ONLINE PURCHASING PATTERN OF WORKING WOMEN

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ABSTRACT

The phenomenon of working and financially independent women is of recent origin. It is only recently that more and more women are becoming their and their families' bread earners. One major challenge that working women face is lack of time. Few companies have responded to their need for time-saving solutions or for products and services. Online selling is one of those methods which has made purchasing joyful and convenient. Today, with dozens of sellers competing with each other with innovative deals and offers on the one hand, and millions of buyers hopping the websites to get the best offers at the cheapest prices provides an engaging platform for exchange of goods and services. The current study discusses the online purchasing patterns among women in Bangalore. The findings reveal that working women often use internet and hence they get knowledge about new products and services and they prefer to buy online. Products like clothes, electronics, books, beauty products, grocery etc. are often bought by working women. Though social media is used by mass number of people and they get attracted towards the advertisements of various products or services and go for online purchasing, but according to the findings of the study social media alone does not influence the purchasing decision of working women. There are some other influencers like family and friend who influences the purchasing pattern of working women.

Key words: Online purchasing, working women, social media

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1. INTRODUCTION

ONLINE PURCHASING

Online shopping (sometimes referred to e-tail from "electronic retail" or e-shopping) could be a kind of electronic commerce that permits shoppers to directly get merchandise or services from a vendor over the web employing an application program. Alternative names are: electronic-web-store, electronic-shop, electronic-store, Internet look, website-shop, web-store, e-store and virtual store. Mobile commerce popularly known as m-commerce is buying from known online retailer by using mobile which is the most effective use of online website or application.

There are mainly two types of buying and selling that happens over the internet or traditionally. B2C or business to consumer is when shopping takes place traditionally at distributer's place or shopping center and when it occurs between two or more business, the process is known as B2B (business to business) on-line purchasing. Snapdeal, Amazon.com, Flipcart, Alibaba, eBay are the most popular merchandising firms for online shopping.

English entrepreneur Archangel Aldrich fabricated on-line looking in 1979. His system linked a customized domestic TV to a period dealings process laptop via a domestic phone line. He believed that videotext technology, the customized domestic TV technology with a simple menu-driven human–computer interface, was a new and universally applicable participative communication medium — the first since the invention of the phone. This helps corporate data systems to be opened to 'outside' correspondents not simply for dealings process but also combined for e-messaging and knowledge recovery and broadcasting, later known as e-business. The definition given by him about the new mass communications medium which is interactive and many-to-many was basically unlike from the ancient way of defining mass communication and mass media and a pioneer to the social networking on the net twenty five years later.

Today, with dozens of sellers competing with each other with innovative deals and offers on the one hand, and millions of buyers hopping the websites to get the best offers at the cheapest prices provides an engaging platform for exchange of goods and services.

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ADVANTAGES OF ON-LINE PURCHASING [1]

• **Saves Time** – If the buyer is aware of the products to be purchased exactly, then, with just some of clicks of the mouse, one can purchase the searching orders and right away move to different necessary things, which will save time.

• **Saves Fuel** – We all know that the prices of fuel does not remain constant nowadays, but no matter what proportion the price of fuel are it doesn't have an effect on your searching errands. One of the benefits of shopping on-line is that there is no need to travel or want for vehicles, so no purchase of fuel necessary.

• **Saves Energy** – It is a well-known fact that it is tiresome to buy from one location and transfer to a different location. What is worse is that there are not any available stocks for the merchandise one would like to shop for. In online searching, there is no need to waste our precious energy when shopping for.

• **Comparison of Prices** – The advanced innovation of computer program permits the buyer to simply check costs and compare with simply many clicks. It is very easy to compare from one on-line searching web site to a different. This gives liberty to see that on-line store offers the foremost cheap item the buyer is aiming to obtain.

• **24/7 convenience** – On-line searching stores are open spherical the clock of 24/7, 7 days a week and three hundred and sixty five days. It is very rare to seek out any standard retail stores that are open 24/7. The availability of on-line stores offer the liberty to buy at the buyer's own pace and convenience.

• **Hate Waiting in Lines** – When shopping for things on-line, there are no long lines that the buyer has to endure. The idea of searching on-line is scaling down those dangerous habits of standing in a very long line and simply waiting. Every on-line store is designed with distinctive individual ordering options to buy the item.

