

Research Paper
On
Online Shopping Behavior of Women Consumer in U.P

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“Abstract”

Online shopping has become a fashion of lifecycle for most of the Indians mainly working and non-working women. E-commerce does one of the speediest raising layouts in Indian retail market be indebted to the appropriate and custom-made shopping experience. The progress rate of India's e-commerce industry is gripping. The demographics of Uttar Pradesh are a multi-layered theme, which is experience active adapted. Uttar Pradesh is India's nearly all overcrowded situation. Uttar Pradesh has a unrestricted added than that of Pakistan. The pricing inflation rate in current years has not slewed away the recital of online shopping manufacturing in India. According to CAGR report The Indian e-retail is estimate at US \$16.3 billion in 2017 and is expected to grow at CAGR of 45 percent to reach US \$49.5 billion by 2020. Allowing to Gizmobaba's report online business of women has amplified in past two years. The adoption of e-tail in apparel and custom industry is struggled by the consumers' willingness to touch-and-feel the product before making purchase decision. To address this issue, ascendancies like cash on delivery, easy return and exchange, discounts and offers are being implemented to encourage consumers to use online channel for shopping. This study is an exertion to analyze online shopping buying behavior of working and non-working women consumer respondents' age of 18 above in U.P based on primary data.

Keywords- Online shopping, e-commerce, consumer behaviour, buying behaviour, women buying behaviour.

Introduction

The demographic structure of Uttar Pradesh is a multifaceted subject that is changing rapidly. Uttar Pradesh is an overpopulated state in India. The current population of India is 1.36 billion, of which 51.96% are male and 48.04% are female on September 9, 2024. Online sales suitable for improving practice and compliance created in electronic shopping in India has suited a wide invention where too many participants suggest that almost all products are mandatory for every normal need. India is expected to have 636 million online consumers by 2020. More than 329 million Indians are likely to buy goods and services online by 2020, up from 130.4 million in 2016 (Statista, 2017). Transactions biased by female consumers would account for 35% of India's e-commerce market, estimated at \$8.5 billion by 2016. These predictions were fulfilled when the Internet spread through Android phones and female consumers concluded that online shopping was easier and more convenient. Indian women spend \$3 billion in online shopping. Women have been a compelling customer base, supporting 40% of Myntra's total sales in 2014, and are likely to support 50-55% of apparel sales in the coming years. Accel, a Facebook saver, reported that Indian women have been suffering from online fashion for a long time, which was not the case before. Devices like smartphones and tablets are driving more women to shop online, mostly in private categories like underwear.

The e-commerce market was valued at \$8.5 billion in 2016, and the number of online shoppers grew from 20 million in 2013 to 40 million in 2016, growing by 25%. The growth of middle-class consumers thanks to cheap smartphones has made mobile the most important tool for online shopping. In online shopping, various programs that are offered by sellers and offer different deals to get it have gained popularity (Sharma and Kurian, 2014)..

Literature Review-

Chen, Hung (2015) Males have higher convenience orientation than females; Recreation relates positively and price negatively to purchase behavior; When people experience more enjoyment shopping, they are more likely to purchase online.

Vrender (2016) Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision.

Ritu Singh and Dr. Supriya Pathak(2021), focused on females buying behaviour during the purchase of their apparel in Lucknow and studied that the individual variables which influence the impression of a buyer are the occupation, monetary status, age, instruction and public activity. Other factors like culture, tradition and occasions are also paying the major role in female buying behaviour.

Norman et. al. (2022) the study seeks to understand the factors which influence the customers to continue the online shopping after the governments started to relax their restrictions laid down during the covid-19 situations. The study found that the convenience efficiency and security are important factors contributing to continue shopping online.

Online Shopping

This concept was first introduced before the World Wide Web (www) was launched for live home television broadcasts. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, was opened for commercial use in 1991, and by 1995, Amazon had expanded its e-commerce experience (Parker-Hall, 2009). Simply put, e-commerce is defined as buying goods from online customers rather than from a shop or store, or buying products and services over the Internet. Online shopping is the use of electronic commerce that allows authority consumers to purchase goods or services from a seller without hesitation using a web browser. Consumers evaluate the product of interest by calling directly to the sellers' websites or searching for alternative retailers using a shopping website that shows the availability and prices of the same product at different online stores. shopping As of 2016, customers can shop online using a variety of computers and devices, including desktops, laptops, tablets, and smartphones. It is also common as online store, online store, online store and virtual store. Online shopping has been observed to provide more satisfaction to today's consumers who seek convenience and speed (Yu and Wu,

2007). Descriptions of after-sales services are available. The most common e-commerce sites in India are Myntra, Flipkart, Snap deal, amazon.com and eBay etc. The five main sources of inspiration that influence consumers' online purchase accuracy are information, ease of use, satisfaction, security and the appropriate use of available information to associate different products.

