

A Study on Factors Influencing Women's Buying Behaviour Towards Online Shopping in Itanagar Capital Region, Arunachal Pradesh.

Marpi Zirido, Dr. Sankar Thappa

Abstract

The emergence of e-commerce in India has brought about a paradigm shift in the way people shop, and this has affected women's shopping behaviour in a significant manner. This research paper highlights the online shopping behaviour of women in the Itanagar capital region district of Arunachal Pradesh. The paper aims to identify the frequency of their online shopping, the trends that emerge, the factors that influence their purchase decisions, and the relationship between demographic variables and online shopping behaviour. The study is based on primary data collected from 150 women through a structured questionnaire. The findings are presented through percentage analysis, average scores, and cross-tabulations. The findings of the study reveal that women belonging to the age group of 26-35 years and those who are graduates are the most frequent online shoppers. The most purchased products are clothing and cosmetics, and the platforms used are Myntra and Nykaa. The factors that play an important role in influencing purchase decisions are product diversity, delivery time, customer reviews, and overall satisfaction. The study reveals that both demographic characteristics and product-related factors play an important role in influencing women's online shopping behaviour in the growing regional markets.

Keywords: Women Consumers; Online Shopping; Buying Behaviour; E-commerce; Product Variety; Consumer Satisfaction; Demographic Factors.

Introduction

In recent years, India has witnessed a rapid transformation in its retail landscape, driven by the expansion of internet connectivity, increased smartphone usage, and enhanced digital payment systems. The growth of e-commerce platforms has reshaped consumer shopping patterns across urban and rural regions alike. Among various demographic segments, women have emerged as a significant and influential group in online shopping. Their preferences, motivations, and decision-making behaviours contribute substantially to the expansion of the e-commerce market. Understanding the buying behaviour of women is therefore essential for marketers, retailers, and policymakers to design effective strategies that cater to their specific needs and preferences.

Arunachal Pradesh, a north-eastern state of India, has made considerable progress in digital inclusion under national initiatives like *Digital India*. Yet, studies examining online shopping behaviour in this region remain limited. ICR (Itanagar Capital Region) district, characterised by a mix of urban centres such as Itanagar and rural communities, presents a unique context for studying women's online purchasing behaviour. The socio-economic and cultural diversity of this district influences how women access, perceive, and engage with online shopping platforms. Barriers such as digital literacy, trust in online payments, availability of products, and delivery infrastructure also play a role in shaping their online buying decisions.

This study aims to explore the key factors that influence women's buying behaviour towards online shopping in the Itanagar capital region district. It focuses on aspects such as purchase frequency, preferred product categories, factors affecting platform choice, and post-purchase satisfaction. Additionally, the research examines the role of demographic variables such as age, income, education, and family responsibilities in shaping online shopping habits among women. By analysing these elements, the study provides insights into how digital marketplaces are perceived and utilised by women in this part of Arunachal Pradesh.

Understanding these behavioural patterns is crucial for e-commerce firms seeking to strengthen their presence in the northeast region. The findings can help businesses tailor their marketing communication, improve user experience, and address challenges related to accessibility and trust. Furthermore, the study contributes to academic literature by filling the research gap on regional consumer behaviour and offers recommendations to support women in becoming more confident and empowered online shoppers. Ultimately, this research sheds light on how digital retailing intersects with gender, culture, and regional development in the evolving Indian market.

Literature review

According to Khursheed & Ranjan (2025), it is important to understand online shopping behaviours, particularly among women, as women are a crucial segment in the growth of e-commerce, owing to their significant influence in purchase decisions and increasing internet usage. One such study was conducted by Singh, Verma, and Khare in 2024, where they focused on female consumers in the state of Uttar Pradesh and concluded that variables such as age, education, and occupation have a significant influence on the way women shop online, thereby proving that socio-economic attributes influence online shopping behaviour.

