

Increase in Number of Online Shoppers with special reference to Women Accessories

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Abstract:

Now a day's online shopping has become a trend for the consumer. It's kind of a day activity where they can just do it wherever they are. Recent years, India has shown a tremendous growth in online retailing. But still India is into developing stage for E-commerce. The main purpose of the study is to understand the Increase in number of online shoppers with special reference to Women Accessories. As per study, Women shop more than men. Even now a day's not only working women but housewife also prefer shopping online. They prefer online as it's save time as well as liberty to select from a wide range of products. The main factor for online shopping could be promotions, discounts low price, convenience, Variety, quality etc.

Key words: Online Shopping, E-commerce, Nature of Buying, women.

Introduction:

Online shopping is growing very fast. Most of the consumer prefer using online shopping. Few consumer still prefer shopping offline where they can see, try and touch the product and then make a decisions. Online retail industry and the consumer shopping online is continually evolving. There are millions of people who shop online. Even the technology and the internet is focusing on e-commerce where you can get everything on the App in your mobile phone. For shopping online you don't need to visit a site, just go and download the App which is easier for the consumer to do it. While making any purchase decision whether it is online or offline shopping consumer should know the medium of purchase. The behaviour of online shopping is also known as online buying behaviour. The way consumer shop online is like when they want to buy something they go browse and search for the things which they want to buy.

Sometime, consumer get attracts towards the information about the product they want. They see the product online and take the best which suits them.

There are various factors which have been instrumental in bringing about the change with a major one is mass media exposure and also the rising number of social networking apps. In consideration with the increase in number of shopper online, the purpose of the study is to explore the fact of increasing number of shopper online.

Objectives of the Study

The present study is to analyse the preference of shoppers and increasing in number of online shoppers, specifically the objectives are as follows:

The factors influencing the consumer to shop online.

To analyse whether the employment of the consumer affect the online shopping.

Research Methodology:

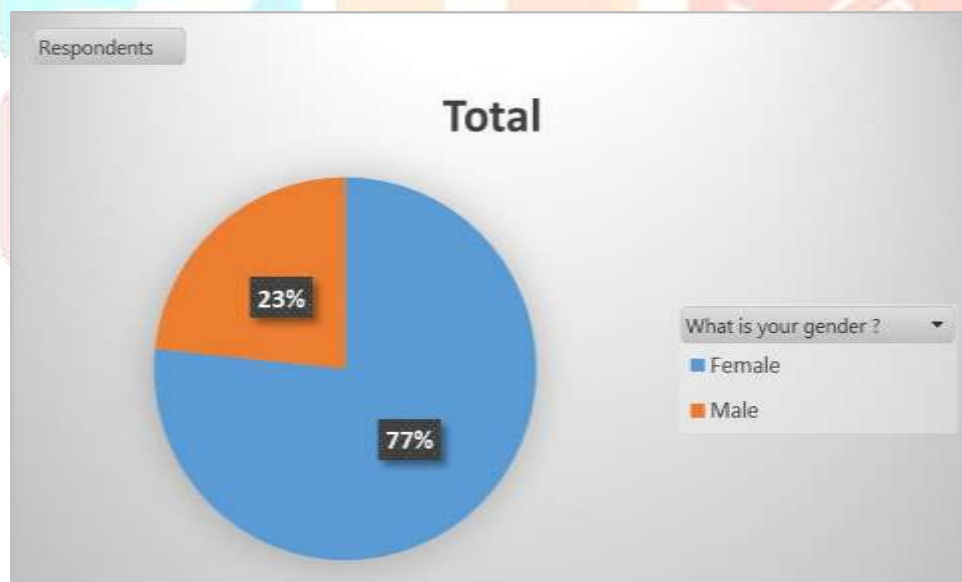
This part of study defines all the process of Data collection. When it comes to data collection, there are two methods in general by researcher to collect data, primary and secondary method. Primary method includes Observation method, interview / questionnaire method. The present study is based on qualitative and quantitative data. The quantitative data is collected through the sampling of the consumer. The sample individual is selected from a different age group, income, etc.

Sampling: The target group is of different age, different age group people are considered because to know whether which group of people is involved more in the online shopping. There are four division of age group in the questionnaire to examine which group is going for online shopping.

Sample Size: Determines the size of sample that is needed for a research. For this research 30 sample size is taken into considerations.

