



Assessment of Women's Online Shopping Behavior in India: Model Design and Analysis

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Abstract: The exponential increase in internet usage in India has driven the swift growth of e-commerce, with women playing a crucial role in this expanding digital economy. This research presents a thorough literature analysis and framework to examine the factors affecting the online purchasing behaviour of women in India. The study specifically attempts to examine the influence of psychological, social, cultural, economic, privacy and security, and technological aspects on the purchasing decisions of female consumers. This research underscores the difficulties women encounter in online purchasing, especially in apparel and cosmetics, providing a gender-specific perspective frequently overlooked in existing studies. This study's originality stems from its integrative methodology, synthesising findings from established consumer behaviour theories and applying them to the context of women's online buying practices in India, an area that has been insufficiently explored. By addressing these gaps, the study enhances the theoretical comprehension of women's digital consumer behaviour and establishes a foundation for future practical strategies that businesses, marketers, and policymakers can utilise to improve the online shopping experience for Indian women.

Introduction

The e-commerce market in India has been rapidly expanding, in parallel with a substantial rise in the number of internet users across the country. According to projections by the Internet and Mobile Association of India (IAMAI), India is anticipated to have a remarkable 900 million people using the web until 2025 (India Likely to Have 900 Million Active Internet Users by 2025: Report | IBEF, 2023). A noteworthy pattern in this expansion is the significant involvement of women in online purchasing, comprising a substantial proportion of the nation's online shoppers. Understanding the factors

and patterns that influence women's online purchasing behavior are crucial as their involvement in online shopping continues to grow. This study delves into the intricate buying behaviors of Indian women. Gain insight into the myriad factors influencing their online buying habits and their choices. According to the study, individual, social, economic, and psychological factors heavily influence outcomes. This study also investigates various models and theoretical frameworks that attempt to account for consumer behavior. This section of the



report details the intricate online buying habits of Indian women.

Background and rationale for the study

Internet shopping's profound impact on conventional brick-and-mortar establishments is indicative of the rapidity with which customer behavior is evolving. This change in thinking is mostly attributable to the gender gap that has emerged as a result of the explosive growth of online purchasing. According to a recent survey, women now account for 58% of online shoppers (BestMediaInfo Bureau, 2022). This tendency is even more noticeable in India now that online buying among women has risen significantly over the past few years. Women make up the bulk of India's burgeoning e-commerce market, therefore, understanding what drives female online shopping habits is important (Kumar and Singh, 2014). One important sign of how consumers are changing is the rising proportion of females involved in online shopping.

It is crucial to understand why and how Indian women shop online, given the impact of e-commerce on the retail industry. The exponential expansion of e-commerce is a revolutionary force that has touched every facet of life for Indian women; it is more than simply a statistic. Considerations such as advertising, product quality, price strategies, and promotional activities are among the several elements that influence the online purchasing decisions of Indian women. A greater appreciation of the determinants of women's online buying habits can be gained by categorizing them into three distinct groups: impulsive buyers, individuals seeking diversity, and those aiming to alleviate cognitive dissonance. This study intends to examine the factors that influence the online buying preferences of Indian women, considering the growing e-commerce industry in India.

Research problem and objectives

Additionally, there is mounting indication that women from Visakhapatnam are making increasingly more purchases online, according to research by Kaur and Singh (2022). Learning what motivates Indian women to buy online is crucial for understanding the country's booming e-commerce sector, which includes the growing share of online purchases made by female consumers (Rao et al., 2018). The present investigation takes a look at the myriad of elements that influence women's clothes and cosmetics purchases made online. This research digs into the complex nature of Indian women's online shopping by investigating their demographics, product preferences, and purchasing behaviours.

Purpose of this research:

The objective is to determine what influences Indian women's internet shopping habits and study them. To improve women's experience when shopping online and create more efficient advertising approaches, it is essential to have a greater awareness of these consequences, argues Pandey and Parmar (2019).

In this research, we assess all of the Indian internet marketplaces. Exploring the choices, experiences, and obstacles faced by female users across various platforms can provide light on the Indian e-commerce landscape (Ghous et al., 2020).

This research examines the product types female shoppers buy in Visakhapatnam, India. The most notable items include apparel, cosmetics, impulsive buys, variety-seeking, and dissonance buying. Governments and corporations can use this data to improve their product category planning, according to Misha Suhail and Hemmige (2021).

Find Issues: This study explains women's internet shopping concerns. The findings should boost women's online shopping confidence, improving online shopping experiences.

In 2020, Putnam et al. Construct an In-Depth Model: Create an in-depth model that depicts the nuances of online purchasing behavior among women from Visakhapatnam, India, with a focus on apparel and beauty products (Nayani et al., 2021; Rao et al., 2021). Marketers and politicians in India could gain a deep understanding of the local context by employing this strategy (Madhuri et al., 2022; Ramalingam et al., 2024).

Offer Practical Suggestions: The study's overarching goal is to provide practical, targeted suggestions for marketers and companies looking to better understand and engage with Indian women shoppers online.

Scope and Limitations

In this paper, our essential objective is to comprehensively get it the online buying behaviour of women in Visakhapatnam, India. We particularly emphasize statistic factors, item categories, and different affecting variables such as social media promoting and promoting channels. This investigation offers noteworthy experiences for businesses and marketers to successfully lock in female buyers in India's quickly advancing online commercial center. Be that as it may, it's vital to layout the scope and imperatives of this consider to set clear desires. Our ponder digs profoundly into the effect of social media showcasing, publicizing, and particular buying practices, basically inside the chosen item categories. It is critical to recognize that the scope of this

inquire about, whereas giving important bits of knowledge, does not include the full range of components that may impact women's online buying conduct. Components like culture, brain research, and financial matters, whereas noteworthy, are not inside the coordinate scope of this paper and are subjects for future studies.

Additionally, the discoveries of this think about are grounded in the particular setting of Visakhapatnam, India. As with any localized inquire about, the information reflects the special elements of this territorial e-commerce advertise. Subsequently, the comes about may not be generally appropriate to other districts or societies. In spite of these impediments, this investigation constitutes a foundational investigation into the complexities of women's online buying conduct inside the region, giving a premise for broader examinations in the future. This paper outlines profitable experiences into a section of the multifaceted components impacting women's online buying conduct. Whereas its scope is localized, it lays the foundation for encourage investigation of the broader impacts in consequent investigate.

Methodology

The methodology for this research employed a systematic and structured approach to the search, selection, and analysis of pertinent academic sources. We developed a thorough search approach to identify literature regarding the online purchase behaviour of women in India, emphasising pertinent elements such as consumer behaviour theories, cultural and economic effects, and technological improvements. The principal databases utilised for this research were Scopus, Elsevier, Google Scholar, and PubMed, where we employed search terms such as “online shopping,” “women consumers,” “India,” and “consumer behaviour theories.” The search encompassed publications from peer-reviewed journals, conference proceedings, and books released during the past decade to guarantee the incorporation of the most current and pertinent research.

The collected material was further classified into topic categories according to aspects affecting online buying behaviour: psychological, social, cultural, economic, privacy and security, and technological influences. Each study was meticulously examined and categorised based on these topic domains, guaranteeing the representation of qualitative and quantitative viewpoints. Selection criteria prioritised studies based on their relevance to the study issue, focus on female customers in India, and the theoretical frameworks utilised.

We employed NVivo software for data analysis, systematically coding and classifying important themes that surfaced in the literature. We were able to find trends, gaps, and important insights in the data by using NVivo to assist organise and visualise it. This software was helpful in establishing a thorough synthesis of the literature and in identifying relationships between different parameters. This method led to the identification of broad themes and trends in women's online buying behaviour, which served as a solid basis for the development of the theoretical framework this study presents.

This methodical approach ensures a thorough literature assessment, incorporating current material and facilitating the creation of a unified theoretical framework that deepens our comprehension of the online buying behaviours of Indian women.

