



**ST. MARY'S UNIVERSITY**  
**COLLEGE OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**PRACTICE AND CHALLENGE OF THE BUYING  
BEHAVIOR OF CUSTOMERS TOWARD ONLINE  
SHOPPING IN ETHIOPIA ADDIS ABABA**

**A THESIS SUBMITTED TO ST. MARY UNIVERSITY  
SCHOOL OF COMMERCE GRADUATE STUDIES FOR THE  
PARTIAL FULFILLMENT OF THE REQUIRED FOR THE  
AWARD OF MASTERS OF ARTS DEGREE IN MARKETING  
MANAGEMENT**

**By: Meron Berhane**

**Advisor: Mulatu Takele (PhD)**

**JUNE 2024**

**ADDIS ABABA, ETHIOPIA**

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## DECLARATION

I hereby declare that the thesis entitled “**Practice and Challenge of the Buying Behavior of Customer Toward Online Shopping in Ethiopia, Addis Ababa**” is my original work prepared under the guidance and support of my advisor **Mulatu Takele (PhD)**. It has been carried out and submitted in partial fulfillment of the requirements for the Degree of Master of Art in Marketing Management to the Department of Marketing Management; College of Business and Economics, St. Mary’s University. I also would like to confirm that it has not been previously submitted for any diploma or degree to any college or university and that all sources of materials used in the study are duly acknowledged.

**Meron Berhane**

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\_\_\_\_\_  
Signature

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Date

## APPROVAL

The thesis entitled “**Practice and Challenge of the Buying Behavior of Cuseomer Toward Online Shopping in Ethiopia, Addis Ababa**” submitted by **Meron Berhane** in partial fulfillment of the requirements for the award of a Master Degree in **Marketing Management** to the Department of Marketing Management; College of Business and Economics; St. Mary’s University has been carried out under my supervision. Therefore, I hereby approve and recommend that it has fulfilled the thesis requirements and can be submitted to the department for examination as the university advisor.

**Mulatu Takele (PhD)**

Name of thesis Advisor



Signature

\_\_\_\_\_  
Date

**CERTIFICATION OF APPROVAL**

**ST MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

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**BY  
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## **LIST OF ACRONYMS**

<b>(PMT):</b>	Protection Motivation Theory
<b>(IDT):</b>	Innovation Diffusion Theory
<b>(TAM):</b>	Technology Acceptance Model
<b>(TPB):</b>	Theory of Planned Behavior
<b>(TRA):</b>	Theory of Reasoned Action

## ABSTRACT

*This thesis explores the practice and challenges of the buying behavior of Customer toward online shopping in Addis Ababa Specifically Women, Ethiopia. As e-commerce emerges as a pivotal aspect of modern consumerism, understanding the unique behaviors and obstacles faced by women in this sector is crucial for enhancing their shopping experience and promoting digital inclusivity. The research employs a mixed-methods approach, combining quantitative surveys to provide a comprehensive analysis. A total of 384 women from Addis Ababa participated in the survey, offering insights into their online shopping practices, preferences, and the difficulties they face. The study identifies key factors influencing women's online shopping behavior, including convenience, price sensitivity, and the significant role of social media in product discovery and decision-making processes. Despite the benefits, several challenges hinder the optimal online shopping experience for women in Addis Ababa. These include limited internet access and digital literacy, security concerns related to online payments, and inefficiencies in delivery logistics. The study also highlights the demographic variations in online shopping behavior, noting differences in engagement levels based on age, income, education, and employment status. The findings suggest that while the internet has opened new avenues for women in Addis Ababa to engage in online shopping, there is a need for targeted interventions to address the barriers they face. Recommendations include improving digital infrastructure, enhancing cybersecurity measures, offering digital literacy programs, and optimizing delivery services to build trust and convenience. This research contributes to the broader understanding of consumer behavior in emerging markets, particularly in the context of digital transformation and gender dynamics. It provides valuable insights for e-commerce platforms and businesses aiming to better serve the female consumer segment and foster a more inclusive digital economy.*

**Key Terms:** *Buying Behavior, Online Shopping, Price Sensitivity, Social Media Influence, Digital Literacy, Security Concerns, Delivery Logistics, E-commerce.*

# CHAPTER ONE

## 1. INTRODUCTION

The chapter comprised the background of the problem, problem statement, objectives, significance of the research, the scope, limitations of the study, operational definition of key terms, and organization of the study.

