

Factors Influencing the Online Shopping Behavior: Study on Working and Non-Working Women

Bhumi Kumari and Ashutosh Mishra

MBA Student, Birla Institute of Technology, Mesra, Ranchi, Jharkhand, India
Assistant Professor, Birla Institute of Technology, Mesra, Ranchi, Jharkhand, India
0609bhumi@gmail.com and ashutoshmishra@bitmesra.ac.in

Abstract: *The research article investigates the distinct factors influencing the online shopping behavior of working and non-working women in the era of e-commerce growth. Leveraging a quantitative research design, data was collected from 125 respondents using a standardized questionnaire. The analysis reveals significant correlations between factors such as accessibility, variety, competitive prices, security, ease of navigation, and the frequency of online shopping engagement. Regression analysis further confirms the importance of these factors, with findings indicating that individuals who perceive online shopping as convenient, offering diverse products, competitive prices, and secure transactions are more likely to engage in online shopping frequently. Recommendations are provided for e-commerce businesses to tailor their strategies, focusing on market segmentation, user-friendly platforms, product variety, personalization, social media marketing, addressing security concerns, and offering diverse payment options. Limitations are acknowledged, including the focus on a limited set of factors and the demographic bias of the sample population. Future research avenues are suggested to explore a broader range of factors and gather data from more diverse populations. The study contributes valuable insights into the evolving landscape of online retail, empowering businesses to better understand and cater to the needs of working and non-working women as distinct consumer segments..*

Keywords: E-commerce Adoption, Working vs. Non-Working Women, Shopping Motivations, Targeted Marketing

REFERENCES

- [1]. Agarwal, R., & Prasad, P. (2007). The antecedents and consequents of online shopping behavior. *Journal of Retailing and Consumer Services*, 14(3), 265-279.
- [2]. Carter, C., & Brooks, J. (2019). Gender differences in online shopping motivations: A meta-analysis. *Journal of Business Research*, 101, 114-123.
- [3]. Chen, T. M., & Chang, C. M. (2013). Determinants of online shopping behavior: The roles of social influence and perceived risk. *Journal of Interactive Marketing*, 27(1), 20-31.
- [4]. Li, N., Zhao, M., & Liu, X. (2019). Understanding online shopping motivations and purchase intentions of working women in China: A moderated mediation model. *Journal of Retailing and Consumer Services*, 47, 152-162.
- [5]. Verhoef, P. C., Kannis, P., Jung, D. Y., & Inman, J. J. (2016). Women's online shopping motivations: A cross-cultural study. *Journal of International Marketing*, 24(3), 88-107.
- [6]. Kim, J., & Lennon, S. J. (2013). *Electronic commerce: Past, present, and future*. Routledge.
- [7]. Muniz, A. M., & O'Guinn, T. C. (2001). *Brand communities*. Routledge.
- [8]. Zhang, P., & Li, M. (2010). *Online shopping behavior*. World Scientific Publishing Company.
- [9]. Huang, J. C., Chang, Y. H., & Hsu, M. H. (2014, January). A comparative study of online shopping behavior: Working women vs. housewives. In *Proceedings of the 2014 International Conference on Management Science and Engineering* (pp. 127-132). IEEE.

- [10]. Lin, H. W., & Wang, Y. S. (2008, December). A comparative study of online shopping behavior between working women and non-working women. In Proceedings of the 2008 International Conference on E-Business and E-Government (pp. 151-156). IEEE.
- [11]. National Retail Federation (NRF): <https://nrf.com/>
- [12]. Pew Research Center: <https://www.pewresearch.org/>
- [13]. eMarketer: <https://www.emarketer.com/> (eMarketer is now part of Insider Intelligence)