

Women Shopping Pattern Using social media Offered by Home Based Women Entrepreneurs

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Abstract

Everyday women consumers form impressions from brands advertisements, branded content, and interactions on social media. The experience that women consumers have towards their products, and increasingly, the experience what other consumers have towards their brand will impact their perception, and ultimately, their decisions to purchase. The women consumer's voice, whether in reviews on brands websites or social media platforms, is an extremely powerful influence in purchase decisions. With the spread of education and awareness, women entrepreneurs have shifted from the extended kitchen activities to various other activities with the emergence of various social media platforms. The present study is undertaken to know the shopping pattern among women using social platforms offered by the women entrepreneurs.

Keywords: Social Media, Women Entrepreneurs, Purchase decision, Women consumers.

Introduction

Social Media and Women Entrepreneurs

Social media shopping, also known as social commerce, refers to companies selling products directly within social media platforms. It differs from social media marketing, which uses content to drive traffic to websites. Instead, the entire shopping experience occurs within the social media platform. Each social media platform addresses e-Commerce differently. The social media's have in common is streamlining the process, requiring fewer clicks to buy than most websites. The most commonly used social media platforms are WhatsApp, Instagram, Facebook, LinkedIn and so on.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. A woman entrepreneur is, therefore, a confident, creative and innovative woman desiring economic independence individually and simultaneously creating employment opportunities for others. The typical women businesses are mainly the extension of kitchen activities, i.e., the 3 P's, viz., pickles, powder and pappad. The number of Women Entrepreneurs in India has increased gradually with the spread of education and social media awareness among women.

Statement of the Problem

India is the world's fastest growing economy, a rising global hotspot in making for their biggest trade needs. In the past few years, it has witnessed the entry of global giants like Walmart on its grounds and has the largest user base for tech giants like Facebook. At the heart of this growth is the 50 per cent women population, which is estimated to be driving around 85 per cent of the purchase decisions of an average household.

Scope of the Study

Gone are the days where a woman's purchasing power was limited to just grocery shopping. In India, almost 127 million females, almost 25.6 per cent is from the working class. Today, women are actively involved in decision making, from buying a car to property, women drive 70-80 per cent of all consumer purchasing which is a huge shift from earlier days. Hence, the study has been undertaken to analyse the shopping pattern of women using social media which is offered by home based women entrepreneurs.

Objectives of the Study

- To analyse the shopping pattern of women using social media's offered by the home based women entrepreneurs.
- To find out whether the social media platforms enable to build a community among them and assist to increase their visibility in the society.
- To ascertain whether purchasing through social media's provides them experience and gain knowledge to start-up their own small businesses at home.

Review of Literature

Saadia et.al (2012) focused on the buying behavior of women in Pakistan. A study has been carried out on 200 female respondents from the city of Lahore in Pakistan. The results indicate that women of Pakistan consider traditional word of mouth to be more authentic than social media for making purchase decisions related to their apparels¹.

Arul and Mohmadraj (2017) attempted to assess the impact of usage of social media on purchase decision process. The study finds that the social media is most widely used in information source for entertainment, networking, and information on new brands. Also, the social media reviews and opinions affect the purchase decision process; however, tendency of share their experiences post purchase is surprisingly good².

Viktoria, et.al (2021) aim to explore the impact of social media on consumer behavior, more specifically, it examines the influence of social media on the preference of specific e-shops during the first wave of the COVID-19 pandemic. The results revealed the existence of statistically significant differences in the use of social media during the first wave of the COVID-19 pandemic in terms of various demographic factors as well as a relatively weak relationship between the social media used and the purchase in the e-shop promoted on the social media³.

Research Methodology

1. Data collection: The data was collected from primary and secondary sources. Primary data was collected through questionnaire via Google Forms from the women consumers of different places belonging to Vellore district and the secondary data was collected from books, magazines and websites etc.