Ramish et al. (2023) revealed that consumer behaviour in online shopping is mostly influenced by the way in which they perceive benefits and risks, as well as the psychological motivations that lie beneath.

Ajay Kumar (2024) emphasised that the rural consumer's online purchasing behaviour is influenced by digital literacy, internet accessibility, and trust in online platforms, thus emphasising the importance of rural-urban differences in online purchasing behaviour studies. Lakshmi et al. (2024) investigated the online shopping behaviour of Indian women, highlighting the fact that technology, psychology, and money all have important roles to play in their purchasing decisions.

Chaudhary & Gowda (2018) analysed the online shopping behaviour of Indian women for clothing and concluded that convenient access to online shopping and the ease of e-commerce are influencing Indian women's fashion purchases on the internet.

According to research, satisfaction and trust are identified as key outcomes of online shopping decisions, influencing customers' intentions to repurchase and their overall behaviour. In the literature on consumer satisfaction, trust in online payment systems and trust in after-sales services are identified as key determinants.

More (2021) examined the role of gender in online shopping behaviour, stating that women and men have different preferences, motivations, and cognitive processes when making purchases online. The point to take away is that gender is an important moderating variable in online shopping studies.

For instance, a study by Pandey et al. (2016, as cited in Jain & Mathur) revealed that the factors influencing online shopping intentions, such as trust, convenience, and perceived risk, contribute to women opting for online shopping, especially in product categories like clothing and personal care.

Roy (2020) used analytical frameworks to categorise online shopping behaviours across product categories (e.g., cosmetics, electronics), highlighting the importance of behavioural segmentation in online retailing, which supports understanding varied preferences among women shoppers.

Objectives of the Study:

1. To study the frequency and pattern of online shopping among women in the Itanagar capital region district.
2. To identify the major factors influencing women's buying behaviour towards online shopping.
3. To examine the association between selected demographic variables and women's online shopping behaviour using percentage and cross-tabulation analysis.

Research methodology

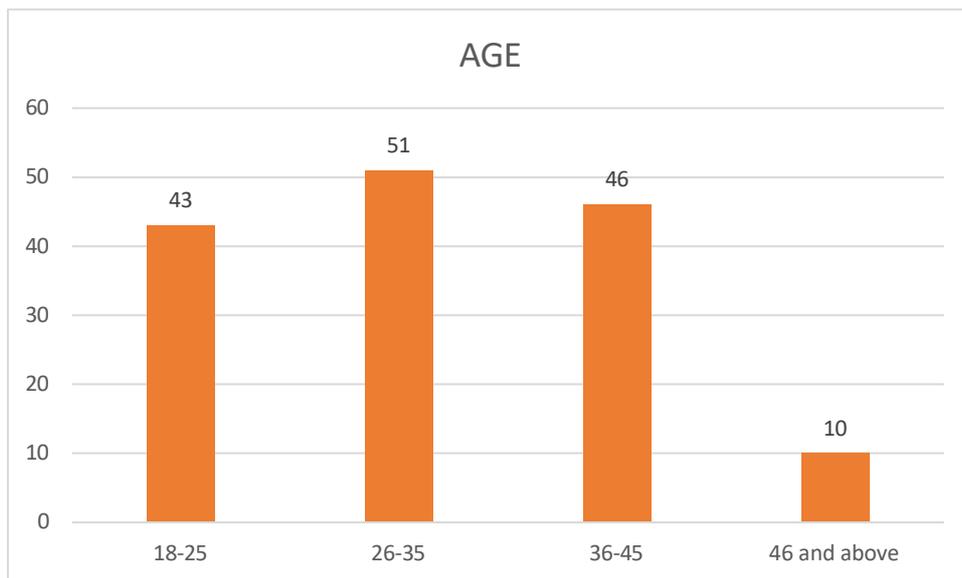
This research is a descriptive one that examines the behaviour of women in the Itanagar capital region district of Arunachal Pradesh while shopping online. The purpose of this research is to identify the frequency and manner in which women shop online, to identify the key factors that influence their buying decisions, and to examine the relationship between certain demographic characteristics and online shopping. To provide a balanced perspective, the study will include respondents from both urban and rural areas of the Itanagar capital region.

