### **Statement of the Problem:**

The first limitation caused during the market research was to find out the respondent who shops through online .The purchase pattern of female customer through online is also increasing day by day but the spinster is more aware of online shopping .So the study is intended to spot the factors influencing spinster towards online shopping in Coimbatore city.

#### **Review of Literature:**

Mr. Pratiksinh Vaghela.2014, Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad or wrong product,

confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

Upasana Kanchan 2015, study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trust-worthy relationship between producers and customers.

Prof. Mahalaxmi K. R. 2016, online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

## **RESEARCH METHODOLOGY:**

### **Research Design:**

The Main focus of the research is to understand the factors influencing buying behavior of Spinster in online shopping in Coimbatore city. It was therefore, decided to use descriptive research is used for this investigation. It is otherwise known as explanatory design. The descriptive study is typically concerned with determining frequency with which relationship occurs or how two variables vary between them.

### **Sample Size:**

The researchers have selected the sample size to be 100 from spinster customers

### **Sampling Method:**

The researchers have taken convenience sampling method among the Spinster customers in Coimbatore for collecting the response.

### **Tools for analysis:**

The appropriate tools will be used for analysis

### **Percentage analysis:**

It is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

$$\text{Formula for Percentage Analysis} = \frac{\text{Respondents}}{\text{Totalno. of Respondents}}$$

### Online shopping of the respondents

Online shopping of the respondents					
Sr. No.	Particulars	Frequency	Percent	Valid Percent	Cumulative percent
1	Once in a Week	16	16	16	16.0
2	Once in 1-2 months	33	33	33	49.0
3	2 weeks once	25	25	25	74.0
4	More than once in a month	26	26	26	100.0
	Total	100	100	100	

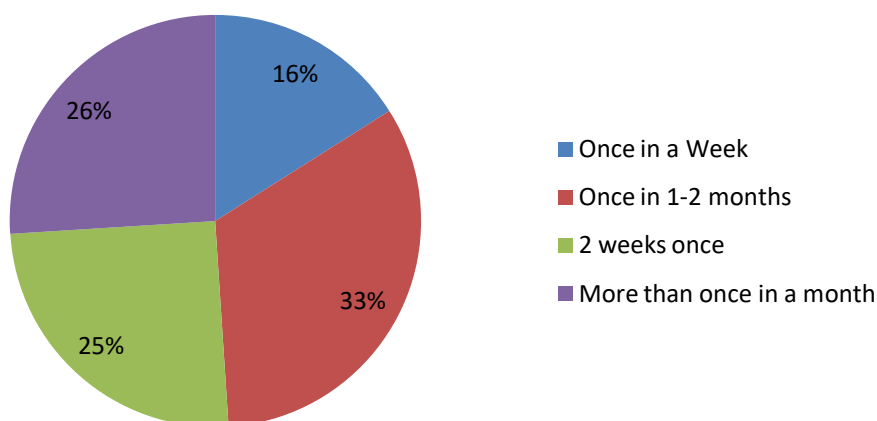
### Interpretation:

The above table shows the respondents of online shopping more than once in a Week are 16 percent, Once in 1-2 Months 33 percent, 2 weeks once are 25 percent and more than once in a month purchased are 26 percent.

### Inference:

The majority of respondents purchase once in 1-2 months is 33 %

### Online shopping of the respondents



### Products purchased by the respondents

Products purchased by the respondents					
Sr. No.	Particulars	Frequency	Percent	Valid Percent	Cumulative percent



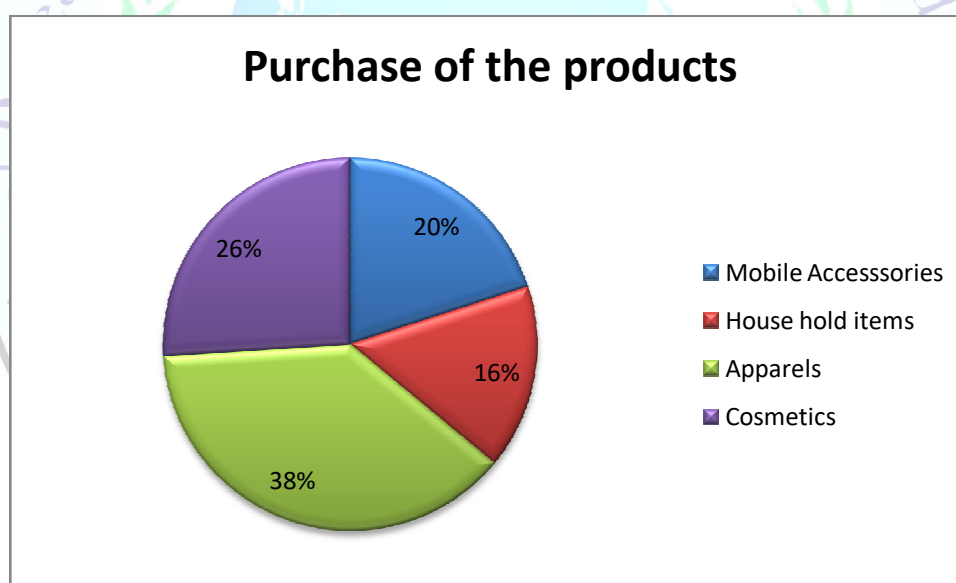
1	Mobile Accessories	20	20	20	20.0
2	House hold items	16	16	16	36.0
3	Apparels	38	38	38	74.0
4	Cosmetics	26	26	26	100.0
	Total	100	100	100	

### Interpretation:

The above table shows the products purchased frequently by the spinster customer Mobile Accessories are 20 percent, House hold items are 16 percent, Apparels are 38 percent, and Cosmetics are 26 percent.

### Inference:

Major respondents frequently purchase Apparels 38%



### Chi-Square Analysis:

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis

$$\text{Chi - square} = \sum \frac{(O - E)^2}{E}$$

Where

O – Observed Value

E – Expected Value

### Chi-Square Test

Frequency of purchase * Factors influencing spinster in online shopping					
Cross tabulation					
	Factors				
Frequency of purchase	Convenience	Price	Saves Time	Variety	Total
Do not shop	0	1	0	2	3
Frequently	14	9	13	5	41
Rarely	7	1	6	14	28
Very Frequently	14	1	7	6	28
Total	35	12	26	27	100

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Person Chi-Square	23.909	9	.004
Likelihood Ratio	25.088	9	.003
No of Valid Cases	100		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .36

### Interpretation:

The calculated value  $0.004 < 0.05$ . Hence null hypothesis is accepted. So there is no significant relationship between frequency of online shopping and the factors influences the spinster customer purchase through online.

### Inference:

The test has proved that there is no significant relationship between frequent buying through online shopping and factors influence the spinster customer shopping through online.

### Conclusion:

Since the online business is at the helm of the economy, researcher intends to reveal the passion of spinster towards purchasing products through online mode in which the scope of the study has transcended in good manner. The reason behind choosing spinster is that since youngsters are conversant with online mode of purchase, the researcher brainstormed before choosing it. The locus of the research divulges that apparels leads the online business fray by heading the ladder of preference, followed by cosmetics then mobile accessories finally house hold items is relegated. The level of online shopping awareness amid user is keep on surging nowadays and the business firm has to promote their affairs in online mode too.

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