2. Sampling size: 100 respondents were selected after considering time and cost.

3. Sampling method: Convenient sampling method is used to collect the data from the respondents.

4. Tools of analysis:

1. Simple percentage analysis
2. Factor Analysis

Data Analysis and Interpretation

Table 1 illustrates the demographic profile of the respondents, which exhibits that majority of the respondents i.e. 51 % fall into the age group of 20-30 years. Most of the women consumers surveyed are graduates with 64 % and 75% of the respondents are unmarried whose family income are below Rs.20,000. In the place of living, the survey showed that the majority of 48 % of the respondents belong to Vaniyambadi.

Table1: Demographic Profile of the Respondents

Variable	Category	Frequency	Percentage
Place of Living	Vaniyambadi	48	48
	Ambur	32	32
	Tirupattur	7	7
	Pernambut	3	3
	Gudiyattum	3	3
	Vellore	6	6
	Natrampalli	1	1
Age (years)	Below 20	37	37
	20-30	51	51
	30-40	9	9
	40-50	3	3
Qualification	SSLC/HS	14	14
	UG	64	64
	PG	14	14
	Others	8	8
Family Income (Rs.)	Below 20,000	45	45
	20,000-30,000	32	32
	31,000-40,000	8	8
	41,000-50,000	7	7
	Above 50,000	8	8

Source: Primary data

Table 2 demonstrates the information about the shopping pattern of women using social media platforms. The table clearly depicts that 48% of the respondents purchase fashion clothing/accessories while 30% of the respondents purchase food/bakery products using social media's offered by home based women entrepreneurs. The highest number of women customers use what's app for purchasing showing 45% while 43% of the respondents use other social media like LinkedIn and YouTube. Regarding years of purchase, 31% of the respondents have been purchasing between 1 to 2 years through social media. With reference to purchasing mode 70% of the women customers prefer both online and physical stores to purchase.

Table 2: Purchasing Pattern

Variable	Category	Frequency	Percentage
Type of Products	Books/Stationaries	3	3
	Fashion Clothing/Accessories	48	48
	Home Appliances/Electronics	10	10
	Cosmetics	4	4
	Food/Bakery	30	30
	Others	5	5
Social Media Platform	Facebook	1	1

	Instagram	11	11
	Whats App	45	45
	Others	43	43
Years of Purchase	Below 1	31	31
	1-2	31	31
	2-4	28	28
	Above 4	10	10
Mode of Purchase	Online store	20	20
	Physical store	10	10
	Both	70	70

Source: Primary data

Table 3 illustrates the Cronbach alpha which is the most widely used method for checking the reliability of scale and validity of items. In this table it shows that the reliability statistics for 21 items was 0.917 which has high reliability. This indicates that these items are mostly suitable for analysis.

Table 3: Reliability and Validity of Women's Shopping Pattern

Item	No. of Items	Mean	Variance	Std. Deviation	Cronbach's Alpha
Shopping Pattern	21	85.13	100.660	10.033	0.917

Source: Computed

Table 4 indicates that the value of KMO for 21 items was 0.859 from which it is understood that the sample taken to process factor analysis was statistically significant.

Table 4: Factorial Validity by KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	1011.389
	df	210
	Sig.	.000

Source: Computed

Table 5 illustrates that after examining the reliability of scale and the appropriateness of data, the questionnaire about shopping pattern of women was subjected to Principle Component Factor Analysis followed by Varimax Rotated Factor Analysis which yielded 5 factors. The solution was obtained by using fixed number of factors. Accordingly 5 items were selected for factor Cost efficiency, 4 items for Network building, 6 items for Promotion, 3 items for Review & Information and 3 items for Technical Adaptability.