### 1.1. Background of the Study

In an era of intense market competition, companies increasingly turned to unconventional marketing strategies to stand out. The internet emerged as a premier unconventional marketing medium, revolutionizing the way businesses interacted with consumers. As a dynamic and "anytime" medium, the internet fostered new business models and significantly expanded global marketing possibilities. This digital transformation was particularly evident in the burgeoning field of e-commerce (Kottler, 1999).

E-commerce, defined as the activity of buying or selling products and services online, reshaped the landscape of consumerism. Its various forms, including business-to-business, business-to-consumer, and consumer-to-consumer, offered a platform for a wide range of transactions. While Ethiopia witnessed the emergence of e-commerce platforms, they were yet to achieve the scale of global giants like Amazon or Alibaba. This pointed to a significant growth opportunity in the Ethiopian e-commerce sector, especially in catering to the unique needs and behaviors of different consumer segments, notably women (Makwana et al., 2014; Rahman et al., 2018).

Women, in particular, showed a rapid change in shopping styles, increasingly relying on digital means for their purchasing decisions. The rise in e-shopping among women in Ethiopia was attributed to globalized competition and advancements in information technology, which heightened consumer awareness and preferences for online shopping over traditional methods. This shift was attributed to the convenience and quality assurance that online marketing offered (Gopinath & Chitra, 2020).

Internet penetration in Ethiopia, although growing, was still relatively low. With only 15.3% of the population having access to the internet and a low percentage of smartphone users, the digital landscape presented both opportunities and challenges for e-commerce growth (IWS Statistics). The COVID-19 pandemic accelerated the digital transformation, with the government pushing for digital solutions, including e-commerce and digital payment platforms, to adapt to new consumer behaviors and restrictions.

Addis Ababa, Ethiopia's capital, stood at the forefront of this digital revolution. The city's transformation significantly impacted consumer behavior, especially in the realm of online shopping. Women in Addis Ababa represented a crucial demographic for e-commerce, exhibiting unique purchasing behaviors and facing distinct challenges. Understanding these patterns was essential for businesses aiming to effectively serve this market segment, as well as for stakeholders interested in promoting gender equality and economic development.

The focus on women's online shopping behaviors in Addis Ababa was not just a matter of understanding consumer preferences, but it also encompassed broader socio-economic dimensions. This included assessing the impact of technological accessibility, digital literacy, and socio-cultural attitudes on women's engagement with e-commerce. The interplay of traditional shopping habits with the modern e-commerce landscape further shaped these behaviors.

The study of female consumer behavior in online shopping also encountered various challenges. Cybersecurity concerns, privacy issues, inadequacies in the digital payment infrastructure, and the digital divide were significant obstacles. Additionally, prevailing cultural norms regarding women's roles and economic participation could influence their online shopping behaviors, either promoting or inhibiting their active engagement in e-commerce.

This research aimed to provide a comprehensive analysis of the online shopping behavior of women in Addis Ababa. By incorporating quantitative research methods, the study delved

into the practices characterizing women's online shopping and the challenges they faced. The findings were expected to offer valuable insights for business strategies and community initiatives aimed at leveraging e-commerce for sustainable economic and social development in Ethiopia. Moreover, this study enriched academic understanding by contributing to the fields of consumer behavior, gender studies, and e-commerce in emerging markets.

## **1.2. Statement of the problem**

Understanding consumer behavior was fundamental to developing effective marketing strategies. It involved exploring the intricacies of what influenced consumers' thoughts, emotions, and decision-making processes, especially when faced with various options. Both external and internal factors significantly shaped these processes, ultimately impacting overall consumer behavior.

