

# **A STUDY ON NEW TRENDS OF WEB MARKETING AND ONLINE SHOPPING HABITS AMONG PROFESSIONAL WOMEN**

**JUNNY KUMARI\***

## **ABSTRACT**

This study aims at finding out the new trend of web marketing especially online shopping sites, which provides an aura of entire shopping criteria to the shoppers. Since in the market the competition is high, therefore this new trend is attracting the users. Whenever, shopping is on list, women comes on the top of the list, therefore, this study focuses especially on the professional women who are financially independent and uses this new trend of shopping online.

**KEYWORDS:** Web Marketing, Professional Women, Online Shopping Habits.

## **INTRODUCTION**

### **WEB MARKETING**

A good Internet marketer knows there is only one rule for online marketing, and it is this: Tomorrow, the rules will change. The digital world is constantly evolving, with new technologies arriving to kick the old ones into the gutter, and consumer behaviour shifts as the choices expand.

Online marketers not only have to keep up with the current landscape, but also look ahead to anticipate what the future might bring. The Internet has drastically altered the way in which information is shared, and has had a profound impact on marketing. Over the past few years, there has been more of a shift toward inbound techniques, while many outbound tactics have become antiquated. More businesses are finding success publishing original content rather than embedding advertisements within external content, because of the additional benefits these tactics offer, such as branding, increase brand loyalty and audience growth.

### **PROFESSIONAL WOMEN**

Many occupations became increasingly professionalized during the eighteenth and nineteenth centuries, requiring degrees and admittance to professional organizations. For instance, women who had previously worked as healers and midwives now had to compete with male doctors, who disparaged traditional home medicine practices.

As it became more difficult for women to receive training in the professions, their reputations suffered. In time, the numbers of women in professional fields grew, but gaining acceptance remained difficult until well into the twentieth century.

At the end of the nineteenth century, retail and office professions became feminized. The women who entered these professions, many of whom came from immigrant families and would have worked in factories hitherto, saw themselves as professionals, "business women."

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\*Research Scholar, MCNUJC, Bhopal. **Correspondence E-mail Id:** editor@eurekajournals.com

Although not in the majority, Indian women professionals are certainly on the rise and are setting a good example for younger generations who aspire to managerial positions within the country's corporate sector. Influential female figures such as Chanda Kochhar, head of the world's largest private bank, ICICI Bank, and Kiran Mazumdar Shaw, who runs Biocon, the world-renowned multi-billion Rupee biopharmaceutical company, are a symbol of hope for future gender equality in Indian corporate management.

While a handful of successful women hint toward the unlocked potential of so many other female candidates for managerial positions, the average Indian woman in the corporate sector today continues to struggle to prove her worth in what is often described as 'a man's world'. It is a sad but widely accepted reality in this country that numerous pre-conceptions about women in the workplace stand in the way of success for even the most capable and talented women in their professional lives. Centre for Social Research's recent study, *Women Managers in India*, revealed unsettling explanations for the distinct lack of power and authority which remains a reality for the majority of professional women in management positions in three of India's most rapidly developing cities: Delhi, Kolkata and Bangalore.

## **TEACHERS**

These collections contain town records and personal records documenting the employment of teachers in the eighteenth and nineteenth centuries.

## **EXECUTIVES**

During the late nineteenth and into the twentieth century, women began taking on greater managerial roles in companies. These collections document women's roles as managers, presidents, and other executive positions.

## **OFFICE WORKERS**

These collections document women's work as office clerks, typists, and secretaries.

## **OTHER PROFESSIONS**

These collections document women working in retail, in the literary and public relations fields, as Christian missionaries, and in other professional fields.

## **SHOPPING HABITS OF WOMEN**

Women, on the other hand, treat shopping as a fun event. They tend to bring their friends along during sprees, are more receptive to other people's opinions, make impulse purchases, and devote a lot of time to shopping. You want to make their online shopping experiences social and comprehensive. Try to add social media features to your product pages and expose female shoppers to as many products as possible. For instance, you can let them share purchases on Facebook, send them product recommendations, and display similar items to the ones in their carts somewhere on your page.

Women are more responsive to marketing emails, so investing in an email marketing platform would best suit you. The best time to send out online messages is around mid-afternoon when work starts to die down and after dinnertime since that time is usually spent relaxing. Additionally, coupons play a large part in enticing women to shop. 77% of the surveyed participants found that pricing mattered when it came to completing a purchase. Women are going to try their hardest to find as many ways as possible to cut costs, and you should play on that. These coupons don't have to be direct discounts. You can offer free shipping, specials, and other creative little surprises. What's good about these two marketing avenues is that it's easy to combine them, as you can literally send out coupon-filled emails.

## **SHOPPING HABITS OF WOMEN COMPARED TO MEN**

Men and women perceive colours differently due to a number of environmental and biological factors. It's no secret that most men and women view shopping differently as an activity. A survey, done by the Keynote Media Centre, males tend to view shopping as a chore. They do what needs to be done as quickly as possible and are more than happy to be on their way. As a result, they are less likely to check on competitors' prices or listen to their friends for advice. So for an ecommerce store aimed towards males, you want to make the experience something extremely simple and straightforward

It makes sense to have your site's design and theme is male or female friendly if you are trying to win over a specific gender. An outcome of the study was shown that blue was the most popular colour between both genders, while orange proved to be universally unappealing. The similarities stop there, though. A high number of females indicated fondness for purple (24%), while no male participants listed purple as their favourite at all. Additionally, men preferred bright colours, and the women were more into soft ones. Lastly, men reacted more positively towards shaded colours (colours that have black added to them), while females preferred tints (colours that have white added to them).

