ABSTRACT

Since the late 1990s, online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the Internet. Given that how to attract and retain consumers is critical to the success of online retailers, research on the antecedents of consumer acceptance of online shopping has attracted widespread attention. There has yet to be a holistic view of online shopping acceptance from the perspective of consumers. In this research, we conducted an extensive survey of extant related studies and synthesized their findings into a reference model called OSAM (Online Shopping Acceptance Model) to explain consumer acceptance of online shopping. Our literature survey reveals that a myriad of factors have been examined in the context of online shopping and mixed results on those factors have been reported. The proposed model helps reconcile conflicting findings, discover recent trends in this line of research, and shed light on future research directions.

INTRODUCTION

Shopping is the most discussed topic in the modern scenario. It’s the basic necessity of the human kind. And for the youth it is the most happening thing. The medium has changed for the same but still it is the most demanded thing for the individuals. The best thing about the advancement in technology is that it is at the hand of the consumer to shop at his/her fingers.

Women who are to be termed as choosy in their choices have got a lot of options to choose from. To define the behavior into a specific segment for women specially is a difficult task and therefore we have undertaken this study to come up with some aspects about how women do their shopping and what are the factors that influence them to shop more. The online sites have come up with so many offers that it is triggers the women to shop more and instead of buying one or two products go for shopping more.

Usually to classify their preferences and choices the urban women have come up it a big attraction in online shopping and specially for those who are working, they find it very useful as it saves their time and they do get what they want with the latest addition to the fashion at a more nominal and acceptable rate with offers from time to time.

The demand is increasing at such a rate that they have started ordering all the products and not only necessities. It has now become a trend to order things online. The consumers seem to be satisfied with the offers and products. They now wait for the online festivals season where they can shop limitless. I hereby undertake the study to come up with the pattern in which the women shop and what parameters do they judge the product on and are the influencers to online shopping. Do they consider price always or they judge only the product and shop online?

What is the frequency of shopping for the women online? What is the reason they prefer to shop online rather than going at the place and buying the product? These questions are addressed in my research and we have come up with certain analysis of what is preferable to the woman.
LITERATURE REVIEW:

As Lina Zhou says since the late 1990s, online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the Internet. Given that how to attract and retain consumers is critical to the success of online retailers, research on the antecedents of consumer acceptance of online shopping has attracted widespread attention. There has yet to be a holistic view of online shopping acceptance from the perspective of consumers. In this research, we conducted an extensive survey of extant related studies and synthesized their findings into a reference model called OSAM (Online Shopping Acceptance Model) to explain consumer acceptance of online shopping. Our literature survey reveals that a myriad of factors have been examined in the context of online shopping and mixed results on those factors have been reported. The proposed model helps reconcile conflicting findings, discover recent trends in this line of research, and shed light on future research directions.

As MForsytheBobShi says Internet shopping has become the fastest-growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line. A number of authors have attributed consumers' reluctance to purchase online to apparent barriers; however, such barriers have not been examined within a theoretical context. This study examined the nature of perceived risks associated with Internet shopping and the relationship between types of risk perceived by Internet shoppers and their online patronage behaviors within a perceived risk theoretical framework. The research examined four types of perceived risk that were of concern to Internet shoppers and browsers — financial, product performance, psychological, and time/convenience loss risk, the relationship between the types of risk perceived and selected demographics, and the effect of perceived risks on Internet patronage behaviors. Findings suggest that perceived risk is a useful context to explain barriers to online shopping. A model for examining Internet patronage behavior from a perceived risk framework is proposed; management implications and propositions for future research are also presented.

As Li Kuo, g.Rusell says this study proposed and tested a model of consumer online buying behavior. The model posits that consumer online buying behavior is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. Data were collected by a research company using an online survey of 999 U.S. Internet users, and were cross-validated with other similar national surveys before being used to test the model. Findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of Internet users. Implications of the findings and directions for future research were discussed.
RESEARCH METHODOLOGY:

This research was Quantitative in nature and an initial exploratory search was carried out through internet based sources. An extensive literature review was also conducted.

The primary data was collected through a survey in the city of Mumbai through E forms.

Selection of the sample units is based on easy availability and accessibility, thus it is non-probabilistic convenience sampling. The research contains responses from different age groups, gender, occupation and locality totaling to 282 in number.