Table 5: Loading of scale items on factors by Rotated Factor Matrix

Factors	Component				
	1	2	3	4	5
Factor 1 - Cost Efficiency The cost of every products advertised in the social medias are at affordable cost	0.434				
The payment mode is always cash On Delivery (COD) which is comfortable among women consumers	0.377				
The shipping charges are free to the consumers belonging to the sellers place	0.476				
Online Payment is also accepted by the Home Based Women Entrepreneurs.	0.954				
For few products & the customers of different place, the payment is on prepayment mode	0.730				
Factor 2 - Network Building It helps women to build a community with the assistance of Home Based Women Entrepreneur		0.817			
It encourages & assists women to increase their visibility & that of their business in the society		0.731			
It helps Women to start-up their own small business at home		0.927			
Women's undertaking online business help us in making purchase		0.403	0.339		
Factor 3 - Promotion It is easier to gather the publicity activities on social medias			0.420		
Not only products are promoted in the social media, even the promotion of other Women Entrepreneurs are also given			0.309		
It helps to build Women Empowerment	.351				
Motivated to buy through online after noticing the various social media			.411		
Motivated to buy through online after realizing the benefits experienced by my friends & family members			.882		

Motivated to online purchasing after realizing the current trend of home based online business			.772		
Factor 4 - Review & Information Feedback & opinion from other women customers helps to trust the products offered					.722
The messages given by the Women Entrepreneurs while offering the products makes me feel trusted	.340		-.324		.691
The products rating scale given in the social medias creates confidence on the Home Based Women Entrepreneur.					.501
Factor 5 - Technical Adaptability Technical complications involved in purchasing through online are less				.388	
Basic technological education is sufficient enough to make orders]				.427	
Social media platform can be easily adaptable				1.097	
Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization. ^a					
a. Rotation converged in 7 iterations.					

Source: Computed

Table 6 depicts that there is a high degree of correlation between factors of women shopping pattern using social media.

Table 6: Correlation Matrix

Factor	Cost Efficiency	Network Building	Promotion	Review & Information	Technical Adaptability
Cost Efficiency	1.000	.528	.562	.339	.586
Network Building	.528	1.000	.602	.537	.436
Promotion	.562	.602	1.000	.536	.576
Review & Information	.339	.537	.536	1.000	.406
Technical Adaptability	.586	.436	.576	.406	1.000

Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization
Discussion

Women are goal oriented, independent, flexible, tolerant, creative, realistic, enthusiastic and energetic because of which the management style differs from their male counterpart. Women are by and large born managers as they manage their house. They can simultaneously do more than one task at a time and have good coordination skills. With the enhancement of information and technological developments there has been a significant growth in women empowerment. Today's modern women have less patience and less time to look for stores to get the best price for their products. Hence, they opt for shopping through social media's where they like to shop with their friends and relatives. Women encourage and advice each other to purchase different products with the help of social medias. The pandemic of Covid-19 has led women to use social media in order to connect with different aspects of their life.

Suggestion

Even though women consumers use social media as a platform for shopping but still there is a fear that exist between women. Not every women who shop through social media is happy with their online shopping experiences. Fake online shopping platforms display some great products on the website and attract customers to buy the product. Usually, websites which sell fake products instead of the genuine article, do not accept cash on delivery and request customers to make an online payment. But, in the end, customers will either receive the fake product or they will not receive the product at all. The social media platform should be cautious enough that their reputation does not get damaged due to the hackers and should take necessary steps so that women customers do not get affected and cheated.

Conclusion

Women have a different set of priorities, preferences and attitudes. The Covid-19 pandemic has shifted women consumer attitudes and multiple connected devices have changed the traditional linear path to resemble more of a maze. The explosion of digital channels, the always-on media ecosystem, and the emergence of an increasingly discerning female consumer is challenging even the savviest marketers who are choosing a marketing strategy. A women makes purchasing decision based on price and quality which helps the women entrepreneurs to encourage their customers and also offer 'friend' discounts. Hence, the study reveals that the women are satisfied by the shopping pattern using social media offered by home based women entrepreneurs.

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