For site layout itself, gender again plays a large role in online shopping habits. Between the two sexes, the survey showed that males are more likely than females to make a purchase from a desktop or laptop (87% to 82%), while females were more likely to use a mobile device to complete a checkout (18% to 14%). What this means is that you need an effective mobile webpage if you're going to win over women customers. Make sure that you can easily browse pages, search for items, and quickly checkout from a mobile device. This same study also mentions that women were slightly keener on

making sure they were getting the best price available (77% to 74%). You can capitalize on this by offering in-page price comparisons when your price stands above competitors.

For instance, more women complete checkouts via mobile device than men by just 4%, but what if your online store has six figures worth of Internet traffic? If you can service that 4% by making their lives more convenient, that's a lot of money right there. Anyway, it's nice to take a look back and see if you in particular are prone to any of these habits. Are you a male who loves clicking on search engine ads? Are you a female who just adores the colour purple? Humans can be such fascinating creatures.

Online consumer shopping habits indicate that online buyers are also more unlikely to find your product or service via just one device than probably ever before. In fact, an estimated 90 percent of consumers today use multiple screens (Smartphone, laptop, and tablet) during the day. In addition, this includes when they are looking at your website and possibly buying a product or signing up for a service.

## **LADIES, LOVE TO SHOP? YOU KNOW WHY?**

Even today, in the grip of the Great Recession, shopping continues to hold out the intoxicating promise of controlling one's destiny ("getting what you really want"). It is perhaps the single activity on which all shades of the political spectrum agree (even the liberals believe in shopping sprees, especially during the holidays)-encouraging women to make their own choices and indulge their desires! No wonder even feminists like me can still be compelled by the smells and sights of a well-appointed department store-taken in even by the incidental glamour of its branded shopping bag.

In the archetypal shopping heaven of the "right" department stores, we women feel a measure of

control we rarely feel at home when we are overwhelmed with our responsibilities, out with our spouses who may keep an eagle eye on our spending, or hampered by the ever-dwindling possibilities for autonomy at work. We feel we can make choices for ourselves when we are shopping; finding a "bargain" is a triumph, and picking just the right colour is magic. Shopping offers an escape from our resentment at having to "give in" to others' wishes and desires; and it promises that we, too, can mould our images to fit the current cultural muse.

In reality, of course, women are not in control of the iconic images of current fashion or the retail enterprises that trick us repeatedly into believing we must transform ourselves to mimic the momentary Object of Desire. Retailers seduce us into buying an illusory freedom-a freedom that is in fact no freedom at all, only another form of subjugation. Sad to say, modern consumerism creates desire but doesn't satisfy it. Those

### **SOME ONLINE SITES**

beautiful, sensual, pleasing displays-the sights and smells of the modern-day department store, real or on-line-evoke repeatedly recollection of our first taste of freedom. No wonder our male counterparts fail to understand what motivates us to "shop until we drop." They do not have a black hole of self-doubt where self-determination should live.

### **ONLINE SHOPPING SITES**

Looking for Best Online shopping sites in India or Top 10 ten 2013 shopping website in India, here in this paper we going to tell you top 20 Indian online shopping sites. Online shopping has been growing very fast in India; in an online shopping e-commerce site number has crossed 600 from 100. Online shopping offers fast, easy, money saving and interesting shopping experience, it has many advantages like 24 hours shopping, shopping with coupon to get discount, shopping from Home, rich product availability etc.



**FLIPKART.COM** – Score(4.84) -You can not only buy books online through Flipkart, but also mobile phones & mobile accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners,

washing-machines, MP3 players and products from a host of other categories. After takeover of letsbuy.com now flipkart is largest player of e-commerce of India.



**AMAZONE.IN** Score(4.86)- World leader in e-commerce market recently started operation in India, Now Indians can buy Books, CDS and

Electronic at cheaper price from Amzon.in. For limited time they offering free shipping.



**EBAY.IN** -Score(4.88) After almost 6month of dominating at number 1 ebay has come down at number two on lindiafreestuff.in list. eBay.in is the Indian version of the popular online shopping portal eBay.com – world’s online marketplace.

Ebay has a diverse and passionate community of individuals and small businesses. Ebay offers used and fresh items with a wide network of international shipping.



**SNAPDEAL.COM** -Score(4.90) SnapDeal offers everything from local daily deals on restaurants,

spas, travel to online products deals. They offer you best price with free shipping.



**SHOPCLUES.COM:-** score (4.97)- Shopclues is famous for their heavily discounted Jaw Dropping deals. Shopclues is one of the best online stores that offers a wide variety of cameras, Computer

accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag. Their Jaw Dropping deal has become most liked deals.



**MYNTRA.COM** :- score (5.01) Myntra.com is leading online retailer of lifestyle and fashion

products. Myntra offers T-shirts, Shoes, watches and more at discounted price.