The data for this research were collected from two sources: primary and secondary. For the primary source, a structured questionnaire was used to collect data from 150 women. The questionnaire was divided into three sections: demographics, online shopping behaviour, and factors that influence buying decisions. The questionnaire used a five-point Likert scale ranging from strongly disagree to strongly agree. The respondents for the questionnaire were selected using convenience sampling. Secondary sources included research articles, journals, books, and web-based information on the online shopping behaviour of women.

The data was analysed using percentage calculations, means, standard deviations, and cross-tabulations, all of which were performed using Microsoft Excel. The results of the demographics, buying behaviour, and factors that influence buying decisions were interpreted using these calculations. The study is limited to 150 respondents from the Itanagar capital region district and is based on self-reported data, which may be subject to certain biases. However, the study provides a clear perspective on the online shopping behaviour of women in the region.

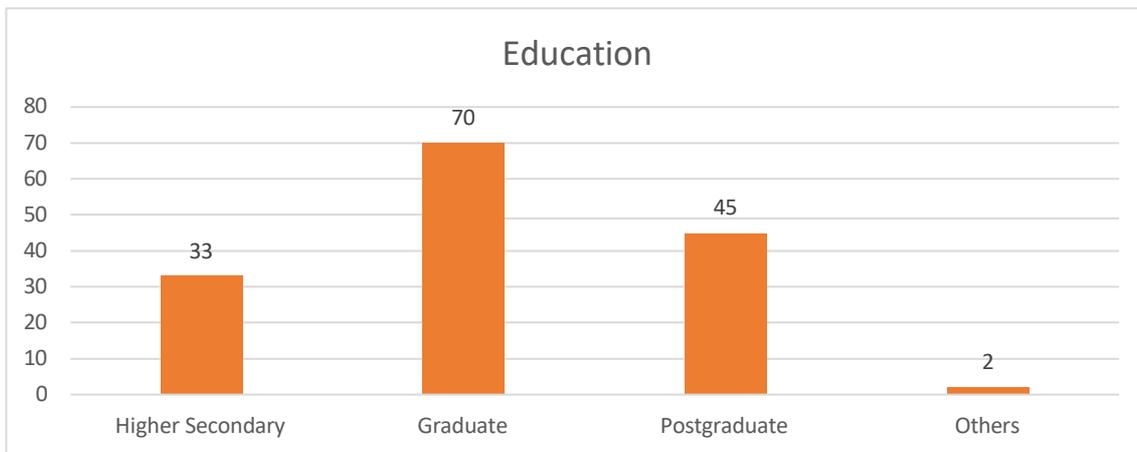
Data analysis and interpretation

Age	Frequency	Percentage (%)
18-25	43	28.7%
26-35	51	34%
36-45	46	30.7%
46 and above	10	6.7%