In the context of online shopping, a distinct consumer practice emerged, diverging significantly from traditional offline shopping experiences. Rapid technological advancements and the shift towards online shopping demanded efficient digital systems to attract and retain customers. The widespread use of the internet transformed consumer shopping preferences and habits, with factors like time-saving and competitive pricing playing pivotal roles. In today's fast-paced world, online shopping offered a convenient and suitable option for busy individuals, enhancing their quality of life and reflecting the impact of technological innovations such as the internet of things, artificial intelligence, augmented reality, virtual reality, blockchain, and metaverse technologies.

However, despite these advancements, research focusing on the buying behaviors of female consumers in the Ethiopian online shopping context, particularly in Addis Ababa, was limited. This study aimed to bridge this gap by investigating the challenges and practices of female consumer buying behavior in online shopping. It sought to identify both theoretical and observational gaps, contributing to a broader understanding and generalization of the subject. Additionally, the study considered the demographic profile of consumers to establish the relevance and importance of this research.

One critical aspect that remained underexplored was the extent of engagement of women in Addis Ababa with online shopping and the factors influencing their buying behavior. Comprehending the variations in female consumer preferences, challenges, and decision-making processes in the online shopping landscape was vital for businesses. This research explored the factors influencing women's decisions to engage in online shopping and the specific considerations guiding their choices. It also addressed the unexplored challenges faced by female shoppers, including issues related to trust, security, and satisfaction, and examined the impact on the local economy. The current literature lacked comprehensive insights into the specific buying behavior of women in Addis Ababa concerning online shopping platforms.

By addressing these research gaps, this study aimed to provide valuable insights that could inform business strategies, marketing approaches, ultimately enhancing the online shopping experience for women in Addis Ababa, Ethiopia.

### **1.3. Research question**

The research question of this study is:

- What are the existing practices in the online buying behavior of women in Addis Ababa?
- What are the challenges women come across when engaging in online shopping in Addis Ababa?

### **1.4. Objective of the study**

#### **1.4.1. General objective of the study**

The general objective of this study was to examine the practice and challenges of the buying behavior of Customers toward online shopping in the capital city of Ethiopia Specifically among woman.

#### **1.4.2. Specific objective of the study**

The specific objective of the study is.

- To Explore the Practices in the Online Buying Behavior of Women in Addis Ababa
- To Identify the Challenges Faced by Women in Online Shopping in Addis Ababa

#### **1.5. Significance of the study**

This research was pivotal in understanding the emerging trend of online shopping among women consumers in Addis Ababa. Women's buying decisions were influenced by their unique values and preferences, making it challenging for marketers to effectively cater to this diverse group. This study aimed to analyze the factors influencing women's online buying behavior and identify the key motivators that drove their purchases through online stores. Understanding these triggering factors was crucial for understanding consumer needs in the digital marketplace.

This study significantly contributed to our knowledge of how the online shopping environment influenced customer satisfaction among women. By examining the nuances of women's engagement in online shopping, the research highlighted how this demographic could contribute to the growth of the e-commerce sector in Addis Ababa. The insights gained offered businesses an in-depth understanding of women's buying behavior, aiding them in tailoring their marketing strategies, product offerings, and communication methods to align with the specific needs and preferences of female consumers.

Furthermore, the research addressed the challenges women faced in online shopping, such as issues related to security and trust. The findings guided the implementation of measures to enhance online security, fostering greater trust among consumers. Additionally, the study's insights informed the development of regulatory frameworks and policies tailored to the unique aspects of online shopping for women, ensuring a fair and secure digital marketplace in Addis Ababa.



Overall, this research held significant implications not only for businesses aiming to succeed in the digital marketplace but also for academics and the broader community. It provided valuable insights into a vital consumer segment, informing strategies and policies that could enhance the online shopping experience while contributing to the economic and social development of women in Addis Ababa.

## **1.6. Scope of the study**

### **1.6.1. Geographic coverage**

This research was limited to Addis Ababa, Ethiopia, due to practical constraints, including time, financial resources, and the researcher's experience. The focus on Addis Ababa was chosen as it represented a significant urban area with active internet users, making it a feasible and potentially representative location for the study.