**HOMESHOP18.COM** -Score(5.12) here you find large range appliances, kitchen, cameras, mobiles, laptops, site, indian, gifts, apparel, buy, online, gifts. and more, HomeShop18 is a venture of theNetwork18 Group, India’s fastest growing media and entertainment Group. Network18

operates India’s leading business news television channels-CNBC TV18 and CNBC Awaaz. HomeShop18 has also launched India’s first 24 hour Home Shopping TV channel. The company has its headquarters in Noida, UP. The website has received the ‘Best shopping site” award from PC World Magazine in 2008



**YEBHI.COM**- Score(5.44) Yebhi is India Largest Shopping Destination for your Wardrobe. Shop for shoes, apparels, jewellery, Bags and more. No matter Yebhi rules in Apparel category and if you

want to buy clothes or shoes online this is best site, Their deals become more lucrative with discount coupons, Now they are also selling mobiles at good price.



**TRADUS.COM** - Score(5.68) Tradus.in is owned by ibibo from books to clothes they sell you everything and after buying Buytheprice.com they have become more bigger. Tradus offers the Online Shopping in India to buy Books, Mobiles,

Cameras, Watches, Apparel, Home Appliances, Ipods & Many More at Lowest Price & Free shipping although their refunding process takes more than expected time and they don't ship all over India but still at no 3 on our list.



**PEPPERFRY.COM** :- score (5.99)-Pepperfry is one of leading Indian website in selling lifestyle products ranging from men and women's

clothing, home decor, jewellery, perfumes and cosmetics, furniture's, bags and accessories.



**INFIBEAM.COM** – India's Online Shopping Platform offers Buy Mobile Phones, Books, Apparel, Jewellery, Cameras, Watches, Send Gifts

to India, New/ Used Cars & Bikes in India a report says 40 lakh visits per month by Indians on this site.



**FUTUREBAZAAR.COM** -FutureBazaar.com is owned and operated by Future Bazaar India Ltd futurebazaar offers you wide range with good

price The people of behind this company are same from bigbazaar, pantaloon and ezone.



**FIRSTCRY.COM:-** Firstcry.com India's largest International and Indian brands. store for Kids selling 70000+ items from 400+ top



**SHOPPING.INDIATIMES.COM:-** Shopping.Indiatimes.com has a wide array of products that range from electronic items to products related to health & beauty, home appliances, fashion, music, movies and games.



**JABONG.COM:-** Jabong Fashion & Lifestyle Store offers you great discount on all listed product. They offers wide range of products from Apparel to Home needs.



**KOOVS.COM:-** Koovs offers best offers in dining, luxury, technology, entertainment, utilities, health care, fashion, travel & adventure and plenty more.



**BESTYLISH.COM:-** Bestylish is one stop destination for all your footwear shopping, they have good range with good price.



**ZOOMIN.COM:-** Now not only Photo gifts but also you can buy Camera, Mobile, , Accessories

and more from zoomin with discounted rate.



**HUSHBABIES.COM :-** Hushbabies is India's one-stop shopping source for baby products. from fun, bright bedding and furniture to gear, apparel,

toys, baby care, cleaning products, and more. We bring you 100s of world class brands with 1000s of items to choose from wide range of products.



**GOODLIFE.COM:-** GoodLife.com is a one stop destination for your personal care essentials. It offers products from top Indian and international brands. Some of the most reputed brands available on GoodLife.com include Lakme, Sally Hansen, Lotus Herbals, Maybelline, L'Oreal, H2O+, Garnier, Revlon, Olay, Lux, Dove, Park Avenue, Organic Surge, Palmer's. GoodLife.com offers the widest range to choose from, boasting of over 5000+ products.

- 54 percent ordered from sites with free shipping.
- 33 percent used coupons provided by online merchants for their purchases.

The other important fact revealed in this article is the competition among showrooms and web marketing. This can be presented as Show rooming is Not a Big Factor, Despite all the complaints coming from brick and mortar retailers, most online shoppers still don't do much "show rooming" it seems. This refers to the supposedly popular practice of visiting a retail store, looking at a product and then finding a cheaper version online.

But does this really happen all that much? Not exactly, According to Lesonsky, 78 percent of online shoppers don't look at a product in a store before buying it online. Only 12 percent look at a product in a store then buy it from the same retailer online. And just 10 percent see products in the store and later buy them elsewhere.

## REVIEW OF LITERATURE

The research article on "Habits of Online Shoppers That You Should Know" by Shawn Hesser in retail trends provides a lot information about the research topic selected by me. This article gives a lot of information about the habits of people who do online shopping through web marketing. Some facts that are presented in this article are as follows:

- 6 out of 10 online shoppers bought products on sale.



The other research paper reviewed for this work is Male Shopping Habits Versus Female Shopping Habits by Joseph on Google. This research paper talks about a very interesting topic about men and women shopping habits and trends.

## **THE DIFFERENCES IN SHOPPING PSYCHOLOGY**

It's no secret that most men and women view shopping differently as an activity. Based on a survey conducted by the Key Note Media Centre, males tend to view shopping as a chore. They do what needs to be done as quickly as possible and are more than happy to be on their way. As a result, they are less likely to check on competitors' prices or listen to their friends for advice. So for an ecommerce store aimed towards males, you want to make the experience something extremely simple and straightforward.

