

A STUDY ON THE INFLUENCE OF SHOPPING APPLICATIONS ON THE ONLINE PURCHASING BEHAVIOUR OF WORKING WOMEN IN BANGALORE

H. MANORANJAN

DEPARTMENT OF COMMERCE, ANNAMALAI UNIVERSITY, ANNAMALAI NAGAR, CHIDAMBARAM, TAMIL NADU, 608002, INDIA, EMAIL: meetmano83@gmail.com

DR. V. MAHESWARI

DEPARTMENT OF COMMERCE, PS.PT.MGR GOVERNMENT ARTS AND SCIENCE COLLEGE, PUTHUR, SIRKALI (DEPUTED FROM ANNAMALAI UNIVERSITY), TAMIL NADU, 609108, INDIA EMAIL: maheswari34@gmail.com

Abstract

The expansion of mobile commerce has significantly altered the purchasing behaviour of consumers, particularly among working women in urban areas. Shopping applications offer convenience, accessibility, and time efficiency, making them a preferred mode of purchase for professionally employed women. This study investigates the influence of shopping apps on the online purchasing behaviour patterns of working women in Bangalore. The research focuses on usage frequency, influencing factors, satisfaction level, and spending behaviour. Primary data were collected through a structured questionnaire administered to 100 working women. Statistical tools such as percentage analysis and ranking techniques were applied. The findings indicate that convenience, discounts, and flexible payment options strongly motivate online purchases. The study highlights the growing dependency on shopping apps and provides valuable insights for marketers and app developers.

Keyword: Shopping Applications, Online Buying Behaviour, Working Women, Mobile Commerce, Consumer Preference

INTRODUCTION

The emergence of digital technology has revolutionized the retail sector worldwide. In India, the increasing penetration of smartphones and internet connectivity has accelerated the growth of online shopping. Mobile shopping applications have simplified purchasing processes by offering doorstep delivery, multiple payment options, and attractive discounts.

Bangalore, being a metropolitan city with a large population of employed women, presents a significant market for online retailers. Working women prefer shopping apps as they help save time and reduce the need for physical store visits. Studying their purchasing behaviour provides useful insights into evolving consumer trends in the digital marketplace.

Objectives of the Study

1. To examine the usage pattern of shopping apps among working women in Bangalore.
2. To identify the factors influencing online purchase decisions.
3. To analyse the impact of shopping apps on spending behaviour.
4. To study the satisfaction level of working women towards shopping apps.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data.

Primary Data

Primary data were collected through a structured questionnaire from 100 working women in Bangalore using a convenient sampling method.

Secondary Data

Secondary data were obtained from journals, research articles, books, and relevant websites.

Tools Used for Analysis

- Percentage analysis
- Ranking method
- Tabular presentation

Analysis and Interpretation

Table 1: Frequency of Using Shopping Apps

Frequency of Usage	Number of Respondents	Percentage
Daily	32	32%
Weekly	41	41%
Monthly	19	19%
Occasionally	8	8%
Total	100	100%

Interpretation:

The table shows that 73% of respondents use shopping apps either daily or weekly, indicating high dependency on mobile shopping platforms.

Table 2: Purpose of Using Shopping Apps

Purpose	Respondents	Percentage
Clothing & Accessories	38	38%
Groceries	26	26%
Household Items	21	21%
Electronics	15	15%
Total	100	100%

Interpretation:

Clothing and accessories are the most purchased items, followed by groceries, showing a shift towards routine online buying.

Table 3: Factors Influencing Online Purchase Decisions

Factors	Rank
Convenience	I
Discounts & Offers	II
Easy Payment Options	III
Product Variety	IV
Return & Refund Policy	V

Interpretation:

Convenience is ranked as the most influential factor, highlighting the importance of time-saving features for working women.

Chart Representation (Description)

Chart 1: Frequency of Shopping App Usage

A bar chart illustrates that weekly and daily usage dominates compared to monthly or occasional usage.

Chart 2: Influencing Factors

A pie chart shows convenience and discounts occupying the largest share, followed by payment options and product variety.

Findings

- A majority of working women regularly use shopping apps for their purchases.
- Convenience and promotional offers significantly influence buying decisions.
- Shopping apps encourage frequent purchases and higher spending.
- Secure payment methods and easy return policies increase consumer trust.

- Working women show high satisfaction with app-based shopping.

Suggestions

- Shopping apps should enhance personalized recommendations for working women.
- Exclusive offers and loyalty programs can increase repeat purchases.
- Simplified return policies and faster delivery services should be emphasized.
- App developers should focus on improving user experience and security features.

CONCLUSION

Shopping applications have become an essential part of the purchasing routine of working women in Bangalore. The study confirms that shopping apps strongly influence buying behaviour by offering convenience, affordability, and flexibility. As mobile commerce continues to expand, understanding consumer behaviour will help retailers and developers create more effective strategies. The findings of this study contribute to the growing body of knowledge on digital consumer behaviour and mobile shopping trends.

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