Literature Review

The literature review is an integral part of our research report, which compiles and summarizes relevant prior findings. Research on women's buying habits and the factors that impact their choices has been extensively studied and reviewed in this section. First, we'll talk about the different types of consumer behaviour, such as impulsive, variety-seeking, and dissonant buying. What follows is a summary of research on the effects of social media ads on customer actions and choices. Finally, we will discuss the recent trends in the FMCG, cosmetics, groceries, and apparel industries and their impact on women's online purchasing habits. In summary, the literature evaluation will offer a comprehensive comprehension of the current research in this field and pinpoint areas where there is a lack of information that this study aims to fill.

Online Shopping Behaviour: An Indian Perspective

The increase in smartphone clients and web entrance has revolutionized E-commerce. An increasing number of consumers rely on Internet shopping owing to its convenience, user-friendliness, and the extensive range of products accessible at their fingertips. In any case, with this surge in online e-commerce clients, predicting their behaviour becomes continuously challenging. By FY25, the Indian e-commerce business is expected to reach a value above USD 20 billion, with a potential annual growth rate of as much as 60 percent. According to reports from IBEF, it is estimated that the Indian online shopping market will reach a value of USD 111 billion by mid-2024 and a value of USD 200 billion by 2026 (Indian E-commerce Industry Analysis | IBEF, n.d.).

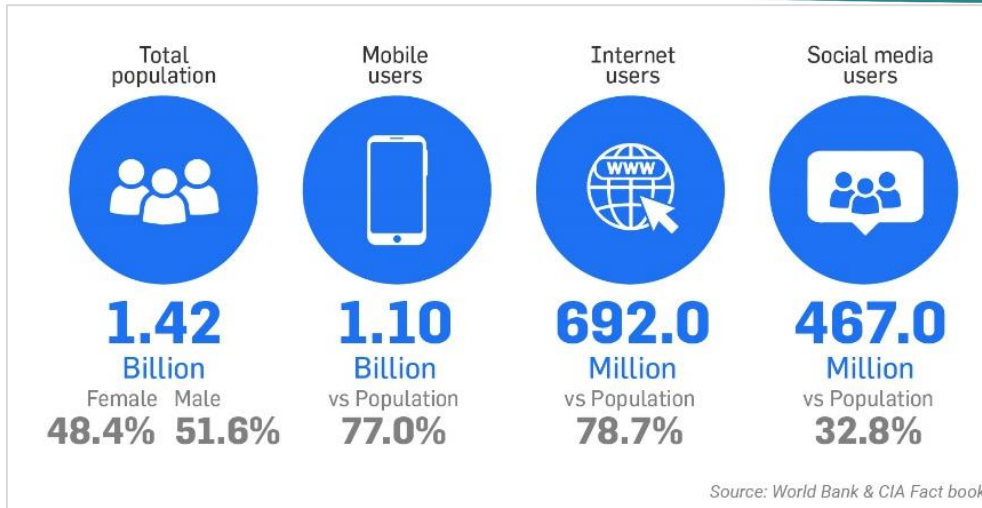


Figure 1. A summary of the Indian population, mobile usage, and internet usage statistics (Data on JAN 2023).

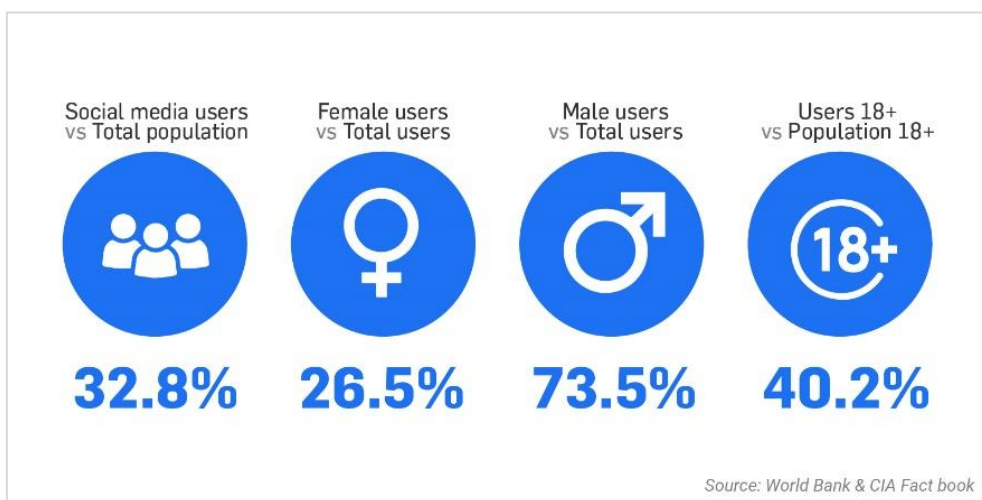


Figure 2. Statistics on Social Media usage in India (Data on JAN 2023).

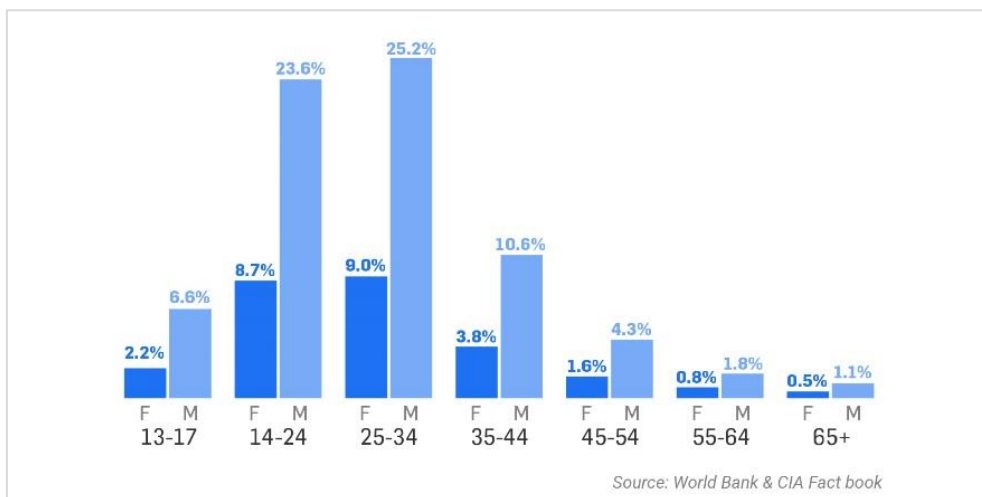


Figure 3. The percentage distribution of social media users by demographic factors (Data on JAN 2023).

The insights in Figure 1 outline ladies being critical web and social media clients in India. With about 50% of the Indian populace (India - Place Explorer - Data Commons, n.d.) being female, it is apparent that around 77% of the portable clients in India are visited by web and social media clients. This drift underlines the

developing significance of the web and social media in Indian women's lives. Figure 2 outlines that roughly 26.5% of all social media clients in India are female, with most clients being over 18 a long time of age (Social Media in India - 2023 Stats & Platform Trends - OOSGA, n.d.). This implies that ladies in India,

independent of age, are progressively grasping social media stages to communicate and connect with others. Figure 3 breaks down the social media clients by age gather and sex, giving a point-by-point viewpoint into the statistics of social media clients in India. This data might be pertinent in making a difference in trade people and marketers make educated choices around the target group of onlookers of the items and administrations being promoted in the nation (Statistics, 2023).

Fig. 4 shows India's top 10 most commonly used social media platforms and e-commerce applications (Statista, 2023). Social media networks like WhatsApp, YouTube, Instagram, and Facebook substantially influence attracting visitors to e-commerce websites. Social media marketing substantially impacts enticing consumers to make purchases or place orders on e-commerce platforms. Consequently, numerous enterprises are employing social media platforms to advertise their products and enhance their digital visibility. Figure 5 illustrates the product category-wise distribution of online sales in India from 2017 to 2023 (forecasted) (Statista, eCommerce - India, 2023).

The analysis of the elements influencing purchasing through the internet in India is presented in Figure 7. The survey reveals that free delivery is the most significant driving factor, with 42.4% of consumers stating that they are more likely to purchase if free delivery is offered (DB, 2023). Easy returns policy, coupons, and discounts also rank high as driving factors, with 35.7% and 32.2%, respectively. Reviews from other customers and next-day delivery are also critical to Indian consumers, with 29.5% and 28.4% stating that these factors influence their purchase decisions. Other driving factors include the ability to pay cash on delivery, fast and easy checkout, eco-friendliness of the product or company, loyalty points, and social media engagement.