A research conducted by Karine Schomer, Ph.D. President and India Practice Leader, Change Management Consulting & Training, LLC, India on the topic: Professional Women in Changing Social Expectations and Best Practices for Global Corporations.

It was based on professional women and their changing social expectations, and Professional Women in India: Changing Social Expectations and Best Practices for Global Corporations. This research paper investigates the needs of women in India, and offers some potential solutions that companies can embrace to effectively advance the population of working women throughout India. Its findings says that:

To be a professional woman in India today is to be at the forefront of historic social change. What has been happening with this demographic over the past ten years is the start of a quiet revolution in gender relations at work and family relations at home, comparable to the social transformation the United States experienced starting in the 1960s. The number of educated

Indian women pursuing professional careers is still very small in comparison with the 62% of women in the country who are illiterate and the low 42% female participation in the workforce. Only 18% of women are part of the organized labor sector, and only 20% of these are employed in urban areas. Women workers in the new IT-related occupations are only 0.3% of urban women workers. Despite their small numbers in the overall picture, however, the Indian women professionals of today are and see themselves as the trend-setters of the future.

To complete this research study some research related were read to understand research clearly. And here are some important parts of the research studied. Redman and Mory define research as a "systemized effort to gain new knowledge."

Research is an academic activity and as such, the term should be used in a technical sense. According to Clifford Woody research comprises defining and redefining, formulating hypothesis or suggested solutions, collecting, organizing, and evaluating data, making deductions, reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. The Social sciences define research as "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory in the practice of an art.

Research is thus an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of generalization and the formulation of a theory is also research.

As such the term 'research' refers to a systematic method of consisting enunciating the problem,

formulating hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulations.

## **RESEARCH OBJECTIVES**

The research objectives decided for the research work "A Study on new trends of web marketing and online shopping habits among professional women" are as follows:

1. Reason behind the increasing trend of online shopping?
2. Popularity of web marketing among professional women?
3. Does online shopping fulfil the need and satisfaction level of target users?
4. Reason behind need and choice of online shopping among professional women?
5. Sites frequently surfed for online products.

## **RESEARCH METHODOLOGY**

Research methodology is the way to systematically solve the research problem. This means that it is necessary for the researcher to design his/her methodology for the problem.

The scope of research methodology is wider than that of research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by researcher himself or by others.

## **RESEARCH DESIGN**

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. And in this research study one particular group has been taken of Professional women.

Descriptive research includes surveys and fact finding enquiries of different kinds. Quantitative research is based on the measurement of quantity or amount. It is applicable to the phenomena that can be expressed in terms of quantity.

For this study **Descriptive** and **Quantitative** research design has been used to conduct this research systematically.

## **TOOL OF DATA COLLECTION**

To collect the data for this study, Primary Data Collection method has been applied. For the primary data collection Survey technique has been used. Questionnaire is often considered as a heart of survey.

To collect information from the respondents scattered in a wide area-there is no other method through which information can be collected from scattered respondents. To achieve success in collecting reliable and dependable information in shortest span of time it the best way to collect data. Therefore **Questionnaire** is used as the tool to collect the data for this research study.

## **SAMPLE**

Sampling is the process of obtaining information about an entire population by examining only part of it. Sampling usually enables to estimate the sampling errors and thus assists in obtaining information concerning some characteristics of the population.

The population or the universe can be finite or infinite. It is finite when there is fixed number of elements, and when the elements are not fixed it is said to be infinite sample.

Here in this study finite sample has been used. Random sample technique has been used from finite elements, to conduct this research study. The Sample taken for this topic are professional women, the sampling is done on the basis of

random sample method. The sample size refers to the number of items to be selected from the universe to constitute the sample. The sample size taken for the survey is 120 out of which 100 sample were collected and analysed.

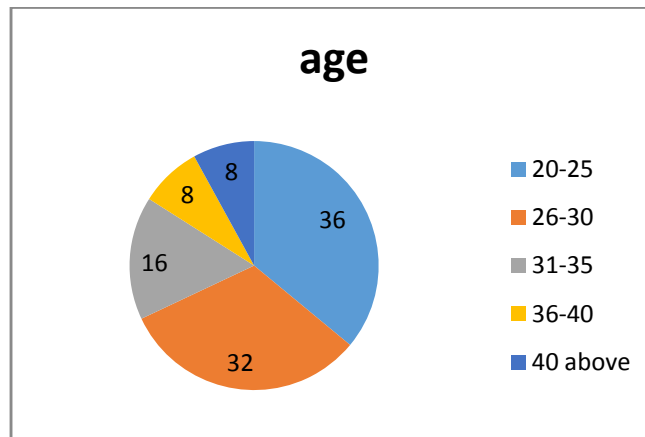
**AREA OF RESEARCH**

Area is the place where the research study has to be conducted. In any research, study there has to be, specific area defined where research had to be done. The area selected to conduct this study is the City Of Lakes Bhopal.