Online Shopping in India

Interplanetary in India. Last week it was Google and now it is RIL has announced its plan to move in-to e-commerce through a hybrid model.

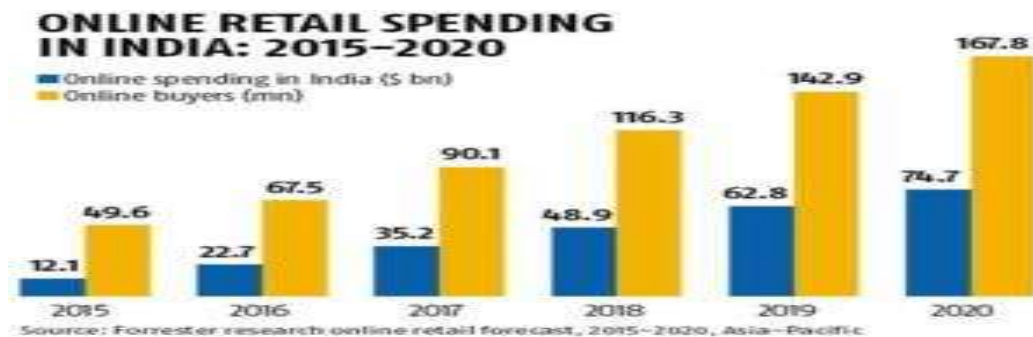


Fig.3. Online shopping in India <https://www.proschoolonline.com> dated by 31/7/20

These trends point out one thing for sure. The probability of e-commerce in India is high. According to Goldman Sachs, India's e-commerce market will account for 2.5 percent of India's GDP by 2030 and is likely to be worth \$300 billion. According to Walmart, total retail sales will grow at a compound annual growth rate (CAGR) of around 9 percent between FY18-23, while e-commerce market in India's retail market will grow at around 36 percent. Ultimately, This will increase Indian's e-commerce's penetration from 2.1 percent in 2017-18 to around 6.2 percent in 2022-23. Indian E-commerce businesses are estimated to reach around \$50-70 billion by 2020 due to rapid growth, emerging internet-connectivity and improving in development of connected infrastructures such as payment and delivery methods. (DNA, 2014).

E-Commerce

E-commerce means electronic commerce. It refers to trading of goods and services through electronic media and the Internet. E-commerce involves business success using the Internet and information technology, such as electronic data transfer (EDI. Buying goods and services online), which gives the consumer the freedom to choose when and where to buy and the ability to buy. researching the product, supplier and other available options has revolutionized the availability of online information. The online store already works in all business areas, from customer service to new product design. It enables new types of data-driven business methods to reach and interact with customers, such as online advertising and marketing, online order fulfilment, and online customer service. Today, an online store uses the WWW at least at some point during the life cycle of an event. Many websites now sell a variety of products and services from flowers, greeting cards and movie tickets to groceries, electronics and computers, etc. (Mitra Abhijit, 2013). ASSOCHAM Research estimated around 100 million consumers shopped online in 2017, and this number is expected to exceed 120 million by 2020 thanks to the growth of digital natives, improvements in logistics infrastructure and demand-boosting broadband and internet devices. Online shopping is big business and growing every day. Indians have embraced online shopping and nearly 25-30 million adults have gone online in the past year. In 2018, online shopping in India is booming and more and more people from different regions are participating in it. This industry is determined to bring more job opportunities and ensure more entrepreneurs through the e-commerce market.

Consumer Behaviour

In this study, online consumer behaviour explained the most appropriate behaviour of online customers and examines the ways in which they find, combine and evaluate product information. The comparison of research data with current theory of effectiveness for female clients arose from observation of many problems associated with a special group of clients. The purpose of this report is to translate these results into implementation measures at a strategic and technical level. The implementation of these recommendations ends with a better adaptation of customers Petrovic Dejan (2006). Consumer behaviour is a rapidly growing field of research. It is a broader concept

that examines the reasons why a consumer chooses a product that meets their needs or wants. The American Marketing Association defines consumer behaviour as “a dynamic interaction.