• **Too ashamed to obtain** – There are times that the buyer may just wish to buy one thing out of the standard that may be a little embarrassing once seen by others like weird ornaments, sexy underclothing, adult toys, etc. In online searching, he or she ought not to be ashamed as these online transactions are essentially done in private.

• **Easy to Search** –It is easy to hunt for specific merchandise that features different model range, colour, style, and size that you want to buy. In addition, it is easy to see whether or not the products are out there or out of stock.

With all these benefits in favour of the buyer, there is no doubt about the increasing popularity and volume of online business.

WORKING WOMEN IN INDIA:

India is one amongst the youngest countries within the world, with a major phase of its 1.2 billion populations in the age group of 20-35 years. By the year 2020, it is estimated that the average age of an Indian will be 29 years[2]. For an economy that's growing at an annual rate of 7%, this "demographic dividend" if effectively mobilized can transform the country.

While the country is still largely an agrarian economy, conventional wisdom says that with a growing economy, urbanization, and industrial development, more women should be entering the workforce and into more productive sectors such as manufacturing and services[3].

The phenomenon of working and financially independent women is of recent origin. It is only recently that more and more women are becoming their and their families' bread earners. In a survey of 12000 women by Boston Consulting group[4] to find out the buying habits of women, it was found that they have too many demands on their time and constantly juggle conflicting priorities—work, home, and family. It was found out that women make the decision in the purchases of most of the products and services for the household. It also mentions that women generally are interested in buying Apparels, electronics, furnishings, beauty products and so on. The only challenge that working women face is lack of time. Few companies have responded to their need for time-saving solutions or for products and services. Online selling is one of those methods which has made purchasing joyful and convenient.

SOCIAL MEDIA

In the year 1979, Usenet was created by Jim Ellis and Tom Truscott from Duke University, a platform which allowed web users from across the world to post public messages. The period of social years earlier when Bruce and Susan Abelson got success in creating a social networking site called "Open Diary", developed in the terribly initial years and which brought along all on-line diary writers into one community. The term "weblog" was first used at the same time and was shortened to "blog" a year later. The rising accessibility of high speed web access more to the popularity of the construct, leading to the formation of social networking sites like Myspace (in 2003) and Facebook (in 2004).

Social media are the tools that enable people or corporations to produce, share, or exchange information, career welfare, thoughts, and pictures/videos in virtual communities and

networks with the help of computers. The variety of complete and intrinsically social media services presently out there introduces challenges of definition; but, there are some common features: social media are 2.0 internet-based applications, user-generated content (UGC) is the support of the social media, users make service-specific profiles for the website or app that are designed and maintained by the social media organization, and social media make possible the expansion of online social networks by linking a user's profile with those of diverse people and/or teams.

Social media creates extremely interactive platforms with the help of mobile and web-based technologies through that people and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and all-encompassing changes to communication between businesses, enterprises, communities, and individuals. These changes are the center of the growing field of techno self studies. Social media differ from ancient or industrial media in several ways in which, including quality, reach, frequency, usability, closeness, and durableness. Social media functions in a dialogic gear mechanism (many sources to several receivers). This is in contrast to ancient media that operates below a monologic transmission model (one supply to several receivers).[5]

IMPACT OF SOCIAL MEDIA ON ONLINE PURCHASING

Shoppers embrace the Internet for many reasons -- convenience, price, and selection. Over the last few years, one of the most vital developments within the e-commerce field is social media shopping. Today's consumer is heavily influenced by the selections of his or her peers, which are extra, mirrored in the manner brands are mistreatment social media to capture notice. Facebook has been a chief medium for brands in not only the promotion of product however conjointly in on-line transactions. One of the explanations is that Facebook allows shoppers to share and point out the product and services they like, which influences the receiving choices of their virtual friends. According to a report from 62 % of on-line buyer have checked comments associated with the product from their Facebook friends and 75 % of them have clicked on the product link to go to the retailer's website. Twitter is another social media tool in which brands are advertised to have interaction among customers and encourage purchases. According to a study by Social Media Quickstarter, 64 % of Twitter users surveyed claimed to pursue brands in order to get special product promotions and discounts.