The e-commerce wave has flooded India, but there is no doubt that clothing and cosmetics have emerged as the champions. The dominance of clothes in online purchases can't be belied, with a whopping 60% of consumers roping in digital wardrobes in 2023. The cosmetics sector accounts for 46% of e-commerce shoppers. What this amounts to is a rather booming market, with the apparel e-commerce market worth \$58.96 billion by 2025 and the



Figure 4. Top 10 social media platforms and e-commerce apps used in India.

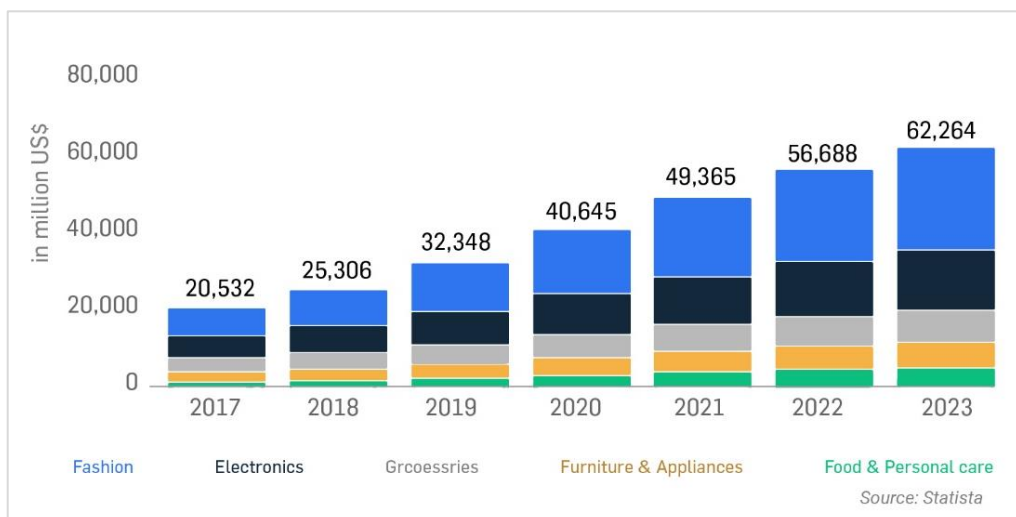


Figure 5. Distribution of product categories sold on Indian e-commerce platforms.

cosmetics section chalked up as \$25.56 billion. But who are the market forces that fuel this online shopping spree? Women, who make up 70% of the online customer base, are the upper hand, driven by convenience and a wider product choice over traditional brick-and-mortar stores. Influencer recommendations made on social media also play a huge role, as 57% of Indian women find themselves under the sway of online trends. Moreover, regional preferences and cultural contexts prevail, with e-commerce platforms crafting their offerings to appeal to a diverse nationwide.

Top models in use include TRA (Gundala et al., 2022), TPB (Del Castillo et al., 2021), TAM (Paz & Vargas, 2023), and SOR (Upadhyay & Kamble, 2023). These models considered consumers' thoughts, intents, and environments. The TRA model prescribes customer behavior based on personal values and social conventions. In contrast, the TAM model holds that a technology's perceived utility and simplicity determine its acceptability. According to the SOR model, advertising and website design may influence consumer behavior via altering mental processes. These models aid online

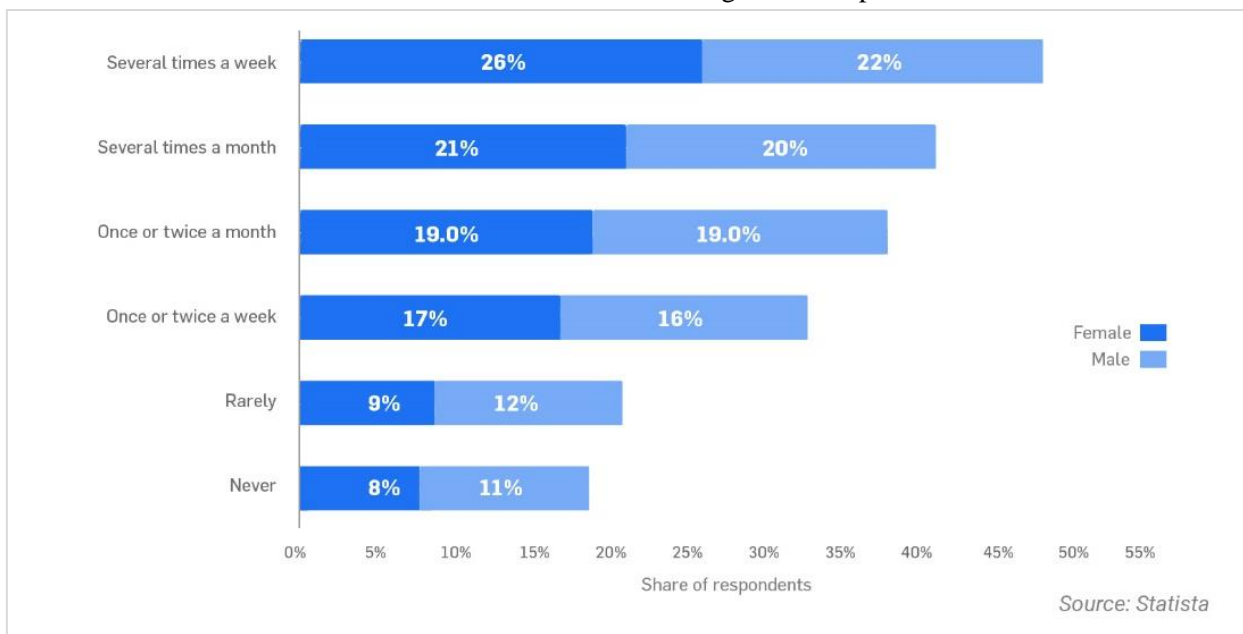


Figure 6. Frequency of Online Shopping in India by Gender.

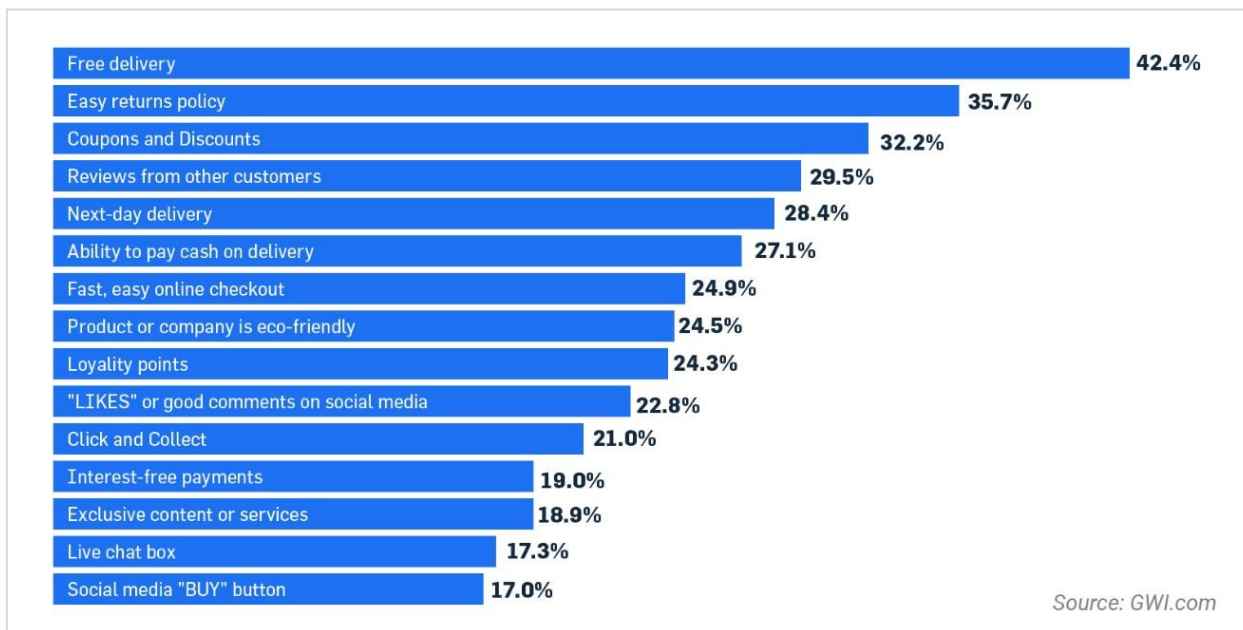


Figure 7. Factors driving online purchases.

