



## BENEFITS OF E-BUSINESS FOR THE WOMEN IN SALEM CITY

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### Abstract

The journal speaks about the benefits of e-Business for the women in Salem city. The present day world, both the husband and wife are working to make a happy living. With so much of work stress, shopping has become a tedious work for the families now. With the evolution of e-Commerce sites, shopping has become an easy job.

### Introduction

#### Online Shopping

Online shopping? What is the new buzz word? It is the virtual shop where people are shown the images of the product with the description, dimension and colour of the product and the warranty terms. People are given the liberty to shop their favourite product sitting at home. The online vendor takes care of the delivery of the product at the promised time. Online sellers offer the benefits of return policy and the payment terms as the normal retail sellers. Online shopping not gives the benefit to shop with just a click on the smartphone but also saves time for the working category. As evident from the survey by flipkart in 2015, 50% of the online shoppers are the working category.

#### Benefits for the women in Salem city

Listing down the benefits for the women (both working and home-makers) in Salem city with the evolution of online shopping

- Convenience.
- Time saving.
- More than one seller to compare the rates and deals.
- Better price.
- No crowded shopping.
- Gifts are sent with little effort.
- Door step delivery.
- Replacement policies.
- More time to shop by discussing with family and friends.
- Fewer expenses.
- Buying used products at ease.
- Discreet purchases.

#### Research Methodology

The data collected in this journal is through the online media and questionnaires. The online media speaks about women shoppers in PAN INDIA where as the questionnaire is completely based out of Salem city. The journal will focus mainly on the working women in Salem as they are the leading percentage with respect to online shopping.

#### Products women shop in the online Market (Data Interpretation)

##### What women look for while shopping online?

- The shopping has to be social and comprehensive.
- Women shop based on the future needs while men shop for the immediate need.
- One product that fits all their requirements.
- Women gift themselves as well as buy gifts for others.
- Promotional mails and offers are best utilised by women.
- Women do their homework in reciprocating to people's responses and comments.
- Customer reviews are an important factor in women's shopping.



### Most Purchased products by women

Products	Percentage of women
Electronics	75%
Apparels	64%
Movie Tickets	11%
Food and drinks	8%

From the online news, (Caanvas' survey from Delhi, Mumbai, Bengaluru and Pune)

- Women are increasingly shopping online.
- Age groups between 26 and 40 where most of them (about 70%) are professionals.
- Topmost influencing factor being convenience followed by deals and discounts.
- Another top influencer for women shopping online is husbands.
- Electronics, mobiles phones and accessories top the chart in the product list.
- Clothing and apparels stood second in the list.
- For housewives, groceries and vegetables among the list of products purchased online.
- On the whole, vegetables and groceries have still not gained the customers' confidence.

From the questionnaires (Inside Salem City)

- Women prefer online shopping more than the physical stores when it comes to apparels and electronics.
- Kitchen appliance is one of the products which is gaining the confidence of the women shoppers.
- Dairy products, health products are still in the grooming phase.
- Baby care products are preferred to be purchased from the physical stores.
- Furniture is gaining confidence in the online market.
- Among the products that are preferred to be purchased from the physical stores are medicines, baby care, milk, vegetables and groceries.

### Conclusion

I have surveyed and analysed the benefits for the (working) women in Salem city through my questionnaires and online media. I can confidently say that online market/shops is the future of our generation. There could be more sophisticated solution in our future generation but with the current generation, online shopping is the trend. Online shopping indirectly contributes to greener environment.

### References

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