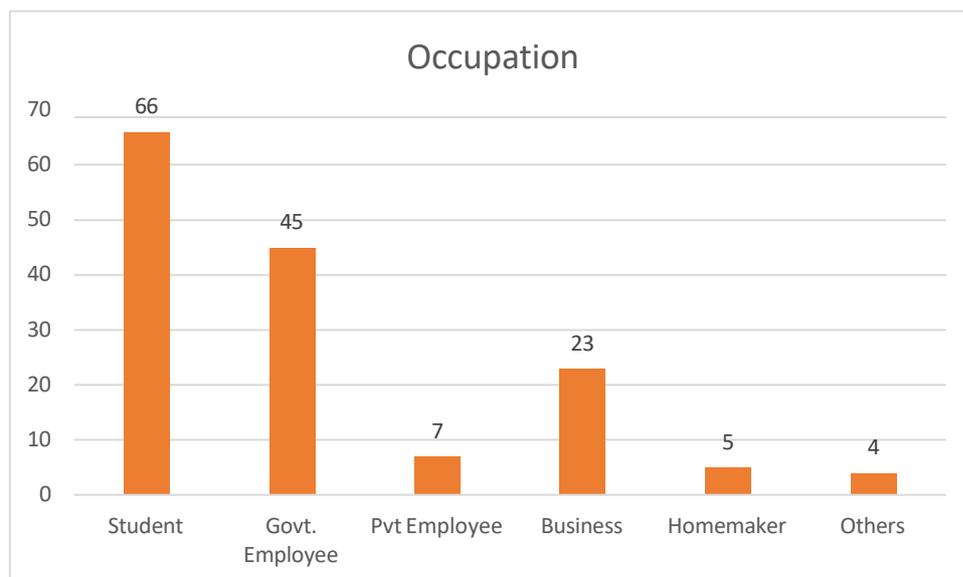
The above table shows that the age group between 26-35 shops more, followed by 36-45, indicating that middle-aged women are more active in online shopping than older women.

Education Qualification	Frequency	Percentage (%)
Higher Secondary	33	22%
Graduate	70	46.7%
Postgraduate	45	30%
Others	2	1.3%



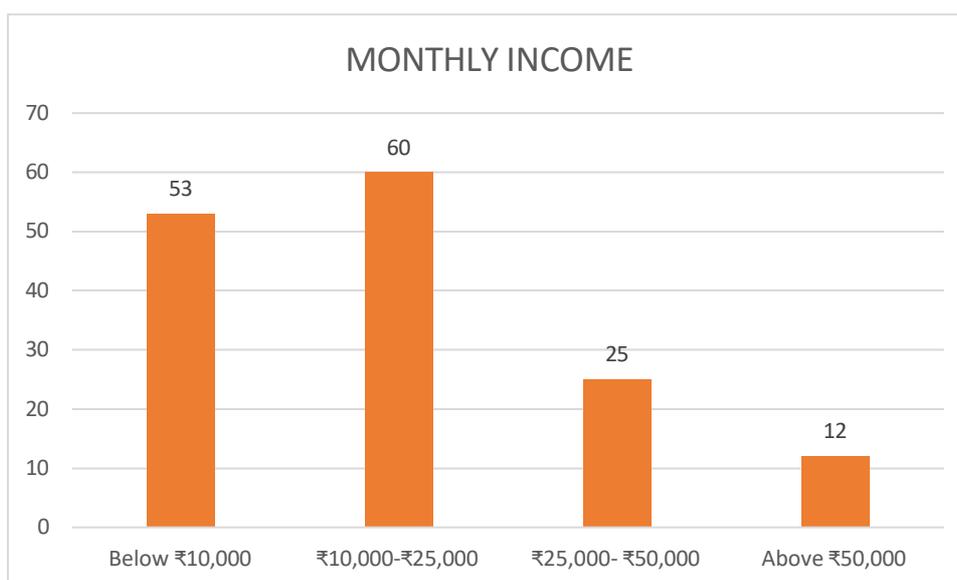
The majority of the respondents with 46.7% are graduates, followed by post-graduates 30% and after that comes higher secondary with 22% and the least comes others with 1.3%. The above findings show that most of the active shoppers are well educated and have a positive influence on digital shopping.