Statistical tools were used for analysis of the primary data. The findings were tested through statistical tests such as Test of Proportion

- Test of Mean
- Chi Squared test

Chart for sample profile

Demographics
Graduate 120 (49%)
Post-Graduate 59 (24%)
Professional 31 (13%)

Educational Qualification

Annual income

Rs 5-10 lakhs, 59 (24%)
Rs 15-20 lakhs, 7 (3%)
Rs 10-15 lakhs, 16 (7%)
Less than Rs 5 lakhs, 157 (64%)
Above Rs 20 lakhs, 5 (2%)

Years of onlineshopping experience

More than 5 years, 39 (16%)
Less than 2 years, 67 (27%)
None, 11 (5%)
2-5 years, 127 (52%)

occupation

Business, 23 (10%)
Student, 68 (28%)
Service, 1 (0%)
Seafarer, 1 (0%)
Homemaker, 6 (3%)
Freelance, 1 (0%)
Professional, 24 (10%)
Salaried, 118 (49%)

Family type

Joint, 68 (28%)
Living alone, 6 (2%)
Living with friends, 7 (3%)
Nuclear, 163 (67%)
**Hypothesis 1: Test of proportion**

<table>
<thead>
<tr>
<th>Ho</th>
<th>45% women do not prefer shopping online daily from Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ha</strong></td>
<td>45% women prefer shopping online daily from Amazon</td>
</tr>
</tbody>
</table>

| H0: \( \mu = 0.45 \)          | 0.45                                                   |
| HA: \( \mu \neq 0.45 \)       | 0.45                                                   |

**TWO TAILED TEST**

- **Test of proportion**
- **CONFIDENCE**: 0.99
- **Alpha**: 0.10
- **Probability**: 0.10
- **Critical-value**: -1.28

**Observed-value**

- **X**: 4.00
- **N**: 10.00
- **p'**: 0.40
- **P**: 0.45
- **Q**: 0.55
- **p'−p**: -0.05
- **p*q**: 0.25
- **p'−p**: -0.32
- **sqrt(p*q/n)**

<table>
<thead>
<tr>
<th>p value</th>
<th>0.38</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpha</td>
<td>0.10</td>
</tr>
</tbody>
</table>

**Observation:**

We observe that 45% women prefer shopping online daily from Amazon.

**Insight:**

We observed that from 100% of women shopping online 45% shop from Amazon daily which is very satisfactory result for women of all age group who shops online from Amazon.
Hypothesis 2: Test of proportion.

<table>
<thead>
<tr>
<th>Ho:</th>
<th>Less than 20% of women have slightly satisfactory shopping experience from myntra</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha:</td>
<td>More than 20% of women’s have slightly satisfactory shopping experience from myntra</td>
</tr>
</tbody>
</table>

Ho: \( P < 20\% \)
Ha: \( P > 20\% \)
right tailed test
P test
Confidence 90%
Alpha 10%
Probability 90%
Critical Value 1.28

\[
\begin{align*}
X & = 18 \\
N & = 39 \\
p' & = 46\% \\
P & = 20\% \\
Q & = 80\% \\
p' - p & = 26\% \\
p'q & = 16\% \\
\sqrt{p'q/n} & = 0.06 \\
p' - p & = 4.08 \\
\sqrt{p'q/n} &
\end{align*}
\]

AS OBSERVED-VALUE IS > THAN CRITICAL VALUE SO WE REJECT THE NULL

**Observation:**
We observed that more than 20% of women have slightly satisfactory shopping experience from myntra

**Insight:**
We observed that from about 100% of women’s of all age group doing online shopping has slightly satisfaction for myntra the satisfaction level of women of all age group for online shopping for myntra is 20% which is slightly satisfied
Hypothesis 1: chi test.

**Ho:** Satisfaction of online shopping experience of women is depended on education

**Ha:** Satisfaction of online shopping experience of women is not depended on education

<table>
<thead>
<tr>
<th>OBSERVATIONS</th>
<th>Graduate</th>
<th>Post-Graduate</th>
<th>Professional</th>
<th>Under-graduate</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52</td>
<td>25</td>
<td>10</td>
<td>18</td>
<td>105</td>
</tr>
<tr>
<td>Male</td>
<td>68</td>
<td>34</td>
<td>21</td>
<td>16</td>
<td>139</td>
</tr>
<tr>
<td>Grand Total</td>
<td>120</td>
<td>59</td>
<td>31</td>
<td>34</td>
<td>244</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPECTED</th>
<th>Graduate</th>
<th>Post-Graduate</th>
<th>Professional</th>
<th>Under-graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52</td>
<td>25</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Male</td>
<td>39</td>
<td>19</td>
<td>12</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(fo-fe)^2/fe</th>
<th>Graduate</th>
<th>Post-Graduate</th>
<th>Professional</th>
<th>Under-graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Male</td>
<td>22</td>
<td>11</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>

chi squared
Right tailed
Alpha = 0.1
Probability = 0.1
Critical = 6.25
Observed = 46.80
P-value = 0.00
Alpha = 0.1
p value < alpha
Reject the null