### **1.6.2. Thematic/Conceptual Scope/Coverage:**

The study's thematic and conceptual scope encompassed multiple key areas related to women's online shopping behavior in Addis Ababa, including buying behavior patterns, challenges faced, internet usage, economic empowerment, and demographic influences. These areas were explored using various constructs, dimensions, and indicators to provide a comprehensive understanding of women's online shopping habits in the city.

### **1.6.3. Methodological scope**

The research used a descriptive design to capture current behaviors, challenges, and practices among women in Addis Ababa regarding their online shopping habits. This approach was suitable due to the dynamic nature of internet usage and online consumer behavior.

### **1.6.4. Timeline Scope**

Over four months, the research covered project initiation, literature review, data collection, analysis, and presentation of results, focusing on the online shopping behavior of women in Addis Ababa. The project concluded with paper writing, peer review, submission, publication, and dissemination.

### **1.7. Limitation of the study**

This study faced certain limitations that must be acknowledged. Firstly, the scope of the research was geographically confined to Addis Ababa, which may limit the generalizability of the findings to other regions or cities in Ethiopia. This geographical focus might not fully capture the diverse range of experiences and behaviors of female consumers engaging in online shopping outside the capital city. Secondly, the study specifically concentrated on female consumer satisfaction with Big Basket's online services. While this provided valuable insights into a particular aspect of e-commerce, it may not encompass the full spectrum of online shopping experiences available to women in Addis Ababa.

The data for the research was primarily based on primary data provided by respondents. While primary data is valuable for its direct insights, it also carried the risk of personal bias, which may affect the accuracy and objectivity of the findings. Respondents' perceptions and experiences might not always reflect broader trends or may be influenced by individual preferences and experiences. Therefore, while the study sought to draw meaningful conclusions from the data gathered, these limitations should be considered when interpreting its results and implications.

### **1.8. Operational definitions of the key terms**

**Buying Behavior** refers to the series of actions and decision-making processes that lead a consumer to purchase products or services. This includes the evaluation of options, the influence of various internal and external factors, and the final act of purchasing.

**Online Shopping:** is a form of electronic commerce that enables consumers to purchase goods or services directly from a seller via the Internet. This can be done using a web browser or a mobile application. It encompasses the entire process from browsing and selecting items to completing transactions electronically.

**Woman:** Woman (in the context of this study): For the purposes of this research, 'woman' refers to an adult female consumer in Addis Ababa who engages in the activity of online shopping. This term encompasses a diverse group distinguished by their gender and consumer behavior, specifically within the digital marketplace.

### **1.9. Organizations of the study**

The paper was organized into five main chapters with important concepts related to the study. Chapter one dealt with the introduction, which contained the background of the study, statement of the problem, general and specific objectives of the study, significance of the study, scope of the study, and limitations of the study, including the organization of the study. Chapter two provided the literature review. The third chapter described the research methodology in detail. Chapter four was concerned with results and discussions. Finally, chapter five concluded the study with a summary of the research findings, conclusions, and possible recommendations.

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

#### **2.1. Introduction**

This chapter delves into existing literature, examining the online shopping habits of women in Addis Ababa. It explores factors influencing their choices, challenges they encounter, and the evolving landscape of e-commerce in the Ethiopian context.

#### **2.1. Theoretical Literature Review**

Drawing on consumer behavior theories like TAM and PMT, we examine the interplay of perceived ease of use, security concerns, and social influences on women's online shopping practices in Addis Ababa.

Contextualizing Ethiopian women's online shopping experience within cultural expectations, limited internet access, and evolving needs, we employ gendered perspectives within consumer behavior frameworks.

##### **2.1.1. Theoretical Background**

###### ***2.1.1.1. Consumer Behavior Theories Relevant to Online Shopping***

Understanding consumer behavior in the digital realm of online shopping requires employing relevant theoretical frameworks. Here are some key theories that shed light on the motivations, processes, and factors influencing online shopping decisions:

##### **Theory of Planned Behavior (TPB):**

Developed by Ajzen (1991), TPB suggests that intentions to perform a behavior (like online shopping) are influenced by attitudes, subjective norms (perceived social pressure), and

perceived behavioral control (ease of engaging in the behavior). This theory is particularly relevant for studying the adoption of online shopping platforms or exploring factors influencing purchase intentions (Heijden, Verhagen, & Creemers, 2003).

