

Impact of Online Shopping Web Sites on the Buying Behavior of Women

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I. INTRODUCTION

Media is a tool that gives effectively advertiser's message to the audience and the target group. In other words we can say that the task of delivering the message to the consumers is the media itself. Under the media, all the forms are inserted through which advertisement and any message is transmitted to the target group. It also includes all the techniques that are available to the advertiser to broadcast their message. Some communication channels can also be included in it, so that the source of the message can reach the recipient. Different types of media are print media, broadcaster media, direct mail, internet, and outdoor media, local media (cast and fair). The best media is selected for achieving the goals and goals of the advertisement, and this is also the most important so that the right message can be broadcasted to the right people, at the right time, at the right place. Different media mediums like TV, radio, newspaper, magazines etc. are different from each other due to their reach area and coverage. 'Coverage' refers to those target consumers who receive the communication from their chosen instrument. The composite format of the media is used by the advertiser to achieve advertising goals, so that the message can be transmitted more effectively. Proper media is that which can be targeted at low advertising cost and selected consumers because all types of media are not suitable for all products.

Media experts scholars believe in two facets of Mass Communication, one is connecting to the media society and social institutions (such as political, economic, education and religion) and the other aspect is how the media and society are connected and how one - Influence on others. How social institutions and the media affect each other it is

considered to be a viral aspect of communication theory (Macro-side). The other side is related to people-whether it is a person or a group of individuals. That is, it exposes the relationships between the media and the audience. The center of this stream is the impact of the media and the audience on each other. It is considered to be the subtle aspect of the mass communication theory (Micro-side). If the era of advertising is called the era of advertising today, there will be no exaggeration. Sometimes it seems that the ad is playing the role of assistant in our lives, in some cases it also gives the customers a lot of respect, that is, they have a profound effect on their psychological condition that the consumer can buy a brand Gets accustomed to.

II. DEFINITIONS-

According to Canon and Wirt, "All the visual and oral texts are included in the advertisement. Advertisements are displayed on paid basis by the advertisers on letters, magazines, films, papers, radio, television, travel, vehicles and road shows, which are meant to affect the purchasing and conduct of consumers.

S. Watson Watson, and Arnold M. Barben (1978), "Advertising Payments is Public Relations." In which business centers, non-profit organization organizations are identified in various types of advertising information based on different mediums and wish to inform or celebrate specific points. "

In 1932, American magazine Advertising Edge organized a competition for the best definition of advertising. Based on those traditions, the definition was given- "Printed content that is presented to any object, person, service or movement is a written, spoken word or

painting advertisement, which the advertiser is open to receive any kind of consent on their expenditure to present. "American Marketing Association has also tried to define the advertisement, "Advertising is an impartial presentation and expansion of ideas, goods and services on cost expenditure by a known presenter. In this, the following means are used: in the journals and letters, place, motion picture, external instruments (posters, sign-boards, writing writing etc) radio, card, (car, bus etc.) catalogs, booklets, reference books, Programs, food items and circulars are used for advertisements. "

In this era of consumer culture, advertising has given rise to such a revolution that the entire universe appears to be an instrument in itself. The advertisement has changed the needs of the consumers whether they are rural or urban and any age group, by raising their wishes and changing their basic necessities.

III. ADVERTISING: IMPORTANCE, EFFECTIVENESS AND MOTTO-

Undoubtedly, the advertisement today has become a universal and expansive medium of publicity. Whether it is radio tele-communication or print and online media all go through the advertising economy today. Visnor Churchill, while emphasizing the financial utility of advertising, said, "Nobody can generate currency without advertising except for a mint.

With the development of the people's need, an institution named "advertisement" was born as well. In order to express the necessity of expressing or communicating communication, in the same way there is some kind of communication system for making the goods available for consumers' wish. If the modern age is replaced by the age of scientific age, it should be called an era of advertising which is not a matter of ambiguity, now the question arises that what is advertising? Why it is necessary? What will be the benefit to society, producers and consumers? Advertising is not a new era but rather a very ancient and traditional arrangement. In ancient times, advertisements was done

through drums, gems, nagadas, munadis and announcements and in present, only its form has changed, the work itself is to be informed.