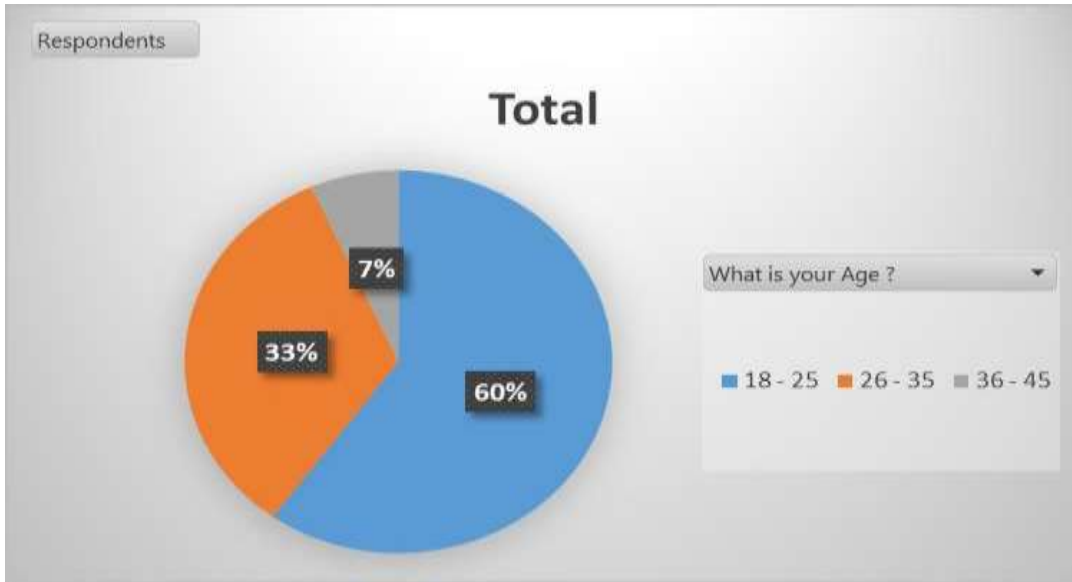
Data Analysis and Interpretations

What is your gender?



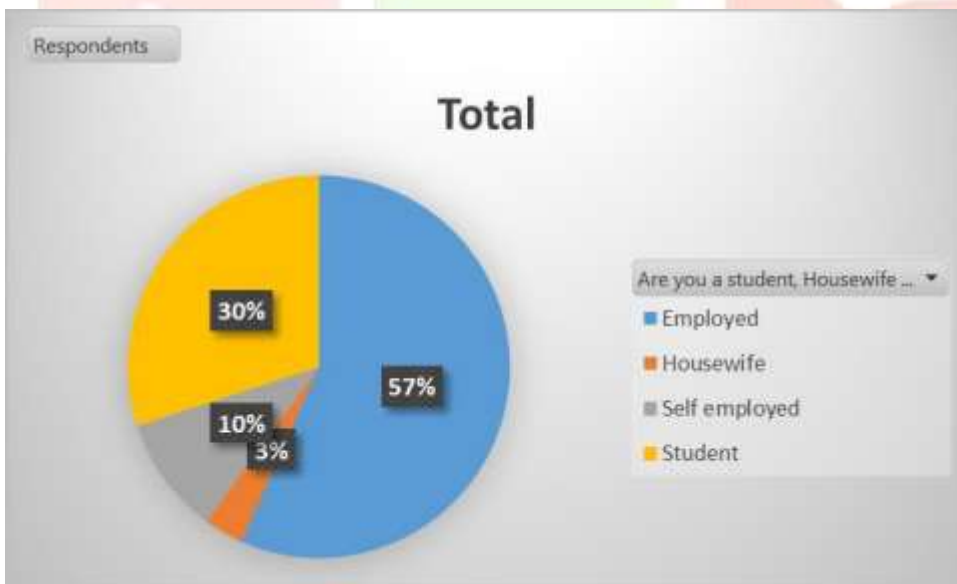
As per the study sample size involves 77% women and 23% male and it states that female prefer more online shopping due to availability of variety of products.

What is your Age?