Occupation	Frequency	Percentage (%)
Student	66	44%
Govt. Employee	45	30%
Pvt Employee	7	4.7%
Business	23	15.3%
Homemaker	5	3.3%
Others	4	2.7%



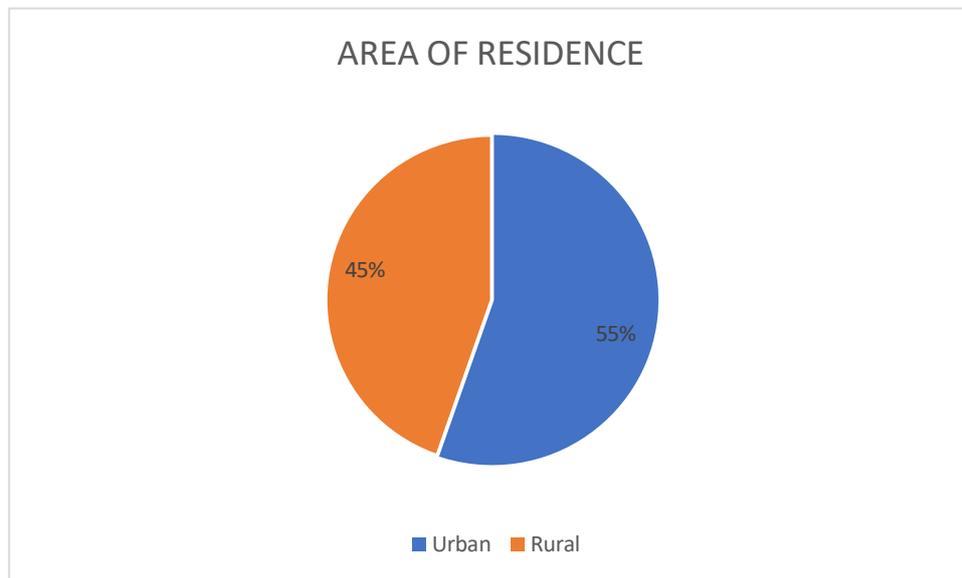
Nearly 44% of the respondents were students, followed by government employees at 30%. 15.3% of the respondents were in business. The least category was homemaker at 3.3% and others at 2.7%. The finding shows that students cover the majority of the respondents, possibly due to digital exposure and working women also significantly contribute to online shopping.

Monthly Income	Frequency	Percentage (%)
Below ₹10,000	53	35.3%
₹10,000-₹25,000	60	40%
₹25,000- ₹50,000	25	16.7%
Above ₹50,000	12	8%



40% of the respondents were under the income category of ₹10,000-25,000, followed by 35.3% in the category below ₹10,000. 16,7% in the category of ₹25,000 and least income category were above ₹50,000 at 8%.The findings show that mid-level income earners are more active in online shopping.

Area of residence	Frequency	Percentage (%)
Urban	83	55.3%
Rural	67	44.7%



A slightly higher number of respondents were from urban area 55.3% and rural areas, accounting for 44.7%. Urban women slightly dominates the online shopping platform, but rural women are closely catching up, showing digital penetration.