**DATA ANALYSIS**

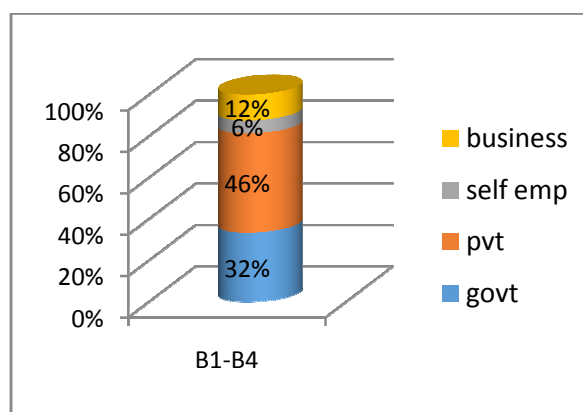
**Table 1.Age**

20-25	36%
26-30	32%
31-35	16%
36-40	8%
40 above	8%



**Table 2.Sector in where women work**

Government	32%
Private	46%
self employed	6%
Business	12%

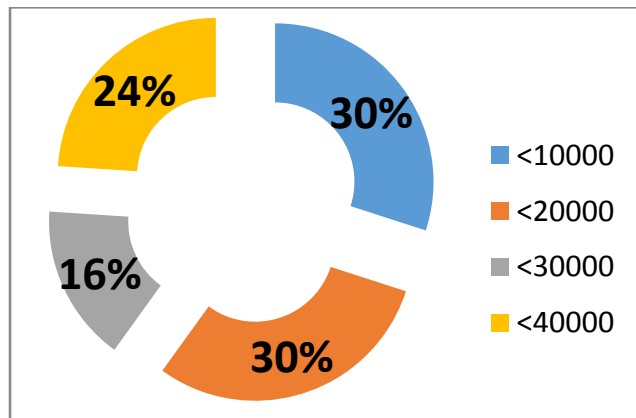


This research study is based on online shopping habits of Professional women, therefore all women considered for this study are working professionals and hence the sector in which they work has been included in the data. Out of which most of the women worked in private firms such

as beauty professionals, office executives, teachers both in private and government sector, the second sector leading with women workers is government sector. At the third number is the business sector where women are involved. In the last six percent of women are self employed.

**Table 3. Income**

<10000	30%
<20000	30%
<30000	16%
<40000	24%

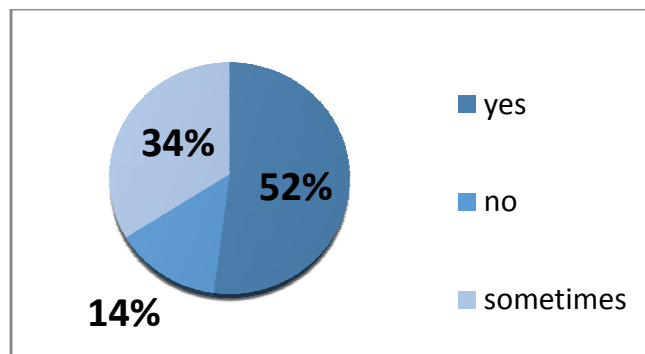


After knowing the sector where women worked, it is important for the topic to know the income of these women, because we have to know the

shopping habits of these women, and for shopping the most important thing is money. Therefore income is important factor to consider.

**Table 4. Do you use online shopping?**

yes	52%
no	14%
sometimes	34%

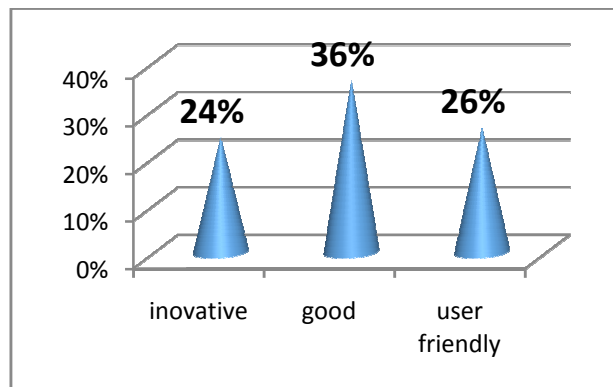


Focussing on the topic online shopping of professional women it is important to know that they shop online or not? To the response of these fifty two percent women said they do online shopping, where fourteen percent do not prefer

online shopping. And there were thirty four women who neither said no nor said yes rather did they say they do shop online but sometimes. It means there frequency of online shopping is neither remarkable not negligible.

**Table 5. The new trend of web marketing**

innovative	24%
good	36%
user friendly	26%



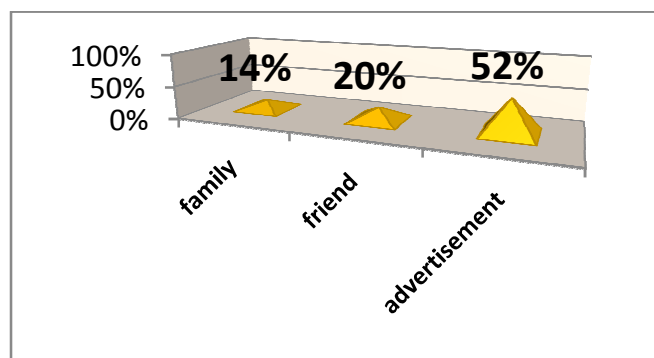
For online shopping there has to be online stores, online stores are part of web marketing. And women who shop online should share their views about this new trend of web marketing, hence on the scaling they said that web marketing is good, after this, user friendly got twenty six percent

voting, innovative got twenty four percent voting out of ninety six percent.

Therefore in other words it can be said that women who shop online finds web marketing in following order: Good no.1, user friendly no.2 and innovative no.3.