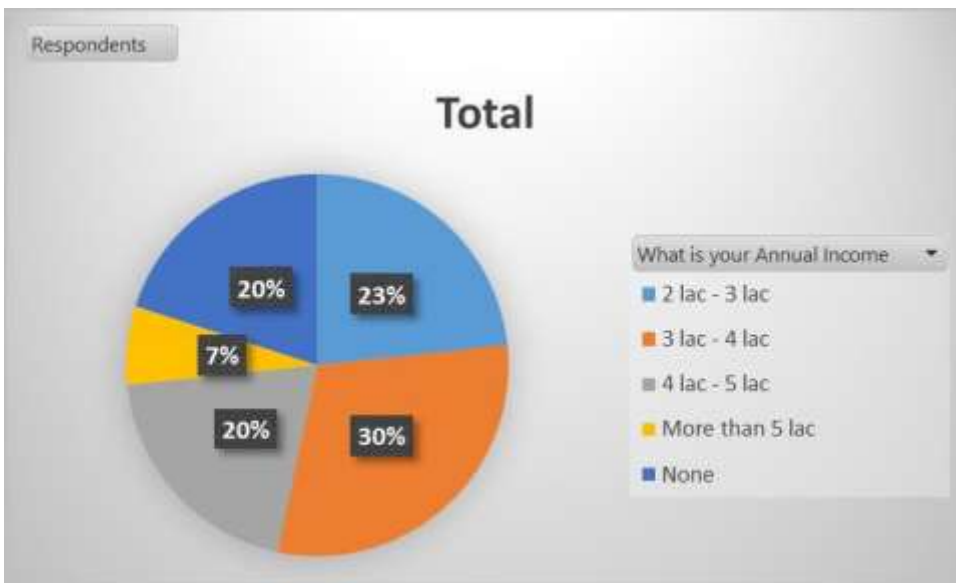
The respondents involve 60% people belonging to 18-25 age groups which are a youth group whereas the 7% fall in the age group of 36-45. And 33% comes under age group of 26-35. The young group who shops often as compared to someone who is in old age.

3. Are you a student, Housewife or working women?



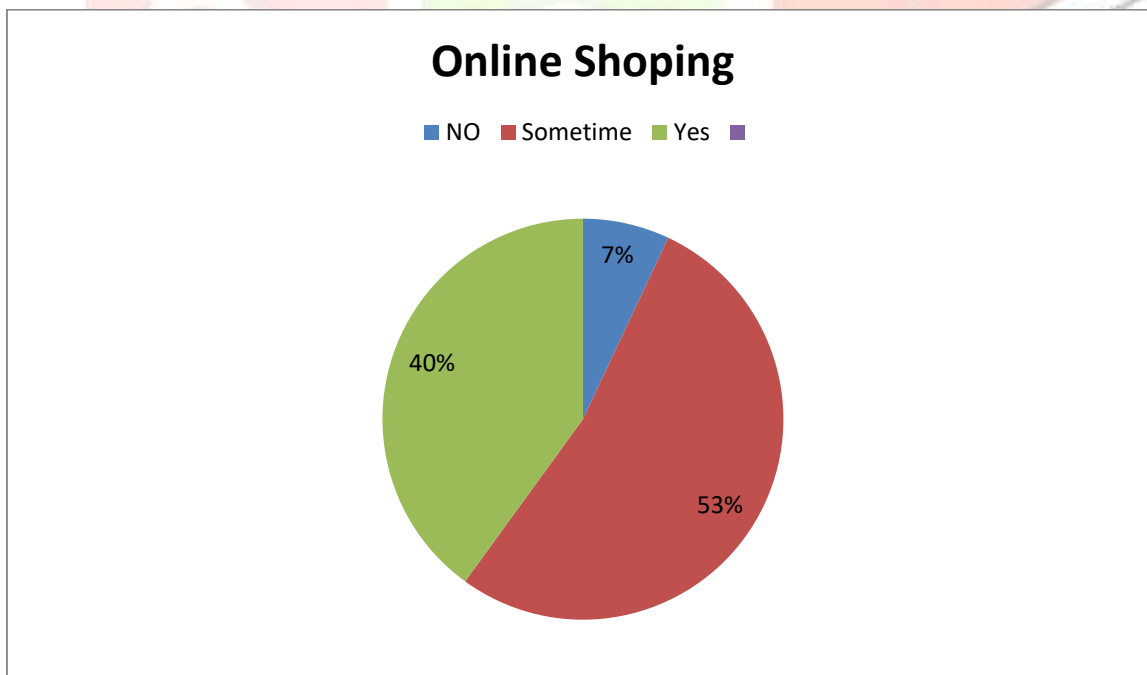
The analysis shows that 57% consumer who prefer shopping online are employed whereas self-employed are only 10% preferred less to shop online. And 30% are the student and remaining 3% are the housewife who prefers shopping online.