Theoretical Underpinnings: Models of Consumer Behaviour

Various theoretical frameworks and models were created to elucidate and forecast consumer behaviour.

purchasing consumer behavior research.

Many ideas and paradigms explain consumer behavior. The Self-Concept and Identity Theory (Rogova and Matta, 2022), Means-End Chain Theory (Kaciak and

Table 1. Theoretical models analysis.

Model	Key Focus	Factors influencing behaviour	Example
Theory of Reasoned Action (TRA)	Attitudes and Subjective Norms	Attitude: The consumer's evaluation of behavior can be positive or negative. Subjective norm refers to an individual's opinion of the societal pressure they feel to partake in a specific behavior.	A consumer's decision to buy organic food is influenced by their own positive attitude towards it and the perception that others expect them to buy organic.
Theory of Planned Behaviour (TPB)	Intention and Perceived Control	Intention: The deliberate and aware plan of a consumer to carry out a specific behaviour Perceived Control: Belief in one's ability to perform the behaviour	The likelihood of a consumer engaging in online shopping is contingent upon their purpose to do so (intention) and their confidence in their ability to overcome any hindrances (perceived control).
Technology Acceptance Model (TAM)	Adoption of Technology	Perceived Usefulness: The conviction that utilizing the technology would yield advantages. Perceived Ease of Use refers to the conviction that utilizing the technology will require minimal effort.	Consumers are more inclined to embrace a novel mobile purchasing application if they believe it to be advantageous and user-friendly.
Stimulus-Organism-Response (SOR) Model	External Stimuli and Internal Processes	Stimuli: External factors like marketing messages or website design Organism: Internal psychological processes like emotions and cognitions Response: Consumer's behaviour	A persuasive marketing email triggers positive emotions in a consumer (organism), leading them to purchase the advertised product (response).
Self-Concept Theory	Self-perception and Identity	Consumer's self-image and desired identity	A consumer may buy luxury clothing to project a successful and sophisticated image (desired identity).
Identity Theory	Social Roles and Group Affiliation	Consumer's roles and groups belonging	Teenagers may buy clothes popular among their peers to fit in and belong.
Means-End Chain Theory	Values and Consequences	Functional consequences (product features) Psychological consequences (emotional or social benefits) Values (desirable states)	A consumer buys a coffee maker not just for its brewing function (functional consequence) but also for the convenience and social bonding it brings (psychological consequences), ultimately fulfilling their value of a comfortable and connected life.

Cullen, 2006), and Attribution Theory are examples. Several alternative models have been proposed. Marketers may use these theoretical frameworks to their

advantage by learning more about customer decision-making and developing strategies to influence consumer behaviour.

Previous Research on Women's Online Shopping Behaviour

We have looked at various studies and papers about the research topic. The review of this literature will help us understand if any areas haven't been explored yet and also give us a base theory for our research. Additionally, it enables the researcher to stay current with the most recent knowledge regarding the subject and establishes the groundwork for formulating research inquiries and hypotheses.

Online purchases made by women were influenced by social media platforms including Facebook, Instagram, and X (Twitter), as reported by Jeljeli et al. (2022). Products and services can be reviewed and friends and family can make recommendations on these sites.

Suppose you ask Kapoor and Kulshrestha (2008). In that case, many elements influence women's online purchasing behavior, including product quality, seller trust, privacy and security concerns, website design and operation, and more. One study found that many internet

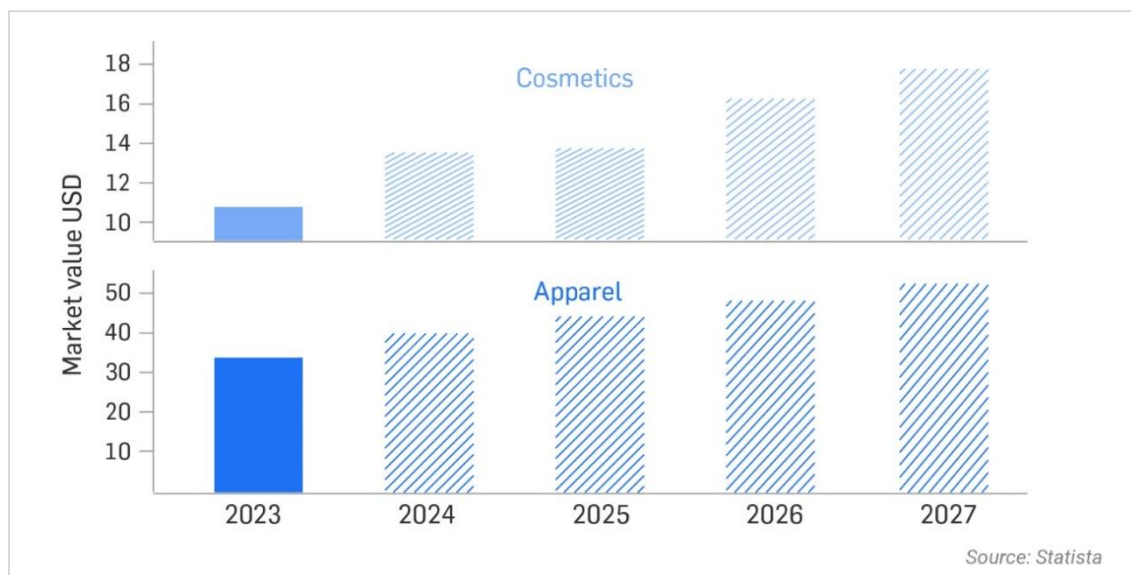


Figure 8. Indian e-commerce apparel & cosmetics forecast growth rate.

A study done by (Raman, 2014) looked at what makes Indian women buy things online. They found that the biggest things women consider are price, whether they trust the website, how convenient it is to shop there, and the quality of the products.

Online shopping, especially for Indian women, serves practical and recreational needs, as Khare (2011) stated. Delight, reliability, peer pressure, simplicity. Roy et al. (2016) investigated the online buying preferences of women and found that it was influenced by age, education level, income, and personality traits.

When making an online purchase, Gowda and Chaudhary concluded that Indian women are more likely to read reviews and do research (2018). In their online purchasing decisions, Indian women rely on reviews and personal recommendations, as Devedi et al. (2017) reported. A personal referral or reading reviews can increase purchases.

Per Rao et al. (2018), there are numerous reasons why people purchase online. The product's quality, pricing, alternatives, and practicality should be carefully considered. Finding deals online is more appealing to women, the survey found.

shoppers make hasty purchases (Aragoncillo and Orus, 2018). Feelings, the product's online presentation, and available time are all considerations.

Ha (2008) looked at how women prefer to shop online and what elements make up websites. Results showed that women liked e-commerce sites with lots of products. Online purchasing behavior may be influenced by cultural variations in individualism and collectivism, as suggested by Yolanda et al. (2017). Family recommendations are more important to communist women than individualism when making purchases.

When shopping online, women are swayed by reviews (Rakesh and Khare, 2012). While positive ratings increase the likelihood that a woman will purchase the product, negative ones may cause her to rethink her purchase. According to studies (Chincholkar and Sonwaney, 2017), women are swayed by online product descriptions and information while making purchases. Product details entice female consumers to make a purchase.

Women's online shopping is influenced by the trust they have in online retailers (Sahney et al., 2013). Reliable and secure websites have a higher rate of customer retention. Research has shown that women

place a high value on online purchase risk (Chang and Wang, 2011). When consumers feel safer, they are more inclined to make a purchase.

Perceived value influences women's behavior when making online purchases, according to a study on the topic (Baidoun and Salem, 2023) Women are more likely to buy a product if they believe it is worth the price. Ganguly et al. (2010) assert that a website's aesthetic appeal and user-friendliness significantly influence women's decision to make online purchases. Websites that are easy to navigate, attractive in design, and allow for online shopping tend to attract more female customers.