**Table 6: You got information about web marketing**

family	14%
friend	20%
advertisement	52%

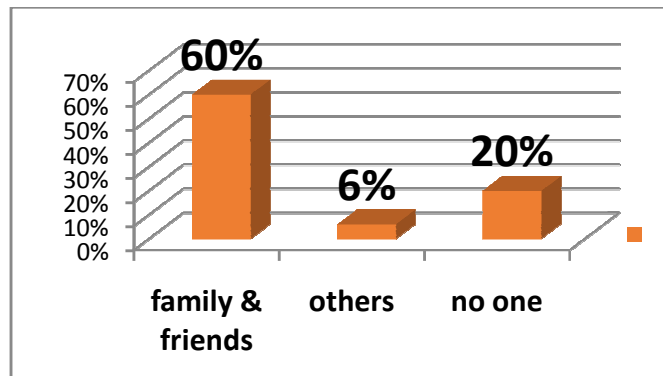


Since web marketing is a new term in Indian market, and it is more popular in urban areas with limitation to educated class of society only. Therefore the source of knowledge about web marketing among professional women is important to know.

In the response of this fifty two percent of women selected “advertisement” as their source of information, out of ninety six percent of respondents twenty percent selected “friends” as their source. And fourteen percent marked “family” as the information source.

**Table 7. You consult before online shopping to?**

family & friends	60%
Others	6%
no one	20%

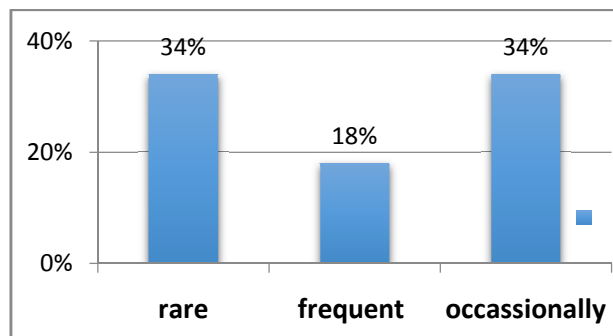


When it comes to shopping people generally consult friends, family, and women to their husband if married or anybody before shopping. But things seems not to change much when women have become independent financially, because in response related to consultation before shopping came sixty percent professional

women said they consult their family and friends before shopping online, six percent said that they consult people other than friend and family, but only twenty percent independent professional women marked they consult no one before online shopping.

**Table 8. You prefer online shopping**

rare	34%
frequent	18%
occasionally	34%



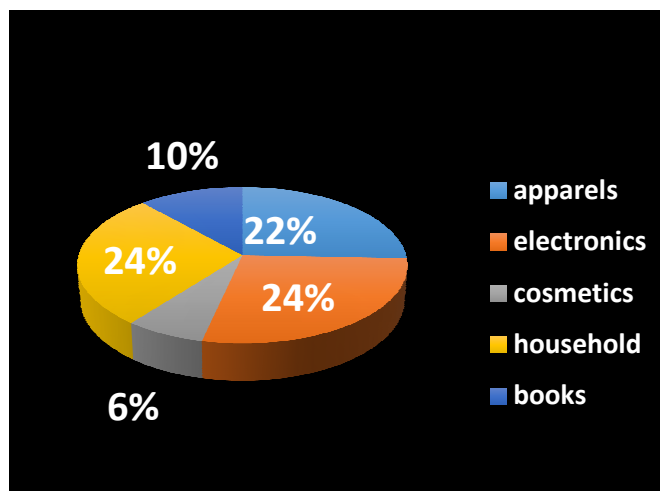
When asked to professional women who do inline shopping, the frequency of their online shopping they answered as follows:

don't shop online, among rest of ninety six percent women thirty four percent preferred shopping rarely and occasionally, and eighteen percent of women said they shop online frequently.

Out of hundred fourteen percent has said they

**Table 9.You prefer online shopping for:**

apparels	22%
electronics	24%
cosmetics	6%
household	24%
books	10%



The online stores present a large no of products and services to the shoppers, when these products categorised among five categories like apparels, electronics, cosmetics, household and books. Women first choice was electronics and households, then was apparels, thirdly books and last choice was cosmetics.

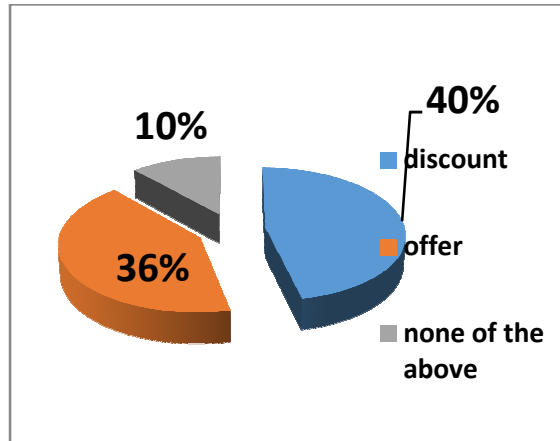
was apparels with twenty two percent, books was at third with ten percent and last was the cosmetics one of the most favourite of women choice.

On the basis of percentage electronics and household got twenty four percent, second to it

It shows that women do not want to select their apparels and cosmetics without trying and testing them.