Observation:
We observed that satisfaction of online shopping experience of women is depended on education

Insight:
We observed that online shopping experience of women basically depends upon education because it plays very vital role as education helps in making online shopping easy and efficient and very easy to get the things which has to be buy online
Hypothesis 2: Chi square test

<table>
<thead>
<tr>
<th>Ho:</th>
<th>Dissatisfaction level of online shopping experience of women is dependent on their age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha:</td>
<td>Dissatisfaction level of online shopping experience of women is not dependent on their age</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Observed</th>
<th>20-25 years</th>
<th>25-30 years</th>
<th>30-35 years</th>
<th>35-40 years</th>
<th>Above 40 years</th>
<th>Below 20 years</th>
<th>Grand Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52</td>
<td>28</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>15</td>
<td>105</td>
<td>43.03%</td>
</tr>
<tr>
<td>Male</td>
<td>60</td>
<td>45</td>
<td>14</td>
<td>8</td>
<td>3</td>
<td>9</td>
<td>139</td>
<td>56.97%</td>
</tr>
<tr>
<td>Grand Total</td>
<td><strong>112</strong></td>
<td><strong>73</strong></td>
<td><strong>17</strong></td>
<td><strong>9</strong></td>
<td><strong>9</strong></td>
<td><strong>24</strong></td>
<td><strong>244</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected</th>
<th>20-25 years</th>
<th>25-30 years</th>
<th>30-35 years</th>
<th>35-40 years</th>
<th>Above 40 years</th>
<th>Below 20 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>48</td>
<td>31</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Male</td>
<td>64</td>
<td>42</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>

\[(\text{Fo-Fe)}^2/\text{Fe}\] |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>0.30</td>
<td>0.37</td>
<td>2.55</td>
<td>2.13</td>
<td>1.17</td>
<td>2.11</td>
</tr>
<tr>
<td>Male</td>
<td>0.23</td>
<td>0.28</td>
<td>1.92</td>
<td>1.61</td>
<td>0.88</td>
<td>1.60</td>
</tr>
</tbody>
</table>

chi squared  
Right tailed  
alpha 0.1  
Probability 0.1  
Critical 9.24  
Observed 15.15  
p-value 0.01  
Alpha 0.1  
p value < alpha  
Reject the null

**Observation:**

We observed that dissatisfaction level of online shopping experience of women is dependent on their age.

**Insight:**

we observed that the women shopping online has different perception for the product and even age and generation gap is biggest point for need of different products for Eg: age group of 18-25years does greater online shopping than age group of 30-40years the percentage of online shopping is more in age group of 18-25years.
Hypothesis 1: t-test

<table>
<thead>
<tr>
<th>Ho:</th>
<th>Average amount spend is more than rs 1000 by women on flipkart for shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha:</td>
<td>Average amount spend is less than rs 1000 by women on flipkart for shopping</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
<th>F*M</th>
<th>MIDPOINT-μ</th>
<th>MIDPOINT-μ^2</th>
<th>F*MIDPOINT-μ^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>500</td>
<td>12000</td>
<td>-</td>
<td>1,649</td>
<td>2,720,799</td>
</tr>
<tr>
<td>17</td>
<td>7000</td>
<td>119000</td>
<td>4,851</td>
<td>23,527,500</td>
<td>399,967,505</td>
</tr>
<tr>
<td>22</td>
<td>1500</td>
<td>33000</td>
<td>649</td>
<td>421,830</td>
<td>9,280,264</td>
</tr>
<tr>
<td>10</td>
<td>2500</td>
<td>25000</td>
<td>351</td>
<td>122,861</td>
<td>1,228,611</td>
</tr>
<tr>
<td>3</td>
<td>3500</td>
<td>10500</td>
<td>1,351</td>
<td>1,823,892</td>
<td>5,471,676</td>
</tr>
<tr>
<td>2</td>
<td>4500</td>
<td>9000</td>
<td>2,351</td>
<td>5,524,923</td>
<td>11,049,846</td>
</tr>
<tr>
<td>19</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>2,149</td>
<td>4,620,284</td>
</tr>
</tbody>
</table>