Researchers (Rungtornsupavan et al., 2019) found that the amount of website interaction influences women's online shopping engagement. Online stores may attract more female customers by enhancing the user experience with interactive elements such as chatbots and personalized recommendations. Consumers, particularly women, who shop online value trust in brands highly (Chandra and Sinha, 2013). Customers are more inclined to shop at trustworthy internet retailers.

According to Xu (2006), online retailers that use customers' purchase histories to recommend products significantly impact women's online purchasing behavior. Sites that allow for such personalization tend to attract more customers, particularly female consumers. According to research (Benson et al., 2019), women's social identities influence the way they shop online. The way in which products depict women in terms of their gender, age, and career has an impact on their purchasing behavior.

In a study conducted by Dennis et al. (2010), it was discovered that their peers' online behaviors influence women's online buying behavior. The buying habits of their friends influence consumer purchasing behavior. Customer service quality significantly impacts women's online shopping behavior (Raman, 2019). E-commerce platforms that offer prompt and amiable customer care tend to appeal to a larger female demographic.

Research indicates that online product displays significantly impact women's purchasing decisions (Osakwe and Chovancová, 2015). Women are more likely to purchase if the product descriptions and graphics appeal. Fortes and Rita (2016) found that online privacy and security concerns significantly affect female internet shoppers. Women have a preference for online buying sites that prioritize and prioritize data security and transaction security.

According to Ling and Salvendy (2013), a website's usability impacts women's online shopping. Websites that primarily cater to women tend to attract many visitors. According to Varma and Agarwal's (2014) research, housewives engage in online shopping through social media platforms. A multitude of social media influencers have a significant impact on the purchasing decisions of housewives.

Online marketplaces are seeing an increase in the number of purchases made by young Indians, according to Rana's 2019 report. Furthermore, the survey revealed that millennials, compared to previous generations, are more susceptible to social media influence and are more inclined to make impulsive purchases. According to research by Gupta and Shome (2020), marketing campaigns on social media influence customers' final purchase decisions. Their effectiveness is conditional on the product, demographic, and advertising approach.

Jukariya and Singhvi (2018) found that there are a number of important factors that influence students' online purchasing habits. These considerations include the security of transactions and various payment options, privacy and security of personal information, product price and quality, accessibility, and after-sale support. Perceived danger does not substantially impact the attitude of Indian female shoppers, according to research (Arora and Rahul, 2018). Despite this, security risk was the least significant of the risk categories examined in the study.

This study (Sambargi and Gopal, 2016) reveals that women with utilitarian shopping orientations are likelier to purchase FMCG/groceries online. Given the changing socio-economic landscape and limited time available for grocery shopping, online retailers should consider this factor when targeting women with strategies for selling FMCG/groceries online.

The findings (Chauchard et al., 2020) suggest that individuals with compulsive buying tendencies exhibit heightened sensitivity to marketing strategies. However, it should be noted that vulnerability to marketing was not found to predict the severity of BSD (Buying-Shopping Disorder) directly. When they analyzed the data (Ruane and Wallace, 2013), they saw two big things: how important social media is and the impact of the internet in general. This shows that social media circles can really influence what brands people choose and helps us understand how women shop online.

A recent survey (Rai and Yadav, 2022) showed that a few things can make people more likely to buy something online on a whim [impulse purchase]. These include ads made just for them [personalized advertisements], ads

that seem valuable [advertisement value], and a website that looks nice [website aesthetics]. But the survey also found that people are less likely to buy on impulse if they're worried about their information being shared.

The study conducted by (Leena and Seema, 2022) examines the impact of the COVID-19 epidemic on the online shopping behaviour of women in the workforce. The primary objectives are to ascertain women's knowledge regarding online shopping and determine the motivating factors behind their online clothing purchases. The research aims to gain a more comprehensive understanding of the purchasing behaviours of employed women who made online clothing purchases before and during the epidemic.

A study by (Subha and Jeyakumari, 2020) found that women shop online mainly to save time and convenience. They also consider the brand's reputation, price, how fast they can get the items delivered, and any deals or discounts offered. The study also found that ads, wanting to impress others, and recommendations from family or friends have less influence on what women decide to buy online.

Studies have shown that television ads can influence even uneducated women (Beevi, 2014). The urge to buy new products shown in these commercials could improve customers' quality of life. When it comes to lifestyle brands and products, women are quite selective (Bharati and Dinesh, 2019). Advertisements, friends and coworkers influence them while they shop.

Researchers Arekar et al. found a positive correlation between social media use and a number of purchasing behaviors (2018). There are examples of impulsive, regular, disagreement, and diversity-seeking behaviors. Increasing numbers of Indian women are making purchases online, which could have negative consequences (Sathya et al., 2023). This could lead people to spend more money than they need to or purchase things they don't need. Possible contributors include: cultural norms, individual budgets, consumption,

and lack of knowledge about money management.

Raman (2020) found that women who shopped online were more satisfied overall when they received good customer service. Women who report higher levels of agency and independence are also more likely to shop online. Two examples are being able to return items or get in touch with the merchant swiftly.

According to research by Thomas and Carraher (2014), their cultural backgrounds and personalities influence consumers' actions. Thanks to these findings, stores may better understand their consumers' preferences and develop strategies to compete on a worldwide scale.

The findings from (Mahmood et al., 2021) suggest that women have moderate to strong digital information literacy abilities. Nonetheless, they require greater self-assurance when making use of advanced search features. A study (Williams and Paul, 2014) examined women's unique online buying behaviours in India and the USA. The study unveiled notable disparities in women's internet purchasing patterns in these two countries.

Identified Gaps in the Literature and Research Opportunities

Table 2 shows some areas where we need more research on women and online shopping. Most studies so far have looked at what makes women buy things online, like if it's convenient, the price, how many choices there are, the quality, if they trust the seller, how easy the website is to use, and even cultural reasons. But there needs to be more research on how things like what their friends think (as shown in a study by (Usman et al., 2020), their sense of self, and their situation affect how women shop online. We also need to better understand how online shopping affects how women make decisions, how satisfied they are, and how loyal they are to certain websites. By doing more research in these areas, we can learn more about how women shop online and use this knowledge to create better marketing strategies.

Table 2. Gaps and opportunities.

Gap/Opportunity	Description
Limited focus on the Indian market	Many of the studies we looked at were done in other countries, not India. This means we don't fully understand how Indian women shop online compared to women in other places. There's a great opportunity for future research to explore what makes Indian women buy things online and how it's different from other cultures.
Limited Focus on Rural Women	Although there is extensive research on the online buying behavior of urban women, there is a notable lack of information regarding the elements that influence the online purchasing behaviors of rural women. Research should investigate the effects of restricted internet access, cultural norms, and language hurdles on the online purchasing experiences of women living in rural areas.

Insufficient Exploration of Regional Variations	Since India has so many different cultures across the country, women in each region might shop online for different reasons. Future studies could look at how women shop online in various parts of India and see what makes their decisions different. For example, what matters most to women in the south might be different from what matters to women in the north.
Lack of Longitudinal Studies	Most studies on how Indian women shop online only look at their preferences at one particular time. However, things change quickly online, so it would be helpful to do studies that follow the same women over time. This way, we could see how their online shopping habits change as new trends come along, new technology is invented, and the economy changes.
Underrepresentation of Qualitative Research	Most studies on the internet buying behavior of women in India rely on quantitative methodologies, which offer important insights into their preferences and reasons. Qualitative research, on the other hand, can offer a more profound comprehension of the fundamental motivations behind individuals' actions, delving into their feelings, perspectives, and encounters.
Limited Examination of Post-Purchase Behavior	Research frequently emphasizes the elements that impact women's online purchases while neglecting to examine their behavior after making a purchase. Gaining insight into consumer happiness, loyalty, and repurchase intent can offer useful information for e-commerce enterprises to enhance customer retention and encourage repeat business.
Need for Cross-Cultural Comparisons	By comparing how women shop online in India to how they shop in other countries, we can learn a lot about what makes Indian women choose what to buy online. This comparison can show us both the similarities and the differences, which can help us figure out the best ways for businesses to sell things online to women in India.
Inadequate investigation into the significance of trust and security	Although trust and security have been recognized as crucial elements in online shopping behavior, there is a dearth of research explicitly examining these aspects in the context of Indian women. Subsequent investigations could delve into the precise trust and security apprehensions that Indian women harbor while engaging in online shopping and the consequential impact of these concerns on their purchasing choices.
Limited focus on low-income and rural women	Most reviewed studies focused on women from urban areas and higher income brackets. Future research could explore the online shopping behaviour of low-income and rural Indian women, as these populations may face unique barriers and challenges.
Need for more qualitative research.	Researchers or scientists checking online shopping often use statistics and quantitative data to deduce how people shop. However, further research, including direct connection with Indian women, is necessary to understand the variables driving their online purchases and decision-making process. Researchers in this area can benefit from using focus groups and in-depth interviews to learn more about the subject.