It has been so many years, social media has steadily graduated from a place wherever folks attend catch up and have interaction in chitchat with friend and colleagues to the grail of

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selling for many businesses, as well as an area where entrepreneurs and professionals come to sign up with network. Current research shows that the role of social media on selling selections is surprising, meaning it is time firms started swing a lot of stress on their social media strategy. It is quite unfortunate that several businesses and organizations dive into the social media bandwagon without a transparent strategy. As a result, they end up discomfited. However, there is an awesome evidence that social media, if approached correctly, will be a goldmine—where firms can increase complete awareness and influence shopping for selections of their following.

Social media platforms like Twitter and Facebook have permitted brands to effectively endear themselves to a wider audience. For consumers, the greatest thing that ever happened on planet earth since the creation of wheels is social media. This is because social media is an area where they share and build information hubs to assist their selections. Other reasons why customers prefer to buy with the help of social media include:

- Social media gives information about recent trends
- They can learn about additional features regarding the products and services of a company
- They can offer feedback and be a part of complete fan community
- They can take advantage of sweepstakes and promotions
- Ultimately make associate degree hip to shopping for call.[6]

Recently, Forbes conducted research to see how customers have interaction with completely different organizations and businesses like retail, hospitality, entertainment and monetary business through social media networks. They found that a whopping 81% of respondents admitted that recommendations and posts from family and friends directly influenced their shopping for selections, while 78% of individuals said that social media post of corporations influence their shopping for selections.

PSYCHOLOGY OF SHOPPING[7]

In order to identify why social media is such a massive influencer when it involves creating obtains selections, it is important to know the science behind it. Big selections are usually a lot of advanced than they seem. Smart marketers and sales individuals recognize a ton regarding shopping for selections and the way they're truly created. Marketing psychologists usually agree that the reason social media has gained most attraction once it involves shopper shopping for selections is as a result of the subsequent reasons:

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- **Emotional buying** — Even the most rational consumers can somehow be influenced by emotions whether or not wittingly or inadvertently. We create shopping for selections mistreatment each sides of the brain: the right-brain (subjective and intuitive) and also the left-brain (logical and analytical). We are beings not robots, so it is extremely unbelievable that we are going to create shopping for selections strictly on logical and analytical basis. Think regarding once somebody buys one thing sort of a Smartphone. They might have seen a sleek photograph of a similar on the social media post of the corporate merchandising it and updated the shopping for call by not well enough up the specifications. This happens all the time on social media. Indeed, 41% of individuals World Health Organization purchase a product say they merely happened upon it and hadn't thought of shopping for it or one thing find it irresistible. This is because emotions typically get the higher of them and find you shopping for one thing they hadn't planned. Even if one had planned to shop for something and find you shopping for it, it is just because there was some emotional element in his book, Descartes Error, Professor of Southern Golden State says that emotions are one of the foremost important ingredients to the majority shopping for selections.

- **Buyers are naturally suspicious-**This is proved by the reality that sales representatives ordinarily realize it rough to convert customers to shop for. Hence, strong stress is placed on the want to ascertain quality and trust with consumers before marketer even begin pitching their product. On that note, social media is very effective once it involves convincing consumers to shop for particularly once they see their friends and family have bought a product. It is because they're being influenced by somebody they will trust. According to Business2Community, 44% social media savvy ladies say their shopping for call is influenced by a trustworthy blogger.

- **A picture can speak a lot** — Companies' are finding it straightforward to convert their whole fans to shop for by commercial enterprise visuals, graphics and charts. Moreover, these are quite straightforward to share. Meanwhile success stories impact vastly on shoppers. This is could make a case for why Pinterest leads at 43rd among major social media networks once it involves shoppers being influenced to shop for a product supported product info. It is followed by Twitter at 26th and Facebook at 25th severally.

- **There is safety in numbers** — Human beings generally have a crowd mentality. This phenomenon is behind trends and fashions as a result of individuals prefer to move along in giant teams. Thus, it is easy to sway them once they are in teams. This is why

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social media has become a success when it involves promoting. People can mostly be convinced to create a shopping for call if their peers have already done thus. All you need to try and do is to demonstrate to them however a similar product has benefited their peers and friends. According to Channel Advisor, 83% of vacation shoppers are unit influenced by positive client reviews. Moreover, research by Harris Interactive shows that 71% of shopper say that reviews from friends and family members excerpt a good deal of influence in their shopping for selections. It's true that obtaining the simplest out of social media isn't a chunk of cake. Consumers are turning into a lot of cautious once it involves payment their hard-earned money.