The main aim of advertising is to educate the consumers, eliminate illusions and misleading thoughts, and to end the competition and to get them to realize new things. The usefulness of the advertisements is not for any category class but for the entire society. Knowledge of the commodities coming in the market at the local, national and international levels is done by consumers only. In other words it can be said that advertisements like NARAD Muni are walking in every place in the world. Similarly, advertisements on the online shopping websites shown on television are also aimed at attracting young consumers to their advantage. Most of the advertisements on online websites are shown targeting women.

If we discuss about the social media, we come to know that social media is not being used extensively. But even then they have grown into business. The icons of social media show us everywhere and without using them an online business and getting information about new brands has become almost impossible. Social media has enabled internet marketers and website owners to enjoy the great visibility of their website globally around the world. The benefits of social media marketing for business have become quite clear for large and small business owners. Online shopping websites are more popular than other websites like Paytm, Flepkart, Amazon, Quikar, ShopClues, O.L.X, Snapdeal, Myantra etc. These popular websites are also used by people living in the far-flung areas. Every website has to meet the demands of a different type of person. Modern business people are using social media tapping websites to promote their products and services in a new way.

The online advertisement addressed to the consumer is either given by the producer or otherwise by the vendors. Producers' advertisements promote food items, drinks, fuel and lighting, home use materials, clothes, soap, medicines, vehicles and various other types of items. Seller-

Furniture, tailor, pharmaceutical dealer, goldsmith, etc. making spectacles are retailers. Many times manufacturers and sellers also advertise together.

If you talk about cosmetics and daily routine things, breasts for hair, clothes, shampoo, oil, bath soap, soap washing, cream, cosmetic, baking creams, eyewash blades, toothpaste, clothes and shoes. Various ads of face beauty face wash, powders, lipsticks and countless other things can be seen. In addition to modern medicines in medicine, the advertisement of a medicine of Tonic are disseminated and published. All information about cars including trucks, bicycle, tire-tubes, vehicles for castle (Castrol) are present. In addition, advertisements of pan, camera and film torch are also included in this category.

Online shipping has changed the size of the market and the method of shopping. On the basis of its credibility and customer satisfaction, most people have become familiar with almost every online shopping websites. The authenticity of these things is proven by the fact that today the online market has knocked most of India's homes. This market is challenging the traditional market due to the shortage of time, the discount for shopping in leisure, customized shopping patterns, and the budget minded product choice. Today, the person does not buy the same things which he needs, while under the pressure of the market, he also buys all such things which are not needed or are not necessarily immediate. At least in the past one and half and two decades, the market has grown so rapidly in India that it is not possible to ignore the market today. It is the result of the market's strength that it has made shopping an essential part of the human life style.

With the increased use of the Internet, the interest of online shopping in India is increasing at a faster pace. Sitting in the house with ease is like making a fashion. According to a study by Counter Point Research, mobile phones are also bought online in India in the festival season. Studies show that in the festive season Amazon, Flipkart, Snapdeal etc. have spent more than 200 million on promotion and advertising. All online shipping companies

continue to offer tremendous discount and customers to entice customers. The 13 thousand rupees tablets cost just Rs 1400, the headphones of Rs 5000 in just Rs 99, one buy four for free, etc. If you do not even know how many unbelievable offers, then who will be back in shopping. This is the reason why online shopping in India - the market of sales is increasing rapidly. To redeem the festival of Dussehra-Deepawali, online shopping websites have given incredible offers for the promotion. On top of many major online shopping sites, 90 percent discount is offered.