#### **Technology Acceptance Model (TAM):**

Proposed by Davis (1989), TAM suggests that perceived usefulness and perceived ease of use of technology (like online shopping) influence individuals' adoption and continued use. This model can be applied to analyze factors influencing consumer preferences for specific online platforms or their comfort level navigating the online shopping landscape (Lemma, 2017).

#### **Innovation Diffusion Theory (IDT):**

Developed by Rogers (2003), IDT explains how new ideas or technologies (like online shopping) spread through populations over time. This theory is valuable for analyzing the growth and adoption of online shopping in Ethiopia, particularly focusing on the role of social networks and early adopters in influencing mainstream adoption (Gelata, F. T., Et al, 2022).

#### **Protection Motivation Theory (PMT):**

Proposed by Rogers (1975), PMT suggests that individuals engage in protective behaviors (like online security precautions) based on their perceived threat and coping appraisal. This theory can be applied to understand consumer concerns about online security and privacy, including factors influencing their trust in online transactions (Ayalew, M., & Zewdie, S., 2022).

#### **Flow Theory:**

Developed by Csikszentmihalyi (1975), Flow theory emphasizes the psychological state of complete absorption in an activity, characterized by enjoyment and intrinsic motivation. This theory is relevant for understanding the appeal of online shopping, where engaging experiences, personalization, and convenience can contribute to a positive flow state for consumers (Tan, 2008).

### **Theory of Reasoned Action (TRA):**

Preceding TPB, TRA proposes that attitudes towards a behavior and subjective norms directly influence behavioral intentions. This theory can be helpful in understanding how social media recommendations, influencer marketing, and peer reviews shape consumer attitudes towards online shopping platforms and specific products (Abebe, Firehiwot and Lessa, Lemma, 2020).

Remember, these theories are not mutually exclusive and can be combined or adapted to create a more nuanced understanding of online shopping behavior. Additionally, cultural, and contextual factors specific to Ethiopia, such as gender roles and technological access, should be considered for a comprehensive analysis.

#### ***2.1.1.2. Contextualizing Women's Online Shopping Behavior in Ethiopia:***

While the global e-commerce landscape thrives, understanding women's online shopping behavior in Ethiopia necessitates delving deeper than mere trends. It demands a mindful exploration of the unique cultural, social, and economic tapestry woven into their digital experiences. Here are some key factors to consider:

### **Societal Expectations and Gender Roles:**

Traditional gender roles in Ethiopia often designate women as primary caregivers and household managers (Ayalew, M., & Zewdie, S., 2022). This influences their online shopping preferences, prioritizing essentials for family or focusing on value and functionality over

personal indulgences. Understanding these societal expectations allows businesses to tailor product offerings and marketing strategies to resonate with women's priorities and decision-making processes.

### **Technological Access and Digital Literacy:**

While mobile phone penetration is rising, internet access, particularly in rural areas, remains limited for many Ethiopian women (Ethiopian Ministry of Trade and Industry, 2017). This necessitates focusing on mobile-based e-commerce platforms and ensuring user-friendly interfaces cater to varying levels of digital literacy. Addressing the digital divide through targeted initiatives and promoting accessible technology can empower women to fully participate in the online shopping sphere.

### **Cultural Influences and Trust Building:**

Cash-on-delivery remains the preferred payment method for many Ethiopian women, reflecting concerns about online security and privacy (Lemma, 2017). Building trust through transparent transaction processes, secure payment options, and robust data protection measures is crucial. Understanding local cultural nuances and leveraging trusted community recommendations can also play a significant role in encouraging online shopping adoption among women.

## **2.1.2. Online Shopping Trends in Addis Ababa**

From bustling Merkato to sleek e-commerce platforms, Addis Ababa's online shopping weaves a variety of convenience, cultural values, and a tech-driven shift in how its women buy and connect.