2. EVOLUTION OF ONLINE PURCHASING

In March 1980 Aldrich went on to launch Redifon's Office revolt, which authorized shoppers, customers, agents, distributors, suppliers and service companies to be associated on-line to the company systems and permit business transactions to be done electronically in period.

During the 1980s he designed, maintained and supported many on-line looking systems, by Videotex technology. These systems which join together to provide voice response and handprint process pre-date the web and therefore the World Wide net, the IBM PC, and Microsoft MS-DOS, and were installed principally in the United Kingdom by giant companies.

Tim Berners-Lee created first world wide net server and browser in the year 1990. This was used commercially in the year 1991. Thereafter, following technological innovations emerged in 1994: on-line banking, the opening of an on-line pizzeria by pizza pie Hut, Netscape's SSL v2 encryption customary for safe and sound knowledge transfer, and Intershop's first on-line shopping system. NetMarket or web looking Network was responsible for the first ever **secure retail dealing over the net in the year 1994. Later, Amazon.com introduced its online** website in 1995 and eBay was conjointly introduced in 1995. Later Alibaba's sites launched Taobao in 2003 and Tmall in 2008. Retailers are progressively marketing merchandise and services previous to accessibility through pretail for testing, building, and managing demand.[8]

3. OBJECTIVES
- To identify the online purchasing pattern among working women.
- To identify the reasons for opting the online channel for purchase.

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4. **DATA ANALYSIS**:

The data was collected from 100 respondents. SPSS was used to describe and analyse the data.

The results of the same are presented below:

1. PRODUCTS PURCHASED BY THE RESPONDENTS (See Table-1)
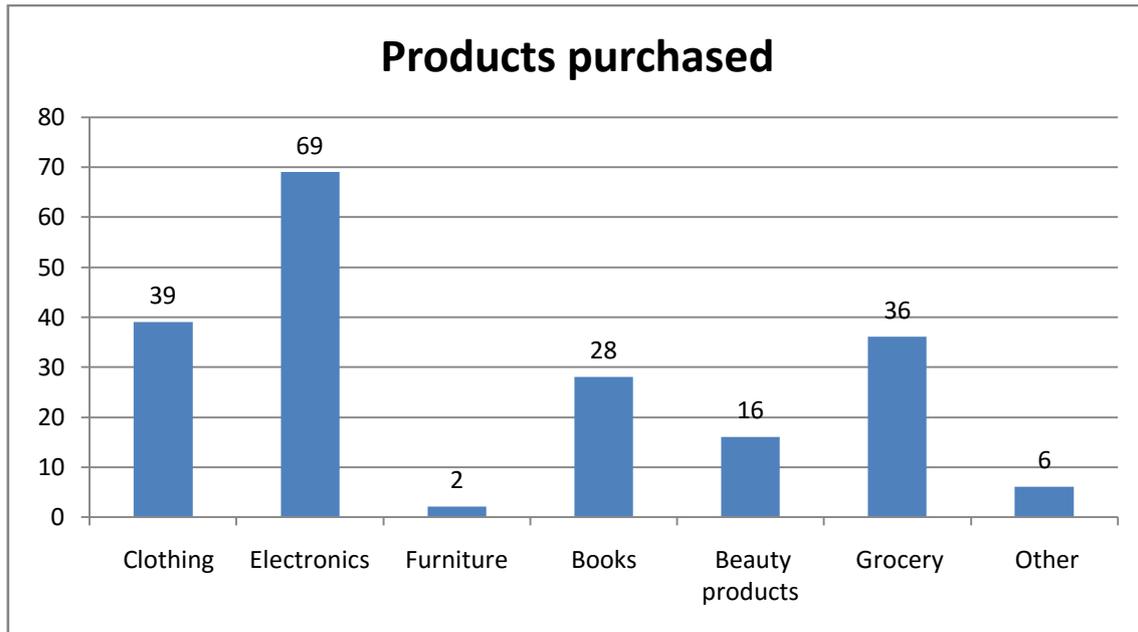
Figure 1: Products purchased

Out of 100 respondents 39 working women have purchased clothes online, 68 women have purchased electronics item online, 2 women have purchased furniture online, 28 women have purchased books online, 16 have purchased beauty products, 36 women have purchased grocery and 6 women have purchased other products. From the above analysis we can interpret that majority of working women purchase electronic items online.