**Table 10.Your online shopping is based on:**

discount	40%
offer	36%
none of the above	10%

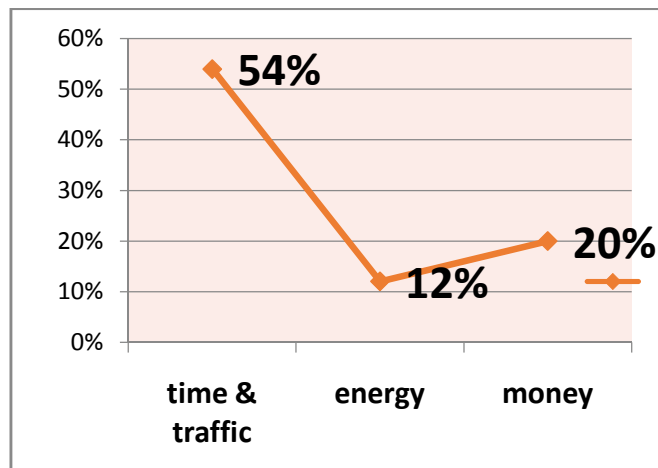


It is proven that women are good at shopping, bargaining and taking profit at every purchase. So it was asked that when do they prefer online shopping like when it is sale discount or other things. Then the response of women says that, forty percent of women do shopping when

discount is on the selected item, when other offers except discount is given then they do shopping. Whereas ten percent said that offers and discounts are not the factor for shopping rather they shop even after there is no offer or discount on the items.

**Table 11. Factors affecting online shopping:**

time & traffic	54%
energy	12%
money	20%



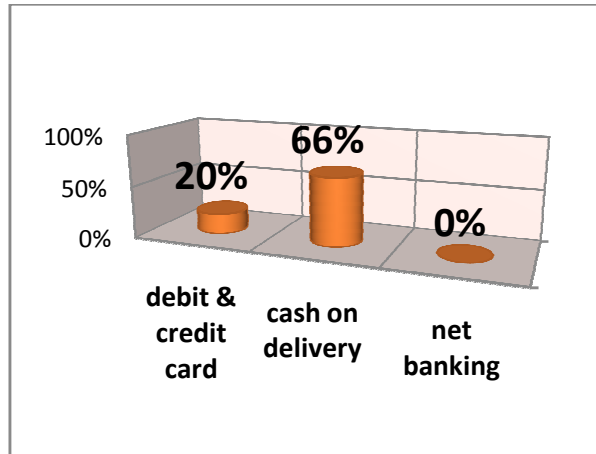
When the reason for online shopping is asked to the working women, and options provided were; time & traffic, energy, money. Fifty four percent women opted time & traffic the reason for online shopping. Twenty percent opted money the factor for online shopping and twelve percent selected energy as the reason for online shopping.

Other than discount, offers, brand and variety people prefer online shopping as it saves time & traffic, energy, and money. It seems that time and traffic is playing a role of obstacle in shopping in market, therefore professional women who have time problem are preferring online shopping.



**Table 12. Mode of payment preferred for online shopping**

debit & credit card	20%
cash on delivery	66%
net banking	0%

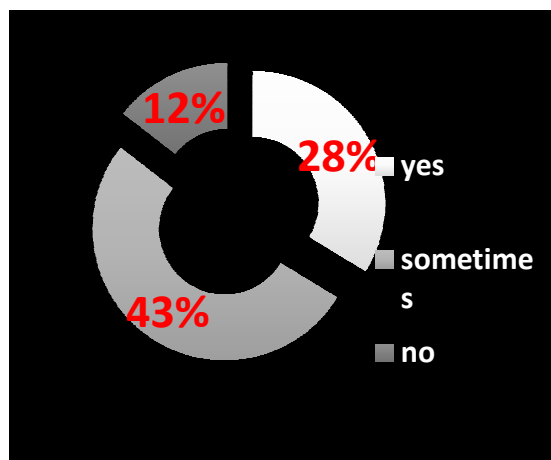


Money always plays a vital role in everything, and when it comes to shopping money is like oxygen to life. Money always matters, with the advancement in the technology we have so many facilities to pay money for our products like; payment through debit & credit card, net banking, money transfer etc., and when this was

asked to women who shop online, out of ninety six percent; sixty six chose cash on delivery as a mode of payment for products purchased. Only twenty percent used Debit & credit card as mode of payment. And surprisingly no one offered for net banking.

**Table 13. Do you trust the products offered online?**

yes	28%
sometimes	43%
no	12%



Products when one purchases, it is checked well that they are not damaged or any other problem. So, when it was surveyed that, do women who shop online trust the products offered to them by

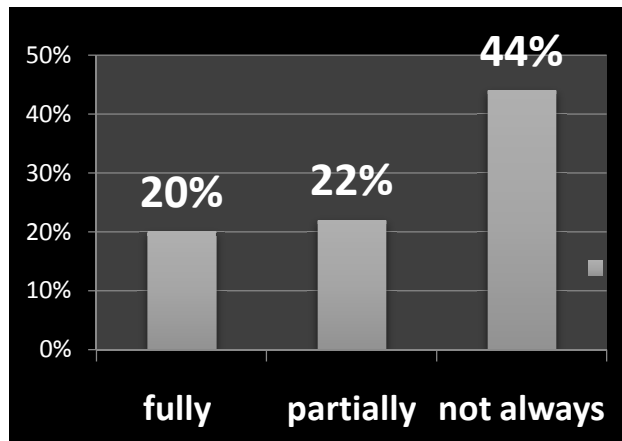
the web marketers? Twenty eight percent respondents said they trust the products fully that are offered to them on online sites. Where twelve percent respondent said that they shop

online but do not trust the products. At the same time forty eight percent women said that they trust the products but not fully rather sometimes.