4. What is your Annual Income?



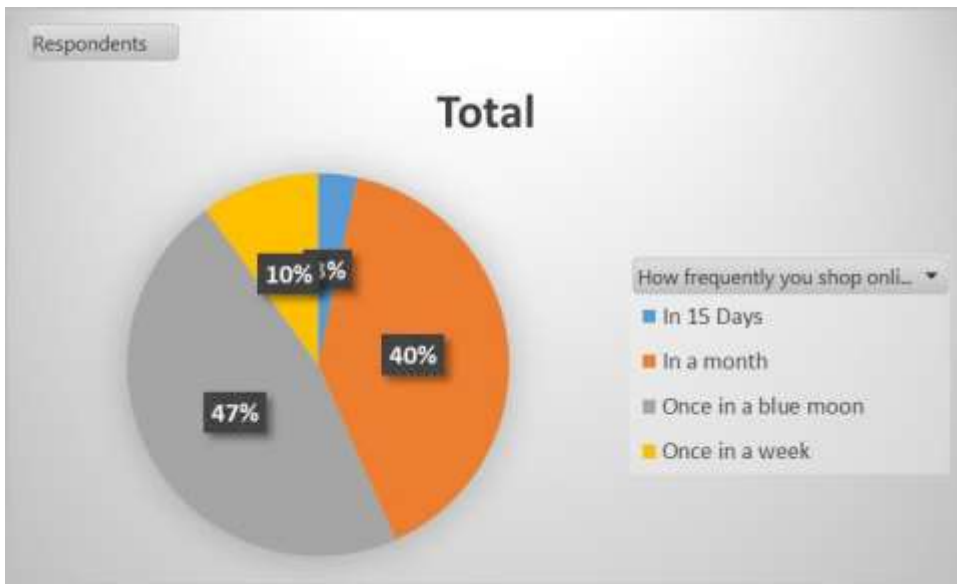
From the above pie diagram you can analyse the annual income of the online shoppers. 30% Consumer who shop online comes under 3 lac – 4 lac. 20% are the youth who shop online who are a student .7% are the people who shop online whose income is more than 5 Lac.

5. Do you prefer online shopping?



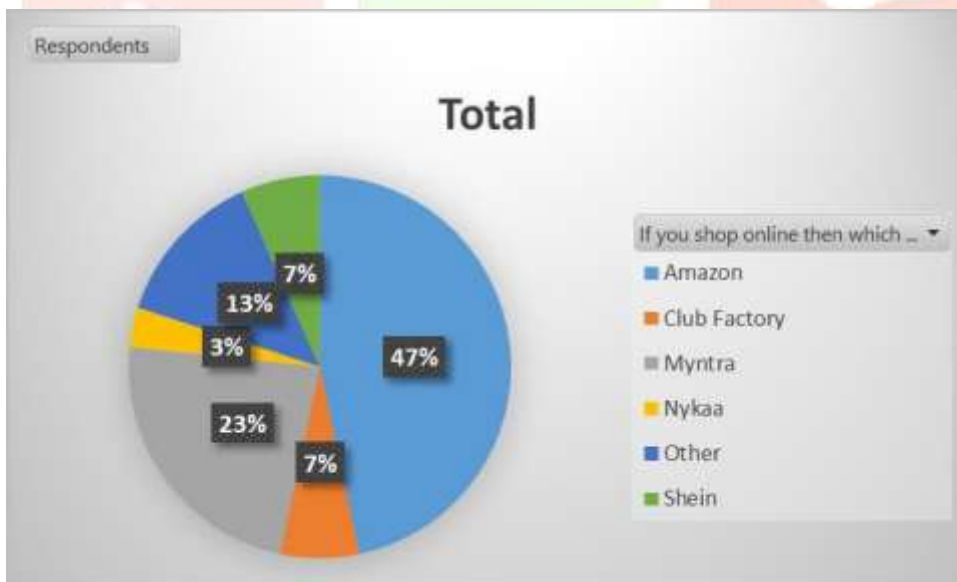
The above pie chart shows that preference of online shopping, there are 7% of consumer who do not prefer online shopping. There are 40% people who prefer online shopping and 53% prefer online shopping sometimes. This shows that most of the consumer prefers online shopping but occasionally.