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2. REASON FOR ONLINE PURCHASE (See Table-2)

Reasons for online purchase

Figure 2: Reasons for online purchase Frequencies

Out of 100 respondents 46 working women have purchased online because of ease in comparison, 12 women have purchased online because of wide variety of brands, 76 women have purchased online because it saves time, 57 women have purchased online to save money, 24 have purchased online because of 24 hour accessibility, 27 women have purchased online because of convenience.

3. MEDIUM OF RECEIVING RETAIL PROMOTION (See Table-3)
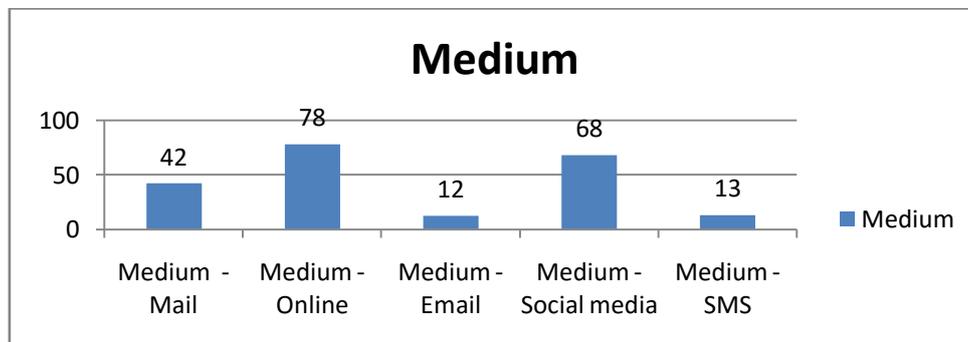
Medium

Figure 3: Medium of retail promotion-Frequencies

Out of 100 respondents 42 working women receive retail promotions through mail, 78 women receive retail promotion online, 12 women receive retail promotion through e-mail, 68 women receive retail promotion through social media and 13 women receive retail promotion through SMS. From the above analysis we can interpret that majority of working women receives retail promotion online.

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4. INVOLVEMENT OF RESPONDENTS IN ONLINE PURCHASING (See Table-4)
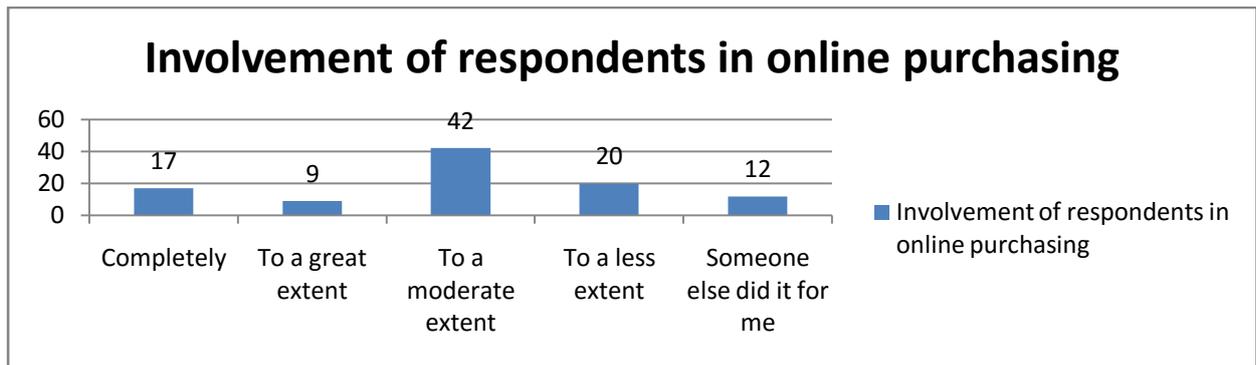
Figure 4: Involvement of respondents in online purchasing