In other words it can be said that they trust the products in some matters and not in other matters.

**Table 14. Does online shopping cater your level of satisfaction?**

fully	20%
partially	22%
not always	44%



Does the web marketing and online products caters the satisfaction level of the people who shop online, in reply to this, twenty percent respondents said yes they are satisfied by the products and services. Twenty two percent people said that they are satisfied but not fully rather partially. And forty four percent of people said the products and services offered does not always provide full satisfaction, there is something missing always either in products or in services.

zabong,amazon, homeshop, star cialive, quiker, ebay, olx, firstcry, babyoye, naptol are the sites visited most frequently surfed for either checking out the products or for buying the products.

**ANALYSIS OF OPEN-ENDED QUESTIONS**

**THE SITES YOU PREFER FOR ONLINE?**

Flipkart, myntra, snapdeal, zabong,amazon, homeshop, star cialive, quiker, ebay, olx, firstcry, babyoye, naptol. These are the most popular sites among the professional women who do online shopping.

**I PREFER ONLINE SHOPPING**

Most of the ladies said it saves time then energy. Some said they get the things over here which are not available in the market. Along with this online shopping is too convenient to use, it saves money and also provides satisfaction.

Few stated that online shopping is very interesting and they use it for the change of mood and for variety shopping through comparing things in all aspects.

In the answer to the last question asked; women mentioned the reasons for the online shopping among them.

Since this was an open ended question, women filled the sites they prefer and trust for shopping online. The sites like Flipkart, myntra, snapdeal,

**CONCLUSION**

After the collection and analysis of the data for the topic “A study on new trends of web

marketing and online shopping habits among professional women.” It can be said that web marketing is capturing the attention of the people and it can be said as a booming industry today. This new trend of web marketing is providing all the range of products like, clothing, cosmetics, books, household products, mobiles, gadgets, sports kit, bags, clutch, jewellery, food products etc. Products subdivided into men, women, kids, further divided into sections like shirt, t-shirt, suit, suit material, saree, ethnic wear, sportswear, shoes, sandals, sleepers, frocks, one piece etc.

This new trend of web marketing is attracting the attention of people specially women who are crazy shoppers. In this study on hundred professional women it came that these working women prefer online shopping as it saves their time, energy and money. Since professional women don't have much time to go out for shopping as they are busy in office and then family. So to save time and energy they prefer shopping while working. They also prefer this new trend of web marketing as they find it innovative and user friendly, it is easy for them to surf these sites and browse their search category.

In the study it came out that women do online shopping but with due care. It is hard to earn money so it is hard to spend. And it proves that though there is advancement in the technology regarding banking facilities and net banking but when women do online shopping sixty six percent out of eighty six percent preferred the cash on delivery mode of payment for the products purchased online. This proves that though women are crazy shoppers but they are particular about their money.

When it comes at choosing the products for online purchasing, household products were on top, it shows that an Indian woman always thinks first about their home and family. Then the second choice became apparels and electronics. Apparel is one the biggest market who captures

the attention of the women the most. Since it was thought earlier that women are least interested in the electronic products and gadgets, but this research study shows that women of today purchase the electronic products equally to apparels. The professional women chosen for this research study also shop online for the books, novels, books for higher studies and of foreign writers which are not available at the book stores.

At the end it can be said that, this new trend of web marketing has been spread around the urban areas of cities. In addition, it is very clear that with the wide spread of this sector it has drastic limitation to it. This is technology driven sector, which can be operated by educated people who have access to resources like internet, smart phones, and computer. Debit card, visa, net banking, or cash for payment.

Focusing on the second variable professional women's shopping habits, no doubt that women are always ready for shopping. Moreover, when a woman is independent on financial basis no one can stop them from shopping and trying new things in shopping. Out of hundred ninety six percent of professional women prefer online shopping. As it is experimental for them and it saves them from traffic along with less time consuming event.

### **IMPORTANCE OF THE STUDY**

The study on “the new trend of web marketing and online shopping habits among the professional women,” is important as it is based on the new trend of web marketing which is a new concept in Indian market. Therefore studying about its popularity and its user interface among women is important, as women are crazier for marketing as compared to men.

The second thing is that in this study professional women are selected as sample, because they are one who are independent and mature in all

aspects of work may be expending money of running a house. So it was important to know women who are busy in life in profession how much this new concept of online shopping is attracting them.

In this study it came that women who are shopping online are not fully satisfied with the products and services offered to them by the web marketers. Therefore, web marketers should focus on the products and services, which they provide, should satisfy their customers.

To attract more women for online shopping the marketer should offer more offers and discounts to their target audience so that they become keen to shop. Along with this, the range of apparels and household things should be increased, as these are the most common items searched and purchased through online marketing.

Since this study is based on professional women, and the sample included married women having children, it came in the study that they also shop for their babies and child. Hence, the online marketers should include wide range of apparels, toys, baby products so that they may attract more women to shop at online at stores.

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