6. How frequently you shop online?



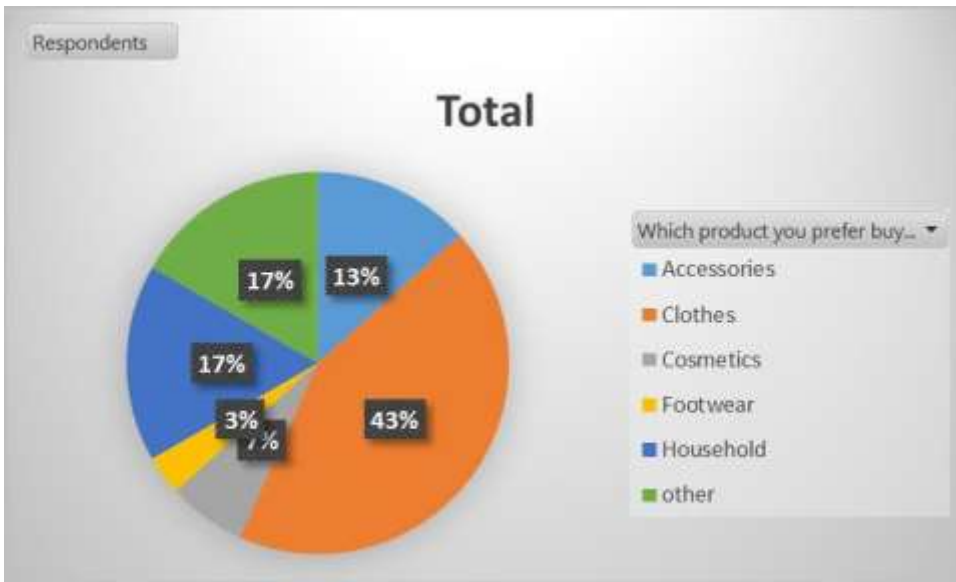
From the above respondents you can analyse the frequent online shopper. So, 10% consumer prefer once in a week online shopping. 40% prefer to shop in a month and 47% are the one who shop once in a blue moon. And 3% shop in 15 days.

7. If you shop online then which site you prefer?



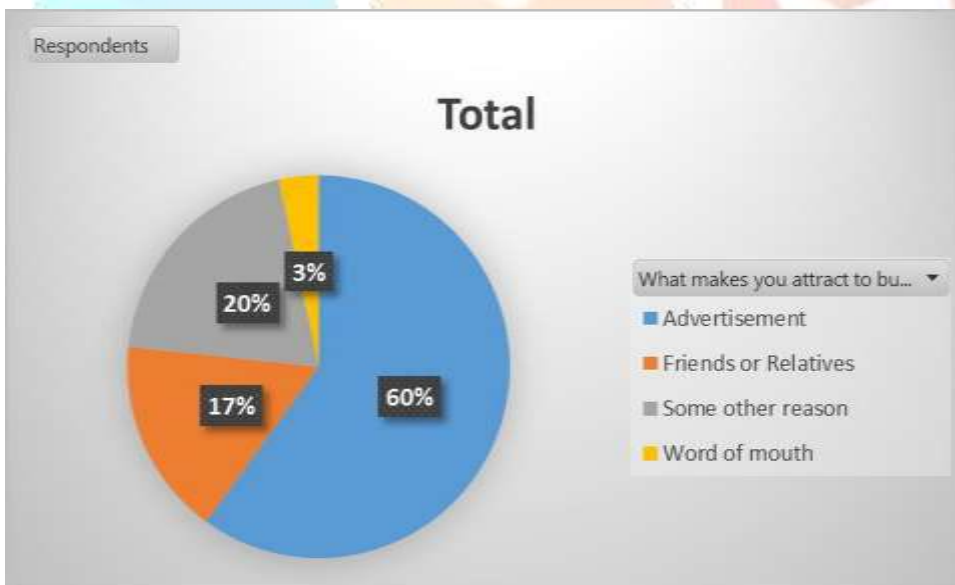
Mostly consumer prefers Amazon for online shopping i.e. 47%, 7% prefer club factory, and 23% prefer myntra for buying online. 3% Consumer prefer Nykaa. 13% people prefer other website for online shopping.