Women Consumer Buying Behaviour

India's extreme female consumers are winners. According to reports by IAMAI-KPMG¹, the total number of internet users in India (out of a population of 1.25 billion) would reach 600 million by 2020. According to a report by PricewaterhouseCoopers², the e-commerce sector in India has grown by 34. %. (CAGR) since 2009 and is estimated to reach \$60-70 billion by 2019. Women have generally shown an optimistic about online shopping (Hirst and Omar, 2007). Although women were aware of some frustrating aspects of buying clothes online, these structures do not stop them from shopping online. The internet user base is growing rapidly in India, and it is encouraging to note that the number of female users is also growing rapidly (Jain, 2014). It is clear that with the help of the Internet, Indian women can easily access information and help them make more informed decisions in their daily lives. Singh (2016) found that mostly the youth and the youth generation (age group 18-25) are very interested in online shopping because they are familiar with the use of technology. In India, this is reflected in Google India's online survey of women, especially their online purchasing decision, which predicts this. The history of Internet search showed that most Indian women bought clothes and accessories online (International Business Times, 2013). When I talk about the female online consumer, women show resistance, but men are positive about online shopping.

Objectives of the Study

- To investigate the demographic differences among women who shop online.
- Identify the shopping habits of female consumers in online stores.

Research Methodology

The purpose of the study is to analyze the U.P. Internet shopping behavior of female consumers. The study is based on a descriptive research method. I used a convenience sample. The sample size is 512 female consumer representatives of U.P in June-July 2019. Questionnaire was prepared using Google Forms and distributed through electronic media. Respondents communicate more through Facebook and slightly more through WhatsApp contacts. The respondents belonged to the age group above 18-45 years. Women participated in work and did not. Primary data was collected using a structured questionnaire. Cronbach's alpha reliability is 0.548. The collected data were analyzed using IBM Statistical Package for the Social Sciences (SPSS) version 22 for data analysis. Secondary data was collected from various journals, newspapers, magazines, online article sources and publications.

Analysis and Discussion

Demographic Profile of Respondents

Age

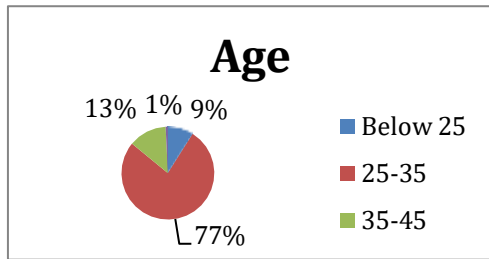


Figure 1: Age

(Source: Author)

It is clearly indicated in figure 1 that out of 512 women consumers surveyed majority of respondents 394 (76.9%) are between 25 - 35 years old, 68 (13.4 %) of respondents are 35 – 45 years, 4 (0.8%) of respondents are above 45 years old, 46 (9 %) of respondents are below 25 years old. *Therefore, the majority of respondents are in the age group are between 25 - 35 years*

Occupation

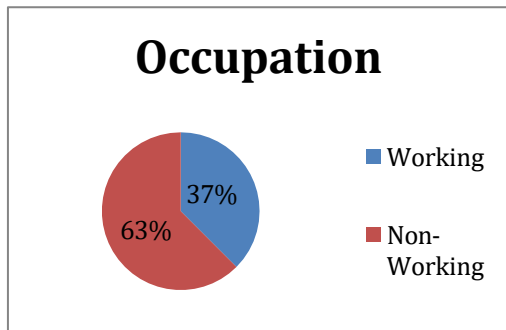


Figure 2: Occupation

(Source: Author)

I have taken working and non-working online women consumers who buy the products to online u can see the figure 2 it conclude that majority of respondents 320 (62.5%) are non-working and 192 (i.e., 37.5 %) of respondents are working. *Therefore, the majority of respondents are Non-working.*

Marital Status

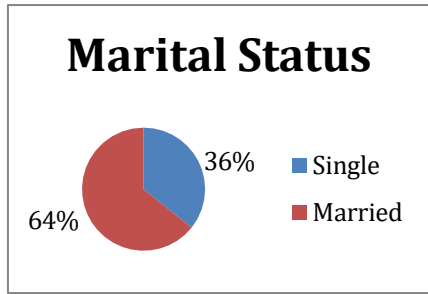


Figure 3: Marital Status

(Source: Author)

I have used both married and single online women consumers who purchase the online products from figure 3 it concludes that majority of respondents 329 (64.3%) are married, 183 (35.7 %) of respondents are single. *Therefore, the majority of respondents are married.*