Limited focus on the social media influence	Based on a number of studies, people's propensity to shop online is proportional to the amount of time they spend on social media. More research is needed to fully understand the impact of social media, especially on women in India. This kind of study might look at things like how people utilize various social networking sites to find and buy products and how these sites affect people's propensity to shop online.
Limited research on Online shopping's impact on women's psychological health and wellbeing	Find out more about the possible negative mental impacts of internet shopping, like addiction and compulsive purchasing, especially in women, by conducting a research study.
Culture's impact on Indian women's online shopping needs more study	Conduct comparative studies across different regions of India to analyze the impact of cultural and societal factors on women's online buying behavior.
E-commerce platforms' role in shaping Indian women's online shopping needs more study.	Examine the impact of e-commerce platform design and functionality on female consumers' purchasing behaviors and preferences.
Eco-friendly online shopping for women: Needs more study	Devise and assess tactics to promote sustainable online shopping among women, such as providing rewards for environmentally friendly purchases or suggesting eco-conscious products.

Consumer Behaviour Dynamics: Impulsive, Variety-Seeking and Dissonance Buying

Many studies in consumer behavior have examined discordant, impulsive, and variety-seeking purchases from both a theoretical and practical perspective. The phrase "impulsive buying" (Darmawan and Gatheru, 2021) refers to when customers make sudden and unforeseen purchases prompted by factors such as their emotions, wants, and appetites. Rohm and Swaminathan (2004) state that variety-seeking behavior happens when consumers try to satisfy their need for novelty or avoid monotony by acquiring new and different products. Lazim (2020) states that when consumers feel remorse or uncertainty following a purchase, this is known as dissonance buying behavior.

Many theoretical frameworks think they can explain this kind of spending. According to affect regulation theory, the motivation for impulsive purchases stems from a need to manage one's emotions. According to the Variety Model, customers' inherent desire to investigate and learn about different products drives variety-seeking. Cognitive Dissonance Theory (Kumar and Sharma, 2016) argues that people engage in dissonance buying when they feel psychological pain as a result of opposing ideas or ideals.

Extensive research on this aspect of consumer behaviour is still in its early stages, but what little is known about buying behaviour, depending on the type, is

beginning to fill in some gaps, especially when it comes to variety desire. According to studies, young shoppers tend to make hasty purchases, and a strong need for variety strongly correlates with an openness to new experiences and individuals. Munthiu's (2013) research identifies two primary factors that influence dissonance buying behaviour: the significance of the purchase decision and the presence of substitute options in the market.

Marketers and retailers must comprehend these kinds of purchasing behaviours. Organizations can achieve better marketing tactics, new product offerings, and increased consumer satisfaction and loyalty by understanding what drives impulse, variety seeking, and dissonance buying behaviour.

Setting the Stage: Case Study Location – Visakhapatnam

The city, commonly known as Vizag, is situated on the coast and functions as the primary center for commerce and industry in the southern state of Andhra Pradesh, India. It features as the 122nd fastest-growing city in the world (Industry Strategy Group, 2021). It's the biggest city in the state, famous for its stunning beauty and peaceful surroundings. Known for its beautiful beaches, serene landscapes, and rich cultural heritage, the city boasts of various landmarks—Kailasagiri Hill Park, Simhachalam Temple, and the INS Kursura Submarine Museum—while also having a vibrant nightlife and food

culture, with a number of local delicacies and restaurants, offering everything from traditional Andhra cuisines to

behavior and gain an understanding of the advantages and disadvantages of doing business on the Indian e-

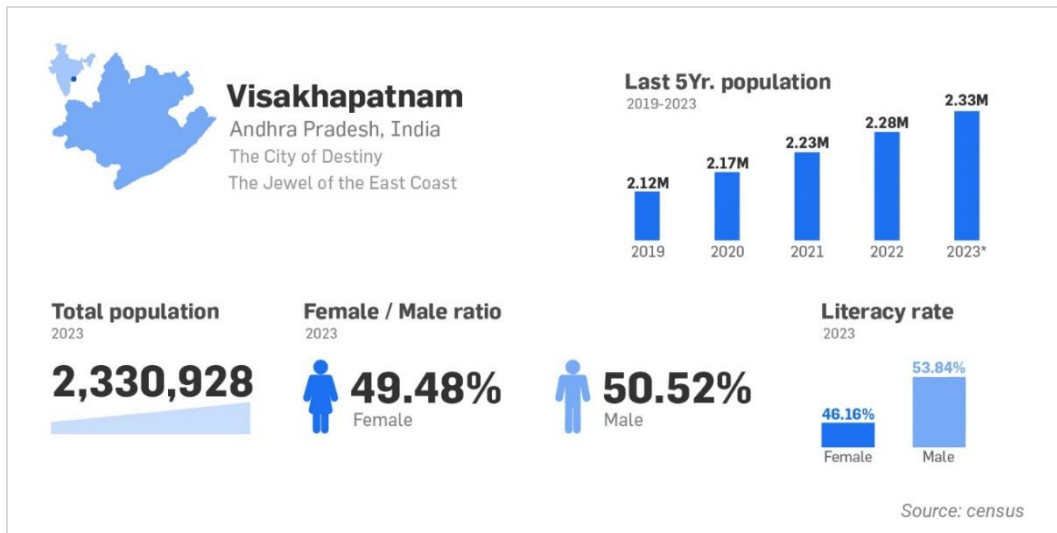


Figure 9. Visakhapatnam demographics information.

international cuisines (Quora, 2022). Recently, it has become a prominent center for the IT and pharmaceutical sectors. It has evolved into a hub for computer software development, back-office services, and business process outsourcing (BPO). Furthermore, a number of pharmaceutical companies are located in the vicinity. The state government has implemented various initiatives to support the expansion of these industries in the region, including the establishment of IT parks and Special Economic Zones (SEZs) (Wikipedia contributors, 2024).

Visakhapatnam (Visakhapatnam City Population 2024 | Literacy and Hindu Muslim Population, n.d.) has approximately 2.8 million people as per 2021 census. It is one of the largest cities within the Indian state of Andhra Pradesh and the 14th largest city in the country in population. Its majority consists of electronic goods, where the market for products such as computers, televisions, and other personal electronics is flourishing due to rapid advancement and growth. The city's literacy rate is more than 82%, better than the national average of 74%. Several national-level educational institutions within the city include the Andhra University, Indian Maritime University, and GITAM University. Furthermore, Visakhapatnam is one of the greatest industrial cities in South India, having major industries like software development, pharmaceuticals, and shipbuilding. Visakhapatnam provides a unique opportunity to study the impact of e-commerce on retail and customer behavior because of its strategic location, prosperous economy, and lively culture. Many different types of people live in the city, including students, young professionals, and families, all of whom have access to the internet and can shop online. This case study, which aims to examine the factors that impact customer

commerce platform, is based in Visakhapatnam.

Theoretical Framework

This section lays the theoretical groundwork for future research on women's internet shopping habits in India. In order to provide a comprehensive framework for understanding the factors that influence online buying behaviour, we draw from a variety of applicable theories of consumer behaviour. These notions guide our comprehension and decision-making regarding digital consumer choices.

