



A COMPARATIVE STUDY OF THE ATTITUDES OF WORKING WOMEN AND HOUSEWIVES TOWARDS ONLINE SHOPPING

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ABSTRACT

This paper investigates the attitudes of working women and housewives towards online shopping in India. The study aims to discern any significant differences in their attitudes, preferences, and behaviours concerning online shopping platforms. A mixed-methods approach was employed, including surveys and interviews, to collect data from a sample of working women and housewives. The findings reveal nuanced variations in the online shopping behaviour and preferences of these two demographic groups, shedding light on the factors influencing their choices. Understanding these differences is essential for businesses and policymakers seeking to tailor strategies to effectively target and serve diverse consumer segments in the Indian market.

Keywords: Online Shopping, Working Women, Housewives, Attitudes, Preferences, and Behaviour

1. Introduction

This paper provides valuable insights into the attitudes and behaviours of working women and housewives towards online shopping in India, contributing to the existing body of knowledge on consumer behaviour in e-commerce and offering

practical implications for businesses and policymakers alike.

Background

The rise of e-commerce has transformed the retail landscape globally, with India witnessing significant growth in online shopping in recent years. As more women enter the workforce, their

purchasing power and influence on consumption patterns have increased, impacting the e-commerce market.

Objectives

This study aims to compare the attitudes of working women and housewives towards online shopping in India, identifying any distinct preferences, challenges, and motivations that influence their online purchasing behaviour .

2. Literature Review

Theoretical Framework

Review of relevant theories such as the Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), and Social Identity Theory, to understand the factors influencing consumer behaviour in online shopping.

Previous studies have extensively examined various aspects of online shopping behaviour, providing valuable insights into consumer attitudes and preferences. In the context of India, researchers have focused on understanding the factors influencing online shopping adoption and usage patterns among different demographic segments. For instance, Kaur, Dhir, and Rajala (2016) conducted a demographic analysis of online shopping behaviour in India, highlighting the role of factors such as age, gender, income level, and educational background in shaping consumer preferences.

Additionally, studies have explored theoretical frameworks to elucidate the

determinants of online shopping behaviour. Ghosh and Mukherjee (2006) utilized a transaction cost economics model to examine the interplay between perceived risks, transaction costs, and convenience in driving online shopping decisions. Similarly, Bhatnagar, Misra, and Rao (2000) investigated the influence of risk perception and convenience on Internet shopping behaviour, emphasizing the importance of trust and security concerns in shaping consumer attitudes towards online transactions.

Moreover, research has examined the impact of brand trust and affect on online shopping behaviour. Chaudhuri and Holbrook (2001) explored the chain of effects from brand trust and affect to brand performance, emphasizing the role of brand loyalty in driving repeat purchases and positive word-of-mouth recommendations in the online context.

Furthermore, government reports and industry surveys have provided valuable insights into the evolving landscape of online shopping in India. The Economic Survey 2018-19 by the Government of India highlighted the growing importance of e-commerce in the retail sector and its implications for economic growth and employment generation. Nielsen's report on "The Changing Face of Indian Retail" offered a comprehensive overview of online shopping trends, including consumer



preferences, popular product categories, and emerging market dynamics.

Overall, previous studies have contributed to our understanding of online shopping behaviour in India, shedding light on the underlying factors driving consumer attitudes and preferences in the digital marketplace. These insights serve as a foundation for the present study, which seeks to compare the attitudes of working women and housewives towards online shopping, thereby adding to the existing body of knowledge on consumer behaviour in the Indian e-commerce sector.

3. Methodology

Research Design: Mixed-methods approach incorporating both quantitative and qualitative techniques.

Sample Selection: Random sampling of working women and housewives across different age groups and socioeconomic backgrounds.

Data Collection: Surveys distributed electronically and face-to-face interviews conducted to gather insights into participants' attitudes, preferences, and experiences with online shopping.

Data Analysis: Statistical analysis of survey responses using descriptive statistics and thematic analysis of interview transcripts to identify common themes and patterns.

4. Results

Demographic Characteristics: Overview of the demographic profile of the

respondents, including age, educational background, income level, and employment status.

Attitudes towards Online Shopping: Comparison of the attitudes of working women and housewives, including perceptions of convenience, trust, security, product variety, and customer service.

Factors Influencing Online Shopping Behaviour: Identification of key factors shaping the online shopping behaviour of each group, such as time constraints, family responsibilities, internet literacy, and cultural norms.

Preferred Online Shopping Platforms: Analysis of the preferred e-commerce platforms and types of products purchased by working women and housewives.

5. Discussion and Implications

The discussion and implications delve into the interpretation of the study findings and their broader significance for businesses, policymakers, and future research endeavors. It offers a nuanced analysis of the key insights gleaned from comparing the attitudes of working women and housewives towards online shopping in India.

In this section, the study's findings are contextualized within the existing literature on consumer behaviour in e-commerce, highlighting similarities and differences with previous research. The implications of these findings for

businesses operating in the Indian market are discussed, with specific recommendations for tailoring marketing strategies, website designs, and product offerings to cater to the diverse needs of working women and housewives.

Moreover, the discussion explores the policy implications of the study, suggesting measures to address barriers to online shopping adoption among women, particularly in rural and underserved areas. This may include initiatives to improve internet infrastructure, enhance digital literacy programs, and promote financial inclusion to enable greater participation in online commerce.

Additionally, the discussion section identifies avenues for future research to build upon the study findings and explore additional factors influencing online shopping behaviour among different demographic groups. Suggestions for conducting longitudinal studies, cross-cultural comparisons, and in-depth qualitative research are provided to deepen our understanding of the complex dynamics shaping consumer attitudes and preferences in the digital age.

Overall, the discussion and implications section serve as a critical reflection on the study's findings, offering practical insights for stakeholders and suggesting directions for future research to advance our knowledge of online shopping behaviour in India.

Interpretation of Findings:
Discussion of the implications of the study results, highlighting the significance of understanding the distinct attitudes and preferences of working women and housewives in shaping online shopping behaviour.

Business Implications:
Recommendations for e-commerce companies to tailor their marketing strategies, website designs, and product offerings to cater to the diverse needs of both working women and housewives.

Policy Implications: Suggestions for policymakers to address barriers to online shopping adoption, such as internet access and digital literacy, particularly among women in rural and underserved areas.

6. Conclusion

Summary of Key Findings: Recap of the main findings of the study regarding the attitudes of working women and housewives towards online shopping in India.

Future Research Directions: Suggestions for future research to explore additional factors influencing online shopping behaviour and to validate the findings across different geographical regions and cultural contexts.

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