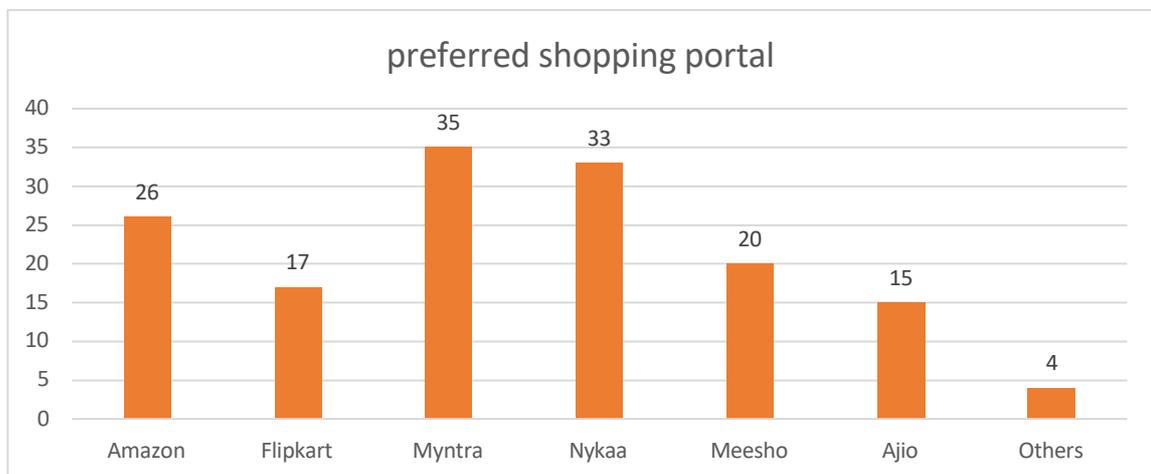
Section B: Women’s Buying Behaviour

How often do you shop online	Frequency	Percentage (%)
Once a week	21	14%
Once a month	59	39.3%
Occasionally	62	41.3%
Rarely	8	5.3%



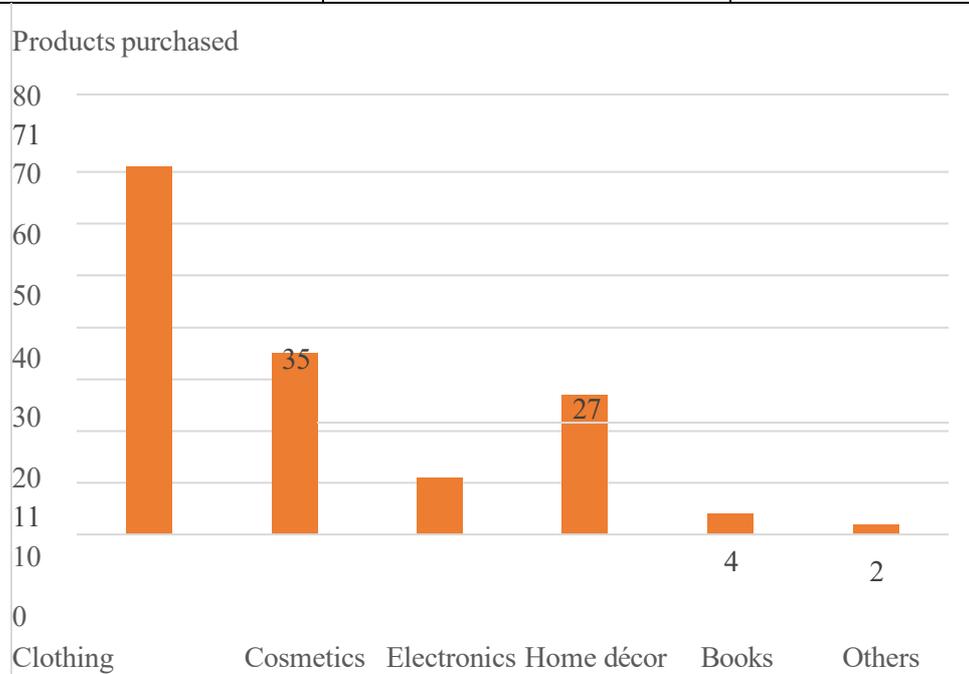
41.3% of the respondents shops occasionally, followed by 39.3% of respondents shopping only once a month. The findings show that online shopping is majorly used for specific needs rather than daily routine purchases.

Preferred platform	Frequency	Percentage (%)
Amazon	26	17.3%
Flipkart	17	11.3%
Myntra	35	23.3%
Nykaa	33	22%
Meesho	20	13.3%
Ajio	15	10%
Others	4	2.7%



