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

I. INTRODUCTION

Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to their stakeholders – the owners, the customers and the society, at large. They create a benefit that economists call utility which is the want-satisfying power of a good or service. There are four basic kinds of utility – form, time, place and ownership utility. Form utility is created when the firm converts raw materials and component inputs into finished goods and services.

Although marketing provides important inputs that specify consumer preference, the organization's production function is responsible for the actual creation of form utility. Marketing function creates time, place and ownership utilities. Time and place utility occur when consumers find goods and services available when and where they want to purchase

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them. Online retailers with 24*7 format emphasize time utility. Vending machines focus on providing place utility for people buying snacks and soft drinks. The transfer of title to goods or services at the time of purchase creates ownership utility.

Definition of Marketing
The management process through which goods and services move from concept to the customer. It includes the coordination of four elements

4 P's of marketing:
(1) Identification, selection and development of a product,
(2) Determination of its price,
(3) Selection of a distribution channel to reach the customer's place, &
(4) Development and implementation of a promotional strategy.

Kotler had defined the marketing as "the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others".

The Chartered Institute of Marketing (CIM) has given the definition for marketing as "marketing is the management process that identifies, anticipates and satisfies customer requirements profitably."

II. LITERATURE REVIEW
According to Mohanapriya.s "Online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office. One of the most enticing factor about online shopping is popularity during a holiday season, it alleviates the need to wait in long lines or search from store to store for a particular item. The main scope of the study is to know about customer satisfaction towards online shopping. The present study reveals about reasons for preferring an online website and satisfaction towards online websites".

We then construct a research framework and data collection. This is followed by data analysis and the discussion of the findings. Managerial implications and future research directions are suggested.

2.1 OBJECTIVES
The main objectives of this study were are as follows:
- To explore individual characteristics of women online shoppers
- To assess whether these women characteristics induce a shopping online; and
- The main objective is just those who shop online more whether men or women.
- Their main aim is diversity products portfolio into home appliances, electronics, etc.

2.2 HYPOTHESIS
In today's world, people don't have time to do tradition shopping. By using E-commerce web sites they can avail service 24*7 according to their convenience by saving cost, time, period etc,
This study mainly focuses on the awareness among the society about E-commerce websites.
There is also need to analysis of women's behavior in online on the basis of age group of users, maximum number of products purchased.
To know the number of users in the online either women or men.
To know the method of payment, which is more i.e., like credit card, debit card, net banking, online payment, wallet, cash on delivery etc.

III. RESEARCH METHODOLOGY
The research is based upon primary and secondary data both.
Primary data:-
The primary data was collected through a questionnaire designed exclusively for the study. The questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, education and family

monthly income. In addition to this various questions related to the knowledge and experience about online shopping, reason for choosing online shopping, type of products purchased online, factors affecting consumer's behaviour while online shopping etc.

Secondary data:-
Secondary data was taken from research papers, Journals, magazines and websites.

Sample size: - 42
Although various researchers have modified the original framework to suit their investigation, apart from '**ease of use**', '**usefulness**', and '**enjoyment**', we integrated six factors for understanding women's intentions to shop online including '**consumer traits**', '**situational factors**', '**product characteristic**', '**previous online shopping experience**', '**trust in online shopping**', and '**product attributes**'.

These factors are proposed to act as significant determinants for 'ease of use' introduced 'consumer traits' and 'situational influences' to the framework, resulting in their attitudinal model of technology-based self-service

IV. DATA ANALYSIS AND INTERPRETATION
The following table shows the demographic profile of the respondents.

Basic Factors	Categorization	No. of Respondents	% of Total Sample
Gender	Male	26	61.90
	Female	16	38.10
	Total	42	100

Table 1:- GENDER

INTERPRETATION: Table 1 shows that - Ratio of male consumers is very high in online shopping (61.90%).