Consumer Behaviour Theories

We based our research on important beliefs related to consumer behaviour. We examine key ideas like TPB, TAM and the SOR framework. These theoretical frameworks shed light on the thought processes involved in online shoppers' decision-making. According to the Theory of Planned Behavior, online shoppers' intents are impacted by their views, the opinions of others, and their own behavioural control. The technology acceptance model, which explains how individuals select technology according to its usefulness and ease of use, is one component that impacts people's choices to purchase goods online. By applying the stimulus-organization-response paradigm to our online purchasing behaviors, we can see how our emotions, ideas, and behaviors are all interrelated.

Factors Influencing Online Shopping Behaviour

There are a lot of factors that influence customers' final decisions when they shop online. In this section, we will categorize these qualities in order to provide a comprehensive study of them.

Psychological Factors (PF)

Emotions, cognition, and other psychological factors affect internet shopping. A purchase involves emotional involvement in the firm, a well-planned shopping experience, and gorgeous merchandise. Aesthetics and design aim to attract clients and make a favorable impression. Online product marketing campaigns with high-quality photographs, lifestyle examples, and descriptive content sell more. Shopping for personal interests boosts enjoyment. Customizing suggestions for products, personalizing product options and using interactive features connect clients to their favorite brands. Marketers should study consumer psychology to better target their customers and create compelling e-commerce platforms.

Social Factors (SF)

Culture and relationships affect customers' online shopping habits. Personal recommendations, social media trends, and influencer marketing can affect customer preferences. Getting product recommendations, engaging with brands, and discovering new items have never been easier with social media. Influencer credibility and the content they advocate dramatically impact consumer perception and purchase. Guide consumers and wow peers with community ratings, reviews, and ideas. Digital social dynamics can increase consumer engagement and loyalty. Businesses may contact clients personally on online forums, boosting purchasing and loyalty.

Cultural Factors (CF)

Cultural and social conventions affect online shopping. Social media, referrals, and influencer marketing affect customer decisions. Product discovery, brand interaction, and suggestions are easier on social media. Influencer endorsements and well managed material dramatically impact consumers' perceptions and purchases. Consumers prefer to buy after reading community reviews, ratings, and recommendations. Social relationships can boost online shopper loyalty. Establishing genuine connections and feeling like part of online communities increases customer loyalty and transaction volume.

Economic Factors (EF)

Financial concerns substantially impact online shopping decisions. Buying power, product value, and ease of buying are factors. Pricing influences consumer preferences and purchases, so consider it. Shortages of cash will hinder purchases. Discount hunters seek out limited-time offers on high-quality items. Product accessibility is crucial, including shipping costs, delivery timeframes, and payment methods. Consumers favor affordable, user-friendly online retailers. This data can

help firms set fair rates and better serve customers. To stay competitive, they can provide more benefits.

Privacy and Security Factors (PSF)

Privacy and security measures are of paramount importance to online consumers, as they significantly impact their brand loyalty and trust. Individuals who have reservations about collecting, storing, and utilizing their confidential information may be reluctant to place orders online. Implementing robust security measures and a secure payment method is imperative to prevent unauthorized access to sensitive financial information. Customers are more likely to purchase with greater confidence when they trust a business with a strong reputation. Companies that are transparent about their processes and diligently protect their customers' personal information are more likely to enjoy consumer confidence. If you implement transparent privacy policies, secure payment options, and safeguards against online threats, customers will experience increased peace of mind and are more inclined to return.

Technology Factors (TF)

In this context, "technological aspects" mean the ways in which technology has altered our online shopping habits. Seeing items, buying them, and chatting with brands on the go has never been easier than with smartphones. Emerging technologies such as artificial intelligence (AI), Mixed Reality (XR), augmented reality (AR), virtual reality (VR), and Metaverse are making online shopping cooler and smarter, with better ways to see products, more personal touches, and smart suggestions. Websites and apps that are easy to use, load quickly, and work well on phones are key for a smooth shopping experience on any gadget. Companies that use tech smartly can keep up with the latest trends, make customers happy with new and exciting features, and create shopping experiences that keep people coming back for more.

Research Design

Selecting an appropriate research design is crucial for the success of any study. Three primary research designs were considered in evaluating various options: qualitative, quantitative, and mixed-methods approaches.

Data Collection

Choosing suitable data-gathering methods is crucial to guarantee the dependability and accuracy of study results. Various methodologies were evaluated for gathering data on influential elements, e-commerce platforms, purchasing patterns, obstacles, and unique characteristics of products.

Table 3. Primary research design analysis

Research Design	Features	Pros	Cons
Qualitative	In-depth exploration Understanding motivations. Behaviors analysis.	Rich, detailed insights. Flexibility in data collection. Suitable for exploring complex phenomena.	Subjective interpretation. Time-consuming. Small sample sizes may limit generalization.
Quantitative	Numerical data collection. Statistical analysis. Quantifying phenomena	Objective and precise results Generalizable findings Efficient data analysis	May grossly simplify intricate phenomena. There is a restricted opportunity to go into subtle details. Significant and reliable analysis necessitates the use of substantial sample sizes.
Mixed-Methods	Integration of qualitative and quantitative methods. Comprehensive understanding. Combining strengths of both approaches.	Holistic view of the research topic. Triangulation of data sources. Enhanced validity and reliability.	Requires expertise in both methods. Time and resource-intensive. Potential for methodological conflicts.

Table 4. Data collection methods.

Methods	Features	Pros	Cons
Surveys	Structured questionnaires. Large-scale data collection. Quantitative analysis.	Efficient for gathering data from a large sample. Standardized responses facilitate comparisons. Easy to administer and analyze.	Potential for response bias. Limited depth of insights. Dependency on respondents' honesty and accuracy.
Interviews	In-depth exploration. Qualitative insights. Flexibility in questioning.	Rich, detailed data. Opportunity for clarification and probing. Potential for building rapport.	Time-consuming. Resource-intensive. Subjective interpretation may bias results.
Observations	Direct observation of behavior. Naturalistic setting. Non-verbal cues and actions.	Provides real-time data. Minimizes respondent bias. Captures unfiltered behaviors.	Limited to observable actions. Context-specific. Requires trained observers.
Focus Groups	Group discussions. Interaction and idea generation. Diverse perspectives.	Stimulates conversation and idea sharing. Reveals group dynamics and social norms. Generates rich, qualitative data.	Influence of dominant participants. Difficult to manage group dynamics. Limited generalizability.

Data analysis

Selecting appropriate data analysis techniques is crucial for deriving meaningful insights from collected data. Various methods were considered for analyzing factors impacting online shopping behaviour.

Overall, this thorough research approach serves as a strong basis that aligns well with the aims of the study. The study aims to provide a thorough understanding of

the various elements that influence the online buying behaviour of women in the Indian environment, specifically focusing on Visakhapatnam. The selection of research design, methods for collecting data, and statistical methodologies are fundamental to ensuring the study's dedication to accuracy and thoroughness in producing significant insights for academics, businesses, and marketers alike.

Table 5. Data analysis techniques.

Technique	Features	Pros	Cons
Analysis of Variance (ANOVA)	Compares means across multiple groups. Tests for significant differences. Assesses the influence of variables that are independent on dependent variables.	Suitable for comparing three or more groups. Identifies significant differences in means. Provides statistical evidence for hypotheses.	Assumes normal distribution of data. Sensitivity to outliers. Requires equal sample sizes.
Regression Analysis	Examines relationships between variables. Predicts outcomes based on predictor variables. Quantifies the strength and direction of relationships.	Identifies significant predictors of outcomes. Provides insights into the nature of relationships. Allows for hypothesis testing.	Vulnerable to multicollinearity. Requires large sample sizes for reliable results. Assumes linear relationships between variables.
Factor Analysis	Reduces data complexity. Identifies underlying dimensions or factors. Groups variables based on common variance.	Simplifies data interpretation. Uncovers latent factors influencing behavior. Enables creation of composite scores.	Significant and reliable outcomes necessitate the use of extensive sample sizes. Subjective interpretation of factors. Vulnerable to researcher bias.
Cluster Analysis	Identifies natural groupings in data. Groups similar cases together. Reveals patterns or segments within the dataset.	Provides insights into consumer segments. Facilitates targeted marketing strategies. Allows for customization of interventions.	Sensitivity to initial clustering. Influenced by choice of distance metric. Difficulty in determining the optimal number of clusters.
Chi-Square Test	Assesses the association between categorical variables. Tests for independence between variables in contingency tables.	Suitable for categorical data analysis. Determines if observed frequencies differ significantly from expected frequencies.	Reliable results necessitate the use of substantial sample sizes. Assumes that each observation is independent of the others. Does not quantify the magnitude of the relationship among variables.