8. Which product you prefer buying online?



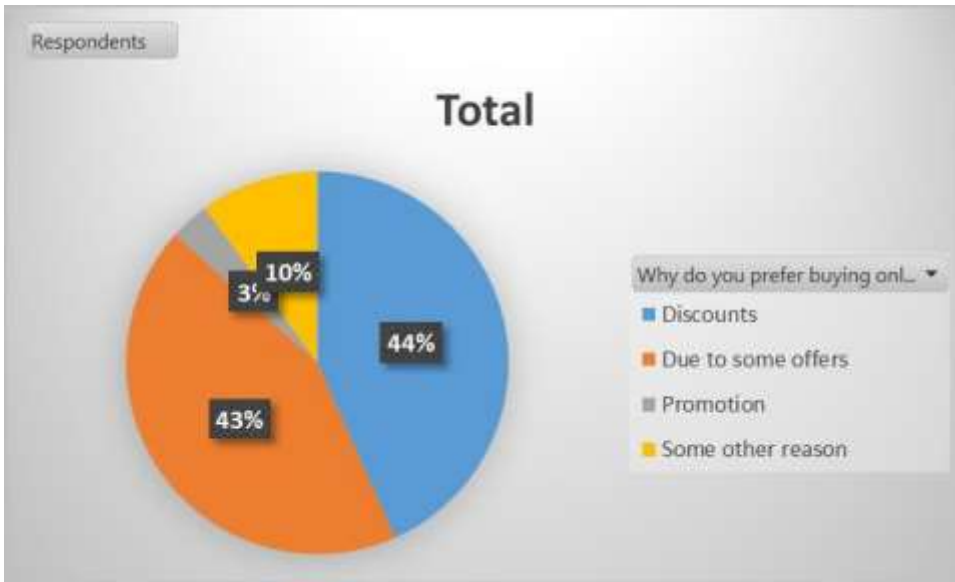
From the above diagram you can analyse the product preference. 43% Consumer prefer buying clothes from online and 17% believe in buying household product. 13% buy accessories through online shopper site. People also prefer buying footwear online i.e. 3% and 7% prefer cosmetics.

9. What makes you attract to buy online?



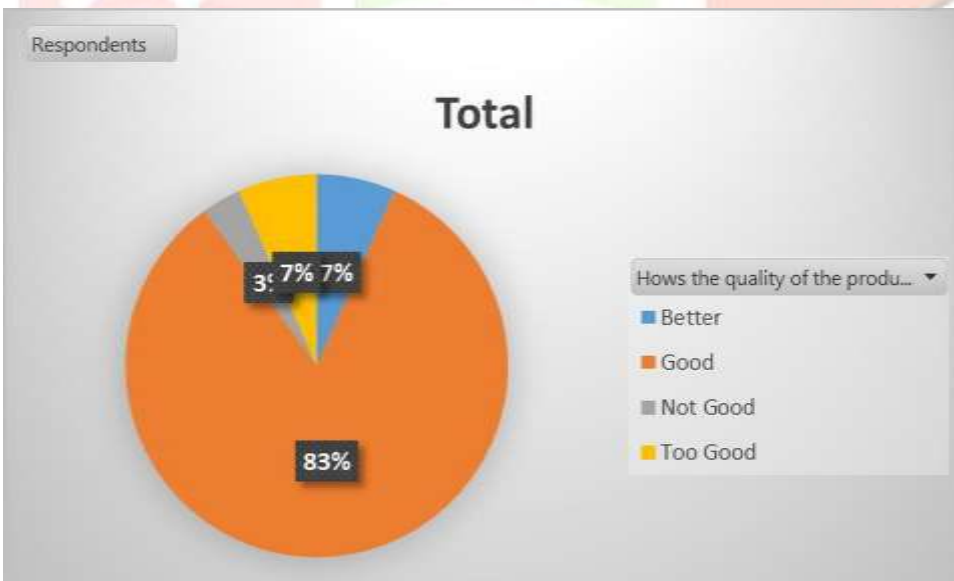
From the above pie one can analyse that what attract people to buy online. So from the respondents we can see 60 % people shop online due to advertisement and 20% due to some other reason and 17% are influenced by friends and relatives and remaining 3 % shop online through word of mouth.