The online shipping website works on extremely low margins. Sometimes, the company sells goods in losses to dominate, but these companies directly talk to manufacturers and promote production systems and distribution in bulk. In addition, there are no listing fees in these online shopping sites, but most of their earnings are from advertisements on different websites. To measure any kind of online shopping, we often use Grass Merchandise Values (GMV), which shows how much goods sold on a site. The importance of online shipping is that many mobile companies are selling their products directly and through online shopping shops only. Clearly, manufacturing industries now want to give their profits to the customers, not to the retail traders. Thereby reducing the price of their products in the market and increasing sales. At present, buyers are getting the direct advantage of it, but many people have lost faith in the online shopping due to many problems. Still, in India, there is no shortage of people looking at traditional shops, but busy lifestyle and lively, the graphs of online shopping are increasing day by day.

Objective of Research:

1. To find out which online shopping website is more used by women.
2. To know which types of products they buy from online shopping websites.
3. To find out more about the online shopping website's credibility.

Hypothesis:

H0=Online shopping websites are more affective on women's purchasing behavior.

H1= Online shopping websites are not affective on women's purchasing behavior.

Significance of Research

This study is helpful to find out about the popular website for shopping among women. Along with this, this study is also helpful in determining which type of product purchases more online. This study will also prove beneficial for companies who do their business through the internet and want to reach higher levels in term of quality of products related to women.

Research Methodology

For any scientific or social study, the first thing you need to do is determine a certain problem. The selection of any problem for the researcher to study depends on many factors. According to the research topic, the quantitative method has been used by the researcher. After that, using questionnaires technique for collection of data, 80 women from the age group of 18 to 35 years of Panchkula district, 40 of whom are rural and 40 urban women are included.

Data Presentation and Analysis-

Q1. How much time do you spend on the online shopping websites you show on television?

Women	Time (in percentage)				The total
	1-2 hours	2-3 hours	3-4 hours	more than	
Rural	11 (27.5%)	14 (35%)	07 (17.5%)	8 (20%)	40 (100%)
Urban	13 (32.5%)	12 (30%)	08 (20%)	07 (17.5%)	40 (100%)

Table No-1

From the table no.1, it is known that Panchkula district's 35 percent rural women spend 2-3 hours on online shopping sites. 27.5 percent women spend 1-2 hours in a day. 17.5 per cent on online shopping websites for 3-4 hours in a day. More than 4 hours, only 20 percent of women spend on online shopping websites. Similarly, the highest numbers of women in the urban are 32.5 per cent who spend

1-2 hours on online shopping websites. 30 percent women who spend 2-3 hours are women. 20 percent of the women spend 3-4 hours on online shopping websites. More than 4 hours, online women spend only 17.5 per cent on online shopping websites.

Q2. Which online shopping website you are used more?

Women	Online Shopping Websites (in percentage)				Total
	Flipcart	Amazon	Paytm	Jobong	
Rural	11 (27.5%)	14 (35%)	07 (17.5%)	08 (20%)	40 (100%)
Urban	13 (32.5%)	12 (30%)	08 (20%)	07 (17.5%)	40 (100%)

Table No.2

Form the table No.2 When the women of Panchkula district were asked whether they use most of the online shopping. websites, the highest 35 percent of rural women like Amazon shopping website. 27.5 percent women use Flipcart. Whereas 20 percent women are using Jobong. Apart from this, 17.5 percent rural women are using Paytm. When this question was asked by the urban women, most

32.5 women look for Flipcart. 30 percent urban women use Amazon. The average woman using Jobong is 17.5 percent, and the use of 'PayTm' is done by 20 percent by the urban women.

Q3. Which product do you buy more from the online shopping websites shown on television?

Women	Products				Total
	Textiles & Footwear	Books	domestic Products	Other Products	
Rural	14 (35%)	6 (15%)	12 (30%)	08 (20%)	40 (100%)
Urban	15 (37.5%)	9 (22.5%)	10 (25%)	06 (15%)	40 (100%)

Table No.3

The table no. 3 shows that most 35 percent of rural women buy clothing and footwear mostly from online shopping websites. In addition, there are 30 percent women buy domestic products. While 15 percent of rural women buy books from online shopping websites, and 20 percent women buy any other products. Similarly, 37.5 percent of women in the urban area buy garments and footwear from

shopping websites. Whereas 25 percent women who buy domestic products. 22.5 percent, women buy books from online shopping websites, and only 15 percent women buy other products.