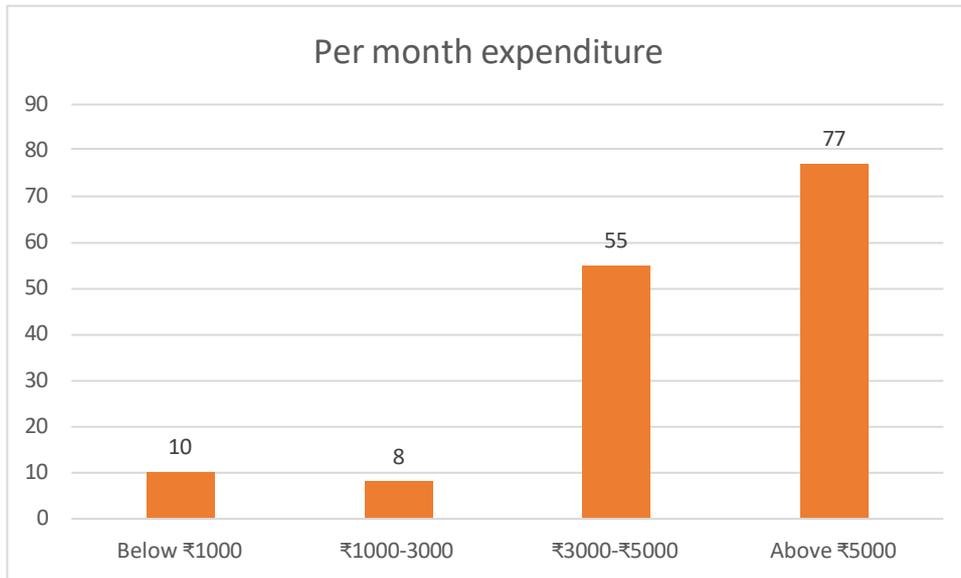
Most preferred platforms are myntra, nykaa and amazon, indicating fashion and beauty platforms dominate preference of respondents.

What products is usually purchased	Frequency	Percentage (%)
Clothing	71	47.3%
Cosmetics	35	23.3%
Electronics	11	7.3%
Home décor	27	18%
Books	4	2.7%
Others	2	1.3%



47.3% of the respondents shop for clothing, followed by cosmetics at 23.3%. This indicates the preference women have is mainly for fashion related purchase.

Expenditure per month on online shopping	Frequency	Percentage (%)
Below ₹1000	10	6.7%
₹1000-3000	8	5.3%
₹3000-₹5000	55	36.7%
Above ₹5000	77	51.3%



51.3 % of the respondents spend more than ₹5000 per month, following comes ₹1000-₹3000 at 36.7%.

The data shows that the majority of the respondents spend considerably high amounts on online shopping, which shows reliance on online shopping platforms.

Section C: Factors influencing buying behaviour

Statement	Mean	Std Deviation
Price discounts influence your online purchase	3.71	1.05
Convenience motivates you to shop online	3.42	0.95
Product variety influences the buying decision	4.1	0.92
Online review and ratings effect purchase intention	3.84	0.87
Trust in payment influences your purchase decision	3.62	0.94
Delivery time affects your shopping decision	3.93	0.82
Overall satisfaction with online shopping	4.01	0.86

Product variety has the most influential effect on women’s online buying behaviour. The respondents also shows high satisfaction level. Delivery time also affects purchasing decisions. Many rely on reviews left by previous consumers’ opinions.

Cross-tabulation analysis

Age and Frequency of Online Shopping

Age Group	Once a Week	Once a Month	Occasionally	Rarely	Total
18–25	10	15	16	2	43
26–35	6	23	20	2	51
36–45	4	18	21	3	46
46 & above	1	3	5	1	10
Total	21	59	62	8	150

Income and Monthly Expenditure

Monthly Income	Below ₹1000	₹1000– 3000	₹3000– ₹5000	Above ₹5000	Total
Below ₹10,000	6	8	25	14	53
₹10,000– ₹25,000	3	10	20	27	60
₹25,000– ₹50,000	1	5	8	11	25
Above ₹50,000	0	2	2	8	12
Total	10	25	55	77	150

Education and Preferred platform

Education	Amazon	Flipkart	Myntra	Nykaa	Meesho	Ajio	Others
Higher Secondary	5	6	7	8	4	2	1
Graduate	13	8	18	15	9	6	1
Postgraduate	7	3	9	9	6	6	5
Others	1	0	1	1	1	1	0
Total	26	17	35	33	20	15	4