Basic Factors	Categorization	No. of Respondents	% of Total Sample
Age	18-30 Years	22	52.38
	31-40 Years	11	26.19
	41-50 Years	7	16.67
	Above 50 Years	2	4.76
	Total	42	100

Table 2:- AGE

INTERPRETATION: In this analysis, the number of more participated persons are age between 18 – 30 years.

Basic Factors	Categorization	No. of Respondents	% of Total Sample
Education	High school / Diploma	4	9.52
	Under-graduation	9	21.42
	Post-graduation	27	64.28
	Others	2	4.78
	Total	42	100

Table 3:- How many Education respondents are there?

INTERPRETATION: Table 3 shows that; Correlation is also done on education to see the trend of online shoppers with different education levels, the result showed that which is very high positive correlation between education and attitudes towards online 19 shopping and would indicate that higher education makes online shopping more attractive.

Particulars	No. of Respondents	% of Respondents
Below 1 Year	4	9.52
1-2 Years	19	45.23
3-4 Years	11	26.19
Above 5 Years	8	19.06
Total	42	100

Table 4:- Experience of Online Shopping

INTERPRETATION: Table 4 shows that; Max. People have an experience of 1-2 years of online shopping (45.23%)

Particulars	No. of Respondents	% of Respondents
Wide Variety of Products	12	28.57
Different Types of Products	1	2.38
Lower Prices	3	7.14
Easy Buying of Products	22	52.38
More Discounts	4	9.53
Total	42	100

Table 5:- What are the reasons for choosing online shopping?

INTERPRETATION: This one shows that; mostly people felt that online shopping has easy buying procedures (52.38%).

The rise of e-commerce has fundamentally transformed the way people shop and purchase goods, offering unparalleled convenience and accessibility to consumers worldwide. Women, in particular, have emerged as a significant market segment in the online retail industry, with their purchasing power and preferences significantly shaping the e-commerce landscape.

The increasing participation of women in the digital marketplace has led to a surge in research on their online purchasing behavior. Studies have shown that women tend to be more inclined to shop online than men, with the ease of comparison, greater product assortment, and cost-effectiveness being some of the factors that influence their decision to purchase online. Moreover, the prevalence of social media and user-generated content has enabled women to make informed choices based on peer recommendations, product reviews, and influencer marketing

V. CONCLUSION

Several factors that could increase the probability for women of making online purchases was discovered, and specific recommendations for marketers which target women in this group were developed. Furthermore, one of the models concerning consumers" intention to make purchases" in an online environment was modified to focus the intentions of women to shop online. This thesis has found evidence suggesting that frequency of computer and Internet use as well as computer experience relate to the probability of making purchases online for women.

The intention of women to shop online was also discovered to relate to age even in this fairly narrow age range; women in the age category above 50 years made fewer online purchases than women in the age group 18-30 years. The three most important obstacles regarding Internet shopping for women was in order of importance; payment discomfort, worry about Internet fraud and worry about misuse of personal information. These three obstacles can be perceived as intertwined and the underlying reasons for their influential roles as difficulties are multiple.

The discomfort concerning the three obstacles is derived from worries about losing money from ones bank account and not receiving the ordered product. These fears might be overestimated and can be a result of intense media coverage, as well as failure of banks and online companies to present safe payment methods to their consumers.

However, the impact of e-commerce on women's online purchasing behavior goes beyond just convenience and accessibility. It also has significant implications for traditional gender roles, women's empowerment, and economic independence. E-commerce has provided women with opportunities to engage in entrepreneurial activities, showcase their creativity and skills, and participate in the global marketplace. Additionally, online shopping has enabled women to make choices based on their preferences, needs, and budget, challenging the traditional gender stereotypes that limited their consumer choices.

Despite the significant opportunities offered by e-commerce, women also face several challenges in the digital marketplace. These include security concerns, privacy issues, disparities in digital literacy and access, and the potential for online harassment and discrimination. Moreover, the lack of female representation in decision-making positions in e-commerce businesses has led to gender biases in product development, marketing strategies, and customer service, limiting the potential for women's empowerment and inclusion.

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