### ***2.1.2.1. Growth of E-commerce in Ethiopia***

Ethiopia's e-commerce landscape is undergoing a thrilling transformation, blossoming from a promising seedling to a growing marketplace. Here are some key factors driving this growth:

### **Soaring Smartphone Penetration:**

Mobile phone access is skyrocketing in Ethiopia, with projections exceeding 45 million users by 2025 (GSMA, 2023). This ubiquitous mobile connectivity paves the way for m-commerce, a dominant form of online shopping due to limited internet infrastructure (Abebe, Firehiwot and Lessa, Lemma, 2020).

### **Thriving Local and International Platforms:**

Local players like Qefira and Jiji are flourishing alongside international giants like Amazon, offering diverse products and services. This increased competition fuels innovation and catered to a wider range of consumer needs (Gelata, F. T., Et al, 2022).

### **Changing Consumer Preferences:**

Ethiopian consumers, particularly the young and tech-savvy, are embracing the convenience and wider product selection offered by online shopping. Growing awareness of global trends and rising disposable incomes contribute to this shift (Ayalew, M., & Zewdie, S., 2022).

### **Social Media and Influencer Marketing:**

The influence of social media and digital marketing is undeniable. Platforms like Facebook and Instagram showcase products and connect brands with potential customers, fostering trust and brand loyalty (Lemma, 2017).

However, challenges remain. Limited internet access in rural areas, concerns about online security and privacy, and logistical hurdles with last-mile delivery require further attention.



Despite these hurdles, the future of e-commerce in Ethiopia appears bright. Continued investment, infrastructure development, and consumer education hold the key to unlocking the full potential of this growing marketplace.

#### ***2.1.2.2. Demographics of Online Shoppers in Addis Ababa***

While Ethiopia's online shopping landscape flourishes, understanding the demographics of its active participants is crucial. Here's a glimpse into the diverse profile of online shoppers in Addis Ababa:

##### **Age and Gender:**

Young adults aged 18-34 dominate the online shopping scene, embracing the convenience and tech-savviness of e-commerce platforms (Ayalew, M., & Zewdie, S., 2022). Interestingly, studies show women representing a significant portion of online shoppers in Addis Ababa, particularly those employed and with higher disposable incomes (Lemma, 2017).

##### **Income and Education Level:**

Higher-income brackets tend to engage more actively in online shopping, reflecting the affordability of smartphones and data plans. Additionally, individuals with higher education levels exhibit greater comfort navigating online platforms and transacting digitally (Abebe, Firehiwot and Lessa, Lemma, 2020).

##### **Occupation and Urbanization:**

Professionals, entrepreneurs, and students with flexible schedules and internet access at work or home are frequent online shoppers. Urbanization plays a significant role, as access to reliable internet infrastructure is often concentrated in cities like Addis Ababa (Gelata, F. T., Et al, 2022).

### ***2.1.2.3. Popular Online Shopping Platforms and Categories***

While traditional e-commerce platforms like Qefira and Jiji dominate the Ethiopian market, social media and messaging apps are increasingly influencing online shopping trends in Addis Ababa. Popular platforms to consider include:

#### **Telegram:**

While primarily used for communication, Telegram channels and groups dedicated to specific products or brands have emerged as significant shopping avenues. These channels offer product showcases, group discussions, and direct communication with sellers, fostering trust and community engagement (Gidey, 2017).

#### **TikTok:**

With its short-form video format, TikTok has become a powerful influencer marketing tool for online shopping. Businesses leverage trendy clips and collaborations with local creators to showcase products, attract younger audiences, and drive traffic to their online stores or social media profiles (Dessie, T. S., et al 2023, 2023).

#### **Instagram:**

Instagram remains a crucial platform for online shopping in Addis Ababa. Businesses utilize visually appealing posts, stories, and influencer collaborations to build brand awareness, showcase products, and offer direct purchasing options through in-app features like Instagram Shopping (Taddes, 2021).

Popular Categories:

Beyond everyday essentials, popular online shopping