Q 04 which element of products of online shopping websites does you affects more?

Women	Elements				Total
	Price	Quality	Availability	Offers and Discounts	
Rural	09 (22.5%)	09 (22.5%)	06 (15%)	16 (40%)	40 (100%)
Urban	11 (27.5%)	13 (35.5%)	08 (20%)	15 (37.5%)	40 (100%)

Table No.4

Form table no. 4 when women were asked which element of the products of the online shopping websites, which is more affected, then maximum 40 percent women of rural said that the Offers and Discounts affected them more. After this, 22.5 per cent women are affected equally by the price and quality. The availability of the product affects only 15 percent of the women. Most of the 37.5

percent urban women, said that Offers and Discounts elements affect them more. 35.5% women said that the quality of the product influences them. After this, 27.5 percent women are affected from price and only 20 per cent of women are affected by the availability of the product.

Q5. According to you, are the services of the Online Shopping Shipping Website more convenient?

Women's	Online Shipping Websites				Total
	Flipcart	Amazon	PayTm	Jobong	
Rural	10 (25%)	11 (27.5%)	14 (35%)	05 (12.5%)	40 (100%)
Urban	11 (27.5%)	13 (32.5%)	15 (37.5%)	08 (20%)	40 (100%)

Table No.-5

According to Table Number 5, most 35 percent of rural women said that the services offered by PayTm are relatively more convenient. After this, 27.5 percent women are comfortable with Amazon services. While the services of FlipCart, 25 percent of women look more comfortable. There are only 12.5 percent rural women; the services offered by Jobong are convenient. The highest number of 37.5 percent of urban women also said that the services given by PayTm are relatively more convenient, and 32.5 percent women are comfortable with Amazon services. The services of FlipCart are 27.5 percent of women satisfied. Whereas only 20 percent of urban women are given her response in favor of services offered by Jobong.

IV. CONCLUSION-

Companies are making optimum use of all the available mediums for promotion during festivals and online media is an important part of it. During the festivals, important part of the marketing budget is being spent on digital promotion. Social media and digital forums are seen as an important medium for advertising campaigns during festivals. Digital marketing has become an indispensable part of advertising in the current period and with increasing time its scope is becoming more and larger. In this verse, it is found that Panchkula district's 35 percent rural women spend 2-3 hours on online shopping sites. While 27.5 percent women who spend 1-2 hours a day are women. Similarly, the highest number of women in the world are 32.5 per cent who spend 1-2 hours on online shopping websites. While 30 percent women who spend 2-3 hours are women. It is also known from the awareness that most 35 percent of rural women use Amazon to maximum their use.

27.5 Women in women do more using Flipcart. Apart from this, rural women using PayTm are 17.5 per cent. While the highest number of women in the world, 32.5 percent of women are using Flipcart. 30 percent of the women are using Amazon, and the use of PayTm is done by 20 percent of the urban women.

Studies have shown that most 35 percent of rural women buy clothing and footwear mostly from online shopping websites. While 15 percent of rural women buy books from shopping websites Similarly, 37.5 percent of women in the urban women buy garments and footwear from shopping websites. There are 25 percent women buying household products. 22.5 percent, women buy books from online shopping websites. Most of the 40 percent women affects to the products of online shopping websites Offer and Discounts Element. After this, 22.5 percent women are affected by the price and quality. The average women are mostly 37.5 percent which is more affected than the offers and discount. 35.5% women said that the quality of the product influences them. Most 35 percent of rural women said that the services offered by PayTm are relatively more convenient because they can pay any kind of bills to them through PatTm, they can transfer of money as well as convenience of shopping Apart from this, many benefits come from the same website. After this, 27.5 percent women are comfortable in Amazon services. While the services of Flipcart, 25 percent of women look more comfortable. The highest number of 37.5 per cent of urban women also said that the services given by PayTm are relatively more convenient, and 32.5 per cent women are comfortable in Amazon services. The services of Flipcart are 27.5 per cent of women looking more comfortable.

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