Total: 97

Total: 208500

μ: 2,149

Sum: 580,082,474

VAR: 5,980,231.69

Std deviation: 2,445

\[
\begin{array}{|c|c|c|c|c|c|}
\hline
& & & & & \\
\hline
H0:μ>1000 & HA:μ<1000 & \text{LEFT TAIL TEST} & \text{T TEST} & & \\
\hline
\text{CONFIDENCE} & 90.00% & \text{alpha} & 10.00% & \text{probability} & 10.00% \\
\hline
\text{critical} & 1.28 & \text{X'} & 2.149 & \text{µ} & 1.000 \\
\hline
\text{S} & 2.445 & \text{x'-µ} & 1.149 & \text{N} & 97.00 \\
\hline
\text{sqrt(n)} & 10 & \text{s/sqrt(N)} & 248.30 & \text{z observed} & 4.63 \\
\hline
to>tc hence & & & & we reject the null & \\
\hline
\end{array}
\]

Observation:
We observed that average amount spend is less than Rs 1000 by women on flipkart for shopping.

Insight:
We observed that average amount spend by women for online shopping is less than RS 1000 by women on flip kart for shopping it would be due to bad customer satisfaction or time taking to deliver the products to the consumer.
Hypothesis 2: t-test

<table>
<thead>
<tr>
<th>Ho:</th>
<th>Average frequency of shopping daily by women from amazon is less than 5000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha:</td>
<td>Average frequency of shopping daily by women from amazon is more than 5000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H0:μ&lt; 5000</th>
<th>HA:μ&gt;5000</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIGHT TAIL TEST</td>
<td>T TEST</td>
</tr>
<tr>
<td>CONFIDENCE</td>
<td>0.9</td>
</tr>
<tr>
<td>ALPHA</td>
<td>0.1</td>
</tr>
<tr>
<td>PROBABILITY</td>
<td>0.9</td>
</tr>
<tr>
<td>CRITICAL</td>
<td>1.28</td>
</tr>
<tr>
<td>X'</td>
<td>2.644</td>
</tr>
<tr>
<td>µ</td>
<td>5000</td>
</tr>
<tr>
<td>S</td>
<td>2329</td>
</tr>
<tr>
<td>x'-µ</td>
<td>-2.356</td>
</tr>
<tr>
<td>N</td>
<td>97</td>
</tr>
<tr>
<td>sqrt(n)</td>
<td>10</td>
</tr>
<tr>
<td>s/sqrt(N)</td>
<td>236.44</td>
</tr>
<tr>
<td>z observed</td>
<td>9.96</td>
</tr>
<tr>
<td>p-value</td>
<td>0.00</td>
</tr>
<tr>
<td>since p value&lt; alpha</td>
<td></td>
</tr>
<tr>
<td>reject the null</td>
<td></td>
</tr>
</tbody>
</table>

**Observation:**

We observed that average frequency of shopping daily by women from amazon is more than 5000

**Insight:**

we observe that average frequency of shopping daily by women from amazon is more than 5000 which is more than any other portal for (eg: myntra, flipkart etc.) age group of women shopping online is between age group of 18-25 years which is more than any other age group.
CONCLUSION

The increasing trend of the online shopping is creating a very big craze for the modern consumers therefore we have seen that many buyers have shifted towards online shopping and probably ordering all the possible things they can they feel that online shopping gives them a reasonable discount with attractive offers and that it is very convenient to use and can be used by all the smartphone users. We hereby conclude that this trend is increasing day by day and therefore it has not only led men but also women to come with the online shopping. They have been trying to induce more of the women consumers because it becomes easier to convenience them to buy more of their goods and thus result in increase in the sales of flip kart, amazon, and all the leading online shopping sites. Hereby I conclude it by saying that it is although very convincing but still it’s important that due consideration be given to each transaction.

LIMITATIONS OF RESEARCH

The research activity is based on complete assumptions because we tend to assume certain important factors which are involved in research and then come up with the conclusion. If we take a look at what we have performed here we will come to know that research is borne to have certain limitations with it. Broadly classifying it as it may be possible that the respondent may lack time and perform wrong response may give vague reasons. Possibilities prevail that the respondent may not get the question right and he may give wrong answer. There is a possibility that due to technical issues he may not only get the questionnaire and then the response may not be received only. There is a possibility that people in spite of getting the questionnaire may not answer it.

Therefore we have to keep in considerations all this factors while working on our questionnaire and then work on our responses because we have to keep the aspect of assumption to a big extent.

BIBLIOGRAPHY


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