Out of 100 respondents, 17 working women completely involves themselves in online purchasing, 9 working women involves themselves in online purchasing to a great extent, 42 working women involves themselves in online purchasing to a moderate extent, 20 working women involves themselves in online purchasing to a less extent and for 12 working women someone else did online shopping for them. From the above analysis we can interpret that majority of working women involves them in online purchasing to a moderate extent.
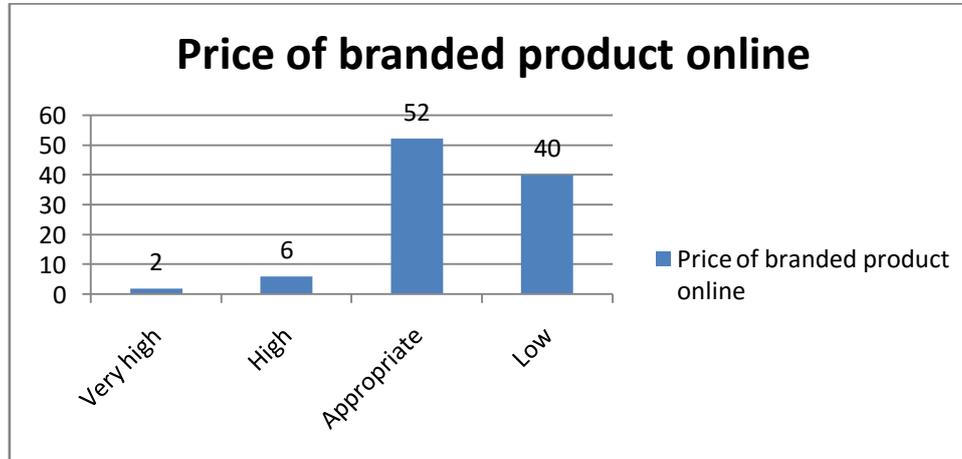
5. PRICE OF BRANDED PRODUCTS ONLINE (See Table-5)

Figure 5: Price of branded products online

Out of 100 respondents, 2 working women thinks that price of branded products online are very high, 6 working women thinks that price of branded products online are high , 52 working women thinks that price of branded products online are appropriate, 40 working women thinks that price of branded products are low. From the above analysis we can

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interpret that majority of working women thinks that price of branded products online are appropriate.

6. PHYSICAL COMPARISON IN SHOP BEFORE PURCHASE (See Table-6)
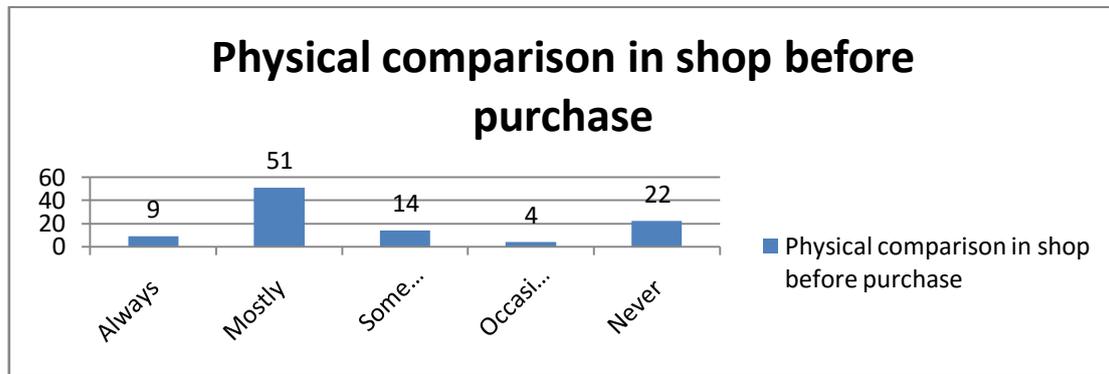
Figure 6: Physical comparison in shop before purchase

Out of 100 respondents, 9 working women have always compared different products available in retail store by physically visiting the stores in the market before making a final online purchase, 51 working women have mostly compared different products available in retail store by physically visiting the stores in the market before making a final online purchase, 14 working women have sometimes compared different products available in retail store by physically visiting the stores in the market before making a final online purchase, 4 working women have occasionally compared different products available in retail store by physically visiting the stores in the market before making a final online purchase, 22 working women have never compared.

7. CROSSTAB- REASONS FOR ONLINE PURCHASE AND PRODUCTS PURCHASED (See Table-7)

Out of 100 respondents, 32 working women have purchased electronic items online because of ease of comparison, 22 working women have purchased clothes online because it is time saving, 56 working women have purchased electronic items because it is time saving, 19 working women have purchased books online because it is time saving, 14 working women have purchased beauty products online because it is time saving, 24 working women have purchased grocery online because it is time saving, 46 working women have purchased electronic items online because it saves money, 20 working women have purchased electronic items because of 24 hours accessibility and 22 working women have purchased electronic items electronic items online because it saves time.

