

Impact of E-Commerce with Special References To 'A Study of Women's Online Purchasing Behaviour' (MYNTRA)

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Abstract: *The advent of e-commerce has revolutionized the retail industry, offering consumers the convenience of shopping from the comfort of their homes. Women, in particular, have been major beneficiaries of this technological advancement, as it provides them with increased accessibility, a wide array of products, and greater flexibility in their purchasing decisions. This research paper aims to explore the impact of e-commerce on women's online purchasing behavior, analyzing the opportunities and challenges that arise from this shift in shopping paradigms. Through an extensive review of existing literature, this study delves into the factors influencing women's online purchasing behaviour, such as convenience, product assortment, price, trust, and social influence. It also examines how e-commerce platforms have successfully leveraged personalization, customer reviews, and social media integration to enhance the shopping experience for women. Moreover, this research investigates the impact of e-commerce on traditional gender roles and empowerment of women. It explores how online shopping has provided women with opportunities to make informed choices, engage in entrepreneurial activities, and contribute to their financial independence. Additionally, it investigates the challenges faced by women in the digital marketplace, including privacy concerns, security issues, and disparities in digital literacy and access. Furthermore, this study employs a mixed-methods approach, combining qualitative interviews and quantitative surveys, to gather insights from a diverse sample of women. The data analysis focuses on identifying patterns, trends, and correlations between different variables, shedding light on the factors that influence women's online purchasing behaviour. The findings of this research provide valuable insights for e-commerce businesses, policymakers, and marketers in understanding and catering to the unique needs and preferences of women online shoppers. By addressing the identified challenges and capitalizing on the opportunities, businesses can optimize their strategies to enhance women's online shopping experiences, foster their empowerment, and achieve sustainable growth. Overall, this research contributes to the existing body of knowledge on e-commerce and its impact on women's purchasing behaviour. It offers practical implications for businesses and policymakers to create a more inclusive and empowering digital retail landscape that caters to the diverse needs of women consumers.*

Keywords: E-commerce, Retail industry, Social influence, Entrepreneurial activities, Digital literacy, Mixed-methods approach, Quantitative surveys, Data analysis, Correlations, Sustainable growth

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