Area and frequency of shopping

Area	Once a Week	Once a Month	Occasionally	Rarely	Total
Urban	14	32	31	6	83
Rural	7	27	31	2	67
Total	21	59	62	8	150

Interpretation for cross tabulation

The cross-tabulation analysis reveals a significant relationship between who these women are and how they shop online in the Itanagar capital region. Starting with age, women belonging to 18-25 and 26-35 years of age are likely to shop online more than women in other age groups, indicating that younger women are more comfortable with online shopping. When we cross-tabulate income with spending, we find a positive association: as the monthly income increases, so does the amount spent online, indicating that buying power is important in online purchasing decisions.

Education and online platforms are also important factors, with graduates and postgraduates being largely interested in fashion and beauty online platforms such as Myntra and Nykaa, indicating that education influences where and what they buy. In terms of geographical location, women in urban areas shop slightly more than women in rural areas, although the latter is also significant, indicating that digital access is increasing in semi-urban and rural areas. Thus, the third objective of the study is addressed.

Findings of the study

The findings from the study reveal that online shopping has gained popularity among women in the Itanagar Capital Region district. The majority of the respondents fall within the 26-35 age group, and most of them also belong to the 36-45 age group, which clearly indicates that young and middle-aged women are the most frequent online shoppers. A large number of online shoppers are graduates and students, which clearly indicates that education and exposure to technology increase online shopping behavior. People generally prefer to shop online occasionally or once a month, which clearly indicates that online shopping is need-based and not a regular practice. Clothing and cosmetic products are the most frequently purchased online, and Myntra and Nykaa are the most preferred websites, which clearly indicates that there is a strong preference for fashion and cosmetic products.

While analyzing the factors that influence purchases, it is clear that factors such as product diversity, delivery time, online reviews, and overall satisfaction have a strong influence on women's purchasing behavior, while price discounts and convenience have a moderate influence. Cross-tabulation analysis indicates that demographic factors such as age, income, education, and residence influence the frequency of shopping and amount spent by women. Women belonging to higher income groups spend more online, and urban respondents have a slightly higher frequency of shopping compared to rural respondents. **Conclusion, recommendation and suggestion**

The research investigated the online shopping habits of women in the Itanagar Capital Region of Arunachal Pradesh, specifically examining the frequency of online shopping, the patterns of online shopping, and the factors that influence purchase decisions. The findings indicate that women between the ages of 26-35 and those who are graduate degree holders are the most frequent online shoppers. Clothing and makeup are the most popular categories of products purchased online, with Myntra and Nykaa being the most popular platforms. When evaluating the factors that influence purchase decisions, factors such as product diversity, delivery time, online reviews, and overall satisfaction are of utmost importance. Cross-tabulation analysis suggests that age, income, education level, and residence are associated with variations in the frequency of online shopping and the amount spent. In conclusion, online shopping has emerged as a major consumption trend among women in this region, primarily driven by product features, accessibility, and increased awareness.

Based on the findings of the study, some key takeaways are as follows: Online shopping portals should diversify their product offerings, with a focus on fashion and beauty products, as these are most in demand by women. Improving delivery speed, reliability, and review systems can help increase customer satisfaction. Continuous efforts to improve secure and transparent payment systems will help increase customer trust, especially in semi-urban and rural areas. Programs to increase digital literacy among women can help increase participation in online shopping. Online marketers should design specific promotions for young, educated women, who are the most active online shoppers in the region.

The study is very informative but comes with some limitations. The study uses 150 respondents from the Itanagar Capital Region district. This implies that the findings of the study may not be easily generalizable to other districts and states. Convenience sampling may not be very representative of the population. The study uses self-reported data, which may be prone to personal biases or errors. Moreover, the study only uses percentages, averages, and cross-tabulations. Other sophisticated statistical methods may reveal underlying relationships between variables. Future studies may benefit from larger samples, regional comparisons, and the use of more advanced statistical methods.

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