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8. CROSSTAB-PRODUCT PURCHASED AND INFLUENCERS

Out of 100 respondents, 26 working women are influenced by friends to purchase clothes online, 49 working women are influenced by friends to purchase electronic items online, 26 working women are influenced by friends to purchase grocery online, 57 working women are influenced by family to purchase electronic items, 19 working women are influenced by family to purchase books online, 34 working women are influenced by user review to purchase electronic items and 34 working women are influenced by advertisements displayed in social media to purchase electronic items. From the above analysis, majority of working women are influenced by family to purchase electronic items.

5. CONCLUSION

Online shopping as well as social media has become significant part of common people's life. People generally choose the medium which is convenient to them. So, nowadays they opt for online shopping because it is easy and saves lot of time. And in the case of working women, as we know working women do not get enough time do shopping and all because of their work so they use internet as easy shopping tool.

Working women often use internet and hence they get knowledge about new products and services and they prefer to buy online. Products like clothes, electronics, books, beauty products, grocery etc are often bought by working women.

Though social media is used by mass number of people and they get attracted towards the advertisements of various products or services and go for online purchasing, but according to the findings of the study social media alone do not influence the purchasing decision of working women there are some other influencers like family and friend who influences the purchasing pattern of working women.

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APPENDIX

Table 1: Products purchased

Products purchased	Responses		Percent of Cases
	N	Percent	
Clothing	39	19.9%	41.9%
Electronics	69	35.2%	74.2%
Furniture	2	1.0%	2.2%
Books	28	14.3%	30.1%
Beauty products	16	8.2%	17.2%
Grocery	36	18.4%	38.7%
Other	6	3.1%	6.5%
Total	196	100.0%	210.8%

Table 2: Reasons for online purchase Frequencies

Reason	Responses		Percent of Cases
	N	Percent	
Comparison is easy	46	19.0%	46.5%
Variety of brands	12	5.0%	12.1%
Time saving	76	31.4%	76.8%
Money saving	57	23.6%	57.6%
24 hour accessibility	24	9.9%	24.2%
Convenience	27	11.2%	27.3%
Total	242	100.0%	244.4%

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Table 3: Medium of retail promotion-Frequencies

Medium	Responses		Percent of Cases
	N	Percent	
Mail	42	19.7%	42.4%
Online	78	36.6%	78.8%
Email	12	5.6%	12.1%
Social media	68	31.9%	68.7%
SMS	13	6.1%	13.1%
Total	213	100.0%	215.2%

Table 4: Involvement of respondents in online purchasing

Involvement of respondents in online purchasing	Frequency	Percent
Completely	17	17.0
To a great extent	9	9.0
To a moderate extent	42	42.0
To a less extent	20	20.0
Someone else did it for me	12	12.0
Total	100	100.0

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Table 5: Price of branded products online

Price of branded product online	Frequency	Percent
Very high	2	2.0
High	6	6.0
Appropriate	52	52.0
Low	40	40.0
Total	100	100.0

Table 6: Physical comparison in shop before purchase

Physical comparison in shop before purchase	Frequency	Percent
Always	9	9.0
Mostly	51	51.0
Sometimes	14	14.0
Occasionally	4	4.0
Never	22	22.0
Total	100	100.0

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Table 7: Crosstab- Reasons for online purchase and Products purchased

Reasons	Products purchased							
	Clothing	Electronics	Furniture	Books	Beauty products	Grocery	Other	Total
Comparison is easy	15	**32**	0	13	3	18	1	42
Variety of brands	11	9	2	4	2	10	0	12
Time saving	**22**	**56**	*0*	**19**	**14**	**24**	6	70
Money saving	13	**46**	0	16	5	16	5	53
24 hour accessibility	6	**20**	0	9	5	4	4	24
Convenience	6	**22**	0	12	3	4	4	26
Total	39	69	2	28	16	36	6	93

Table 8: Crosstab-Product purchased and influencers

Influencers	Products purchased							
	Clothing	Electronics	Furniture	Books	Beauty products	Grocery	Other	Total
Friends	**26**	**49**	1	16	10	**26**	5	61
Family	22	**57**	2	**19**	6	22	6	67
User review	14	**34**	0	12	7	19	1	48
Advertisements in social media	22	**34**	2	12	9	18	5	44
Total	38	67	2	25	16	36	6	90

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