10. Why do you prefer buying online?



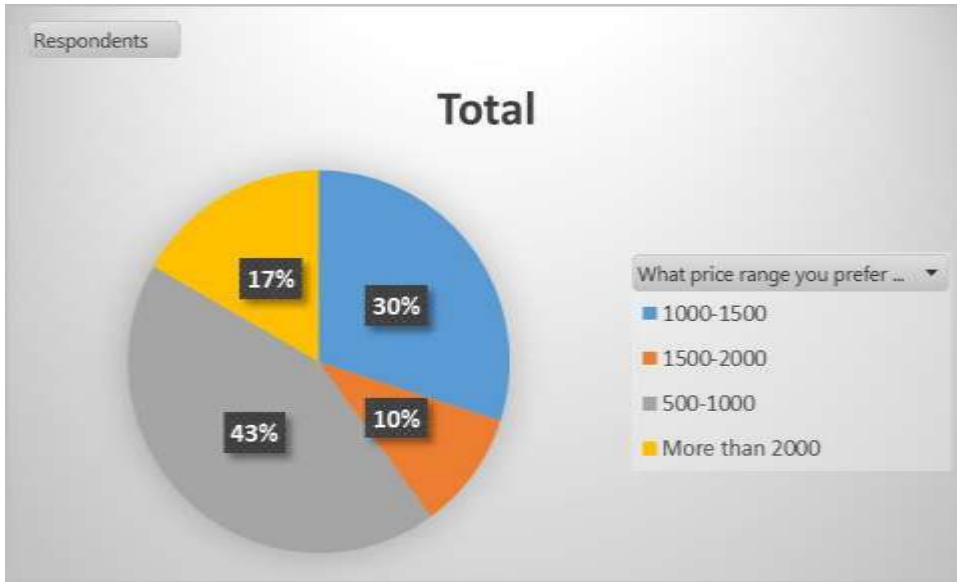
People prefer online shopping as get some offers or discounts etc. From the analysis you can see 44% shop online due to Discounts what they receive while shopping online. And 43% shop due to offers they get while buying that product. 10% shop due to some other reason and remaining 3% shop online due to some promotions activities that take place.

11. How's the quality of the product you buy online?



The above responds shows that 83% prefer buying online due to quality is good. Only 7% people feel the quality is too good. And 3% feel the quality of the product is not good it means there experience of buying online will not be that good. And only 7% feel that quality is better.

12. What price range you prefer while purchasing online?



The 43% consumer prefer price range for 500 – 1000 and 30% prefer shopping up to 1000-1500 and 10% prefer 1500-2000 and remaining 17% prefer more than 2000. It depends on the consumer income or the product value or the quality etc.

13. Are you happy with the services they provide?



From this you can analyse the service they provide during online shopping. 30% people are somewhat happy with the service for online buying. 67% consumer are happy with their service like delivery on time and return or exchange policy would be ease to do. And remaining 3% feel they need to improve their services.

LIMITATION

- Sample size taken for study is small
- Time is limited to conduct the in dept. research about the online shoppers
- There is always a chance of error in survey due to attitude of people responding to the questions.

Suggestions and Recommendations:

- The returning policy of the product should be improved which will help them to create a good website reputation and repurchasing power.
- Few people still don't know how to order the product online and they have a lack of confidence for paying online. So the online retailers or the service provider should create more awareness to consumer to order online.
- Majority people who shop online are the High income group but more consumer are from middle and the lower level group of people. So the online marketers can concentrate on innovative ideas to increase online business through middle and the lower level people.
- They should implement precautionary steps to solve the problem like lack of security on online payment or theft of Credit card or the debit card information.
- Should create more awareness about their product so that people who shop online can be clear while doing it.

Conclusion:

From the Analysis we came to know women mostly prefer online shopping as well as they shop online due to some offers or promotions etc.

The study reveals that the male prefer less shop online than a Female. The female are more into online shopping because they enjoy doing shopping whether it is online shopping or offline. The young generation are more often into online shopping and even the working women and the housewife which feels it saves time as well as they get variety of options while purchasing online. There is increase in demand for online shopping due to various options for the consumer to choose and at a reasonable price lesser than the market. Mostly Women prefer shopping clothes through online than any other product. There are few women who are still not aware about the shopping sites and even not that advanced to use internet.

So, now a day's women prefer online shopping as they get everything at a door step. The working woman doesn't get that much time to go out and shop. They prefer buying online. From this study we can conclude that there is an increase in online shoppers especially women.

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