Results and Discussions

This section outlines synthesised data from the literature and examines the principal elements affecting women's online buying behaviour in India. The results are organised into principal subject categories reflecting the factors that affect online buying behaviour, succeeded by an examination of how these results align with international research.

Psychological Factors

Psychological factors significantly influence women's online buying behaviour in India. The literature indicates that emotions, personal views, perceived control over online activities, and trust in online platforms are

essential for comprehending consumer behaviour. Numerous studies indicate that women are more predisposed to shop on platforms that instill a sense of trust and dependability. International literature, including research from the U.S. and Europe, indicates a comparable tendency towards trust and reliability; however, Indian women appear to demonstrate a heightened level of risk aversion stemming from unfamiliarity with technology and apprehensions over online fraud.

Social Influences

Social factors, including family influence, peer recommendations, and social media interaction,

substantially impact women's purchasing decisions. Our findings indicated that Indian women frequently depend on social evidence and endorsements from trusted family members or friends when selecting things online. Moreover, social media increasingly influences their shopping decisions. In comparison to foreign studies, the social influences on Indian women closely mirror worldwide trends, particularly among younger consumers; yet, cultural norms and collectivist inclinations render familial influence more significant in the Indian setting.

Technological Factors

Technological factors, including platform usability, website design, and accessibility, influence the convenience with which Indian women participate in online purchasing. The analysed results indicated that website design and technological problems like payment gateway failures can impair the buying experience. Conversely, international literature, particularly from developed countries, predominantly emphasises sophisticated technology elements such as personalised AI-driven recommendations and the impact of augmented reality on improving the shopping experience. Indian women encounter obstacles stemming from inadequate technology infrastructure, which diminishes their experience relative to consumers in more technologically evolved areas.

Economic Factors

Price sensitivity and promotional discounts have developed as significant economic elements affecting internet purchase. The integration of results indicates that Indian women are generally more price-sensitive than their international counterparts, mostly due to economic discrepancies and a cultural focus on value for money. worldwide research indicates price sensitivity in other developing nations; nevertheless, in developed markets, customers prioritise product quality and brand loyalty over price, highlighting a gap between Indian and worldwide consumer behaviour.

Privacy and Security Factors

Privacy and security concerns persist as a significant issue for female consumers in India. Approximately 40% of the results' insights emphasised that Indian women are more attuned to concerns regarding data privacy, online fraud, and payment security. This has resulted in reluctance to embrace online purchasing for some product categories. While privacy and security issues are ubiquitous, worldwide literature suggests that consumers in nations with robust online regulatory frameworks exhibit greater confidence in data security than their Indian counterparts. This gap may elucidate the

comparatively slower uptake of online purchasing among Indian women.

Alignment with International Literature

The results from the Indian context correspond with certain global trends, especially among younger demographics, where social media and peer influence significantly shape purchase behaviour. Nonetheless, the increased apprehensions regarding privacy, security, and technological usability in India are more pronounced than in developed countries, underscoring the distinct obstacles encountered by Indian women in the online buying domain. Our findings indicate that collectivist cultures and risk aversion are particularly pertinent in the Indian setting, but international frameworks emphasising individualism and technological optimism may necessitate modification.

Theoretical Implications

Our work provides significant theoretical insights into women's online shopping behaviour, especially within the Indian setting. The synthesis of literature on consumer behaviour indicates that various factors—psychological, social, cultural, technological, and economic—collectively impact women's purchase decisions. The study enhances existing consumer behaviour models by emphasising the distinct behaviours of Indian women, including their risk aversion, price sensitivity, and confidence in online platforms. This study enhances theories of impulse purchasing, variety-seeking behaviour, and post-purchase dissonance among female customers, offering a more refined comprehension of how these behaviours occur in the online shopping environment. It further develops current theories by integrating the impacts of digital literacy and social variables specific to the Indian market. This research enhances theoretical frameworks elucidating consumer behaviour in collectivist cultures and developing economies, providing insights that may be adopted and evaluated in other emerging markets.

Practical Implications for Marketers and Policymakers

The results of this study have immediate relevance for marketers, enterprises, and legislators. By comprehensively analysing the determinants that influence women's online purchasing experiences, firms may develop more precise and impactful marketing tactics.

Advertisers may develop advertisements that appeal to Indian women by emphasising essential motivators such as trust, social influence, and product affordability.

Marketers can augment their outreach by refining user experience (UX) design, providing secure and intuitive payment options, and actively engaging with women on social media sites. Tailored advice and the mitigation of privacy and security concerns can enhance conversion rates.

For E-commerce Platforms: Enterprises can enhance product assortments by emphasising items that cater to women's distinct demands and preferences. They may also incorporate features like as reviews, peer recommendations, and social buying tools to enhance trust and social proof, which are especially impactful among Indian female shoppers.

Policymakers can utilise these findings to enhance digital infrastructure and establish stringent policies that safeguard women customers against online fraud and privacy violations. Furthermore, initiatives that enhance digital literacy among women can facilitate greater engagement in online commerce, hence diminishing obstacles associated with technology utilisation.

Future Research Directions

Our findings underscore the principal determinants affecting women's online buying behaviour in India, providing essential insights for enterprises, marketers, and legislators. Future study should conduct a more thorough product-specific analysis to investigate behavioural variations across categories such as fashion, electronics, and groceries, thereby enhancing the understanding of consumer preferences and decision-making processes. Furthermore, cross-cultural comparisons, both domestically and internationally, would enhance the comprehension of the influence of cultural aspects on online shopping decisions. As technology advances, study should examine the impact of upcoming technologies such as artificial intelligence, personalised shopping experiences, and augmented reality on women's online buying behaviours. Exploring these domains can augment comprehension and yield more efficacious solutions for enterprises and policymakers.

Conclusion

This study delivers significant insights into the online shopping behaviour of women in India, emphasising critical elements that affect their decisions and the obstacles they encounter in the digital shopping environment. This research has significantly contributed to the subject of consumer behaviour by synthesising previous literature and analysing numerous socio-cultural, psychological, and technological dimensions. This work's principal findings and contributions are

summarised below, along with suggestions for future research.

Key Takeaways

The study found key elements affecting women's online buying behaviour in India, including psychological motivators, social influences, cultural norms, economic considerations, and privacy/security concerns. These factors offer a comprehensive insight into the decision-making process, illustrating how personal, societal, and environmental components intersect to influence women's purchasing experiences.

Effects of Privacy and Security Issues: A notable discovery is the influence of privacy and security concerns on consumer behaviour. The study emphasises the necessity for dependable and safe e-commerce platforms that address women's apprehensions regarding data privacy, transparency, and reliability.

The Function of social media: Social media significantly influences women's online purchasing behaviour. Peer endorsements, influencer marketing, and community involvement significantly affect purchasing decisions, indicating that firms must leverage social platforms to effectively connect with and engage female consumers.

Novel Contributions

This research provides substantial contributions to both theoretical and practical domains. It theoretically enhances consumer behaviour models by offering a concentrated investigation of the determinants influencing women's online buying behaviour, particularly in the Indian setting. It enhances existing frameworks by integrating distinctive cultural, social, and technological factors that are essential in a developing economy such as India. The research offers practical insights for enterprises, marketers, and politicians. By comprehending the principal aspects that affect women's purchasing decisions, businesses may develop more efficient marketing techniques, enhance user interfaces, and establish a safer, more inclusive shopping atmosphere. Policymakers might leverage these findings to design policies safeguarding female consumers and promoting equitable behaviour in the e-commerce industry.

Conflict of Interest

The authors assert that there are no conflicts of interest pertaining to the publication of the research article, "Assessment of Women's Online Shopping Behaviour in India: Model Design and Analysis." The research was conducted impartially, and the authors own

no financial, personal, or professional relationships that may be construed as affecting the results or interpretations articulated in this study. All data sources, references, and contributions have been duly acknowledged and credited.

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