Opting for Online Shopping

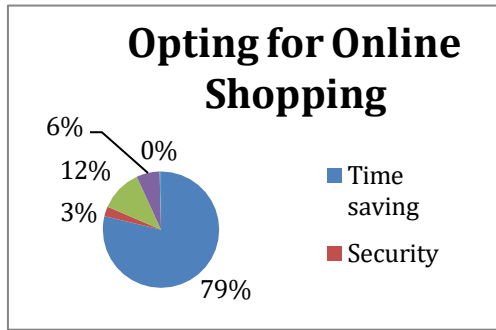


Figure 4: Opting for Online Shopping

(Source: Author)

Online shopping Descriptive:

From figure 4 it concludes that majority of respondents 403 (78.7%) are opting the online shopping for time-saving. 60 (11.7%) respondents are opting the online shopping for knowledge of brands. 33 (6.4%) respondents are opting the online shopping for money saving. 14 (2.7%) respondents are opting the online shopping for security. 2 (0.4%) respondents are opting the online shopping for other reasons. *Therefore, the majority of respondents are opting the online shopping for time-saving.*

Most Platforms used for Online Shopping

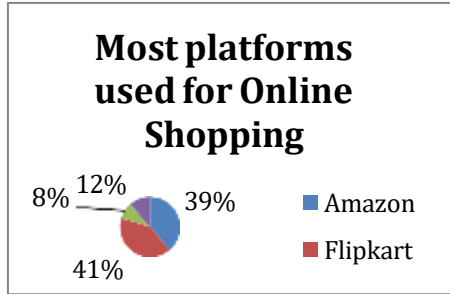


Figure 5: Most Platforms used for Online Shopping

(Source: Author)

From figure 5 it is concluded that majority of respondents 210 (41.0%) are mostly using Flipkart for Online Shopping (OS). 198 (38.7%) respondents are mostly using Amazon for OS. 44 (8.6%) respondents are mostly using Myntra for OS. 60 (11.7%) respondents are mostly using Snapdeal for OS. *Therefore, the majority of respondents are mostly using Flipkart for OS*

Time do you spend for Online Shopping

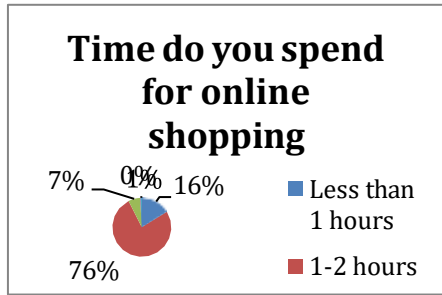


Figure 6: Time do you Spend for Online Shopping

(Source: Author)

From figure 6 it is concluded that majority of respondents 391 (76.4%) are spending 1-2 hours for OS. 83 (16.2%) respondents are spending less than 1 hour for OS. 33 (6.4%) respondents are spending 3-4 hours for OS. 2 (0.4%) respondents are spending 4-5 hours for OS. 3 (0.6%) respondents are spending more than 6 hours for OS. *Therefore, the majority of respondents are spending 1-2 hours for online shopping.*

Spend in Months for Online Shopping

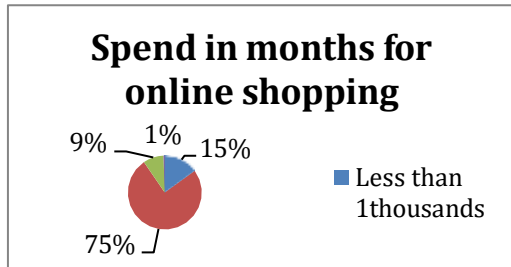


Figure 7: Spend in Months for Online Shopping

(Source: Author)

From figure 7 it is concluded that majority of respondents 386 (75.4%) are spending 2-3 thousand in a month for OS. 77 (15.0%) respondents are spending less than 1 thousand in a month for OS. 46 (9.0%) respondents are spending 4-5 thousand in a month for OS. 3 (0.6%) respondents are spending 6-7 thousand in a month for OS. *Therefore, the majority of respondents are spending 2-3 thousand in a month for online shopping.*

Main Barriers for Online Shopping

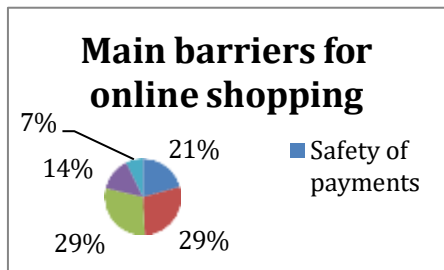


Figure 8: Main barriers for online shopping

(Source: Author)

From figure 8 it is concluded that majority of respondents 151 (29.5%) main barrier is high shipping cost. 146 (28.5%) respondents’ main barrier is Low trust level of online stores. 106 (20.7%) respondents’ main barrier is safety of payments. 72 (14.1%) respondents’ main barrier is value added tax. 37 (7.2%) respondents’ main barrier is Refund policy and warranty claims. *Therefore, the majority of respondent’s main barrier is high shipping cost.*

Payment Methods for Online Shopping

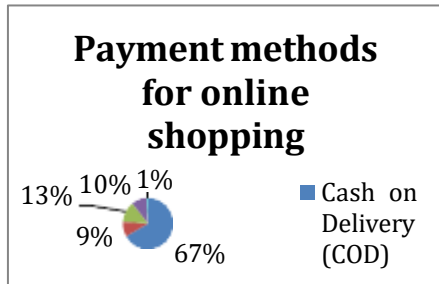


Figure 9: Payment Methods for Online Shopping

(Source: Author)

From figure 9 it is concluded that majority of respondents 342 (66.8%) are using cash on delivery (COD) as a payment method. 67 (13.1%) are using debit card as a payment method. 49 (9.6%) are using credit card as a payment method. 9.4 (48%) are using mobile money as a payment method. 6 (1.2%) are using Paytm as a payment method. *Therefore, the majority of respondents' payment method is cash on delivery.*

Findings

It was found that 76.9% of women shopping online are 25-35 years old, while only in the age group at least 13.4% are in the 35-45 age group. 0.8% are 45 years old and 9% are under 25 years old. It was found that 62.5% of online shoppers are non-working women and 37.5% of online shoppers are working women. 64.3% of consumers shopping online are married and 35.7% are single. It is concluded that 76.4% of online female consumers spend 1 hour or 2 hours browsing online for online shopping and 16.2% of online female consumers spend less than one hour for online shopping. 6.4% of female consumers who shop online spend 3-4 hours in online stores. 0.4% of female online shoppers spend 4-5 hours online and 0.6% of female online shoppers spend more than 6 hours online. It turned out that 75.4% of female consumers who shop online spend 2000-3000 euros per month in online stores. 15.0% of female consumers who shop online spend less than 1,000 euros per month in an online store. 9.0% of female consumers shopping online spend 4,000-5,000 euros per month in e-shops, and 0.6% of female consumers in online shops spend 6,000-7,000 rs. per month..

The analysis revealed in online shopping 29.5% main barrier is high shipping cost. If I talk about the main barrier is Low trust level of online stores 28.5% in online shopping women

consumers. 20.7%) of online shopping women consumers are main barrier is safety of payments. 14.1% respondent's main barrier is value added tax, and 7.2% respondents' main barrier is Refund policy and warranty claims.

It revealed that majority of women consumers 66.8% of online shopping prefer cash on delivery (COD) as a payment method in online shopping. 13.1% of online shopping prefer debit card as a payment method. 9.6% of the online shopping prefer credit card as a payment method in online shopping women consumers. 48% prefer mobile money as a payment method. 1.2% of online shopping prefers Paytm as a payment method.

Recommendations

The researcher had personal contact with female consumers who purchased products and services online. It is talented that the majority of female consumers value online shopping with high quality, although sellers and repair providers have to add many disadvantages.

The proposal is as follows:

- One of the most important scenes of online shopping was a security element close to electronic commerce, which has a poor detection height. The only basis for this is to create a process that provides a safe haven for online payments.
- The main negative feature and trend remains the security problem, such as AVS (address control system), ID card PIN code, smart cards, digital signatures, network cards and easier intra-bank and inter-bank transactions on the Internet. . to be more famous overall.
- Potential female consumers should be sure that they can refund purchases from home if it is not painful to leave the crowded seats.
- The value obtained from online stores should be improved so that it is more pleasant compared to the prices of goods obtained from stores, in this case customers will only feel that shopping from the online store is failed.
- Female consumers and service providers should avoid hidden charges. This helps keep the price of the product down.

Conclusion

Consumers realized that online shopping is a better decision than physical shopping, but they agree that online shopping is expensive and the delivery of products and services is delayed. Most customers face issues like bad/wrong product returns, confusing websites and ineffective customer service. According to customers, the most worrying obstacle in online shopping is the ability to check the product in person, the security of online payment. Online shopping is innovative and growing in India. Online shopping is explained as a combination of skills that make it credible for people to connect online, share and create a new culture. Key plugins like; demographics, stores, mobile lifestyle, experiences with new ideas is friendly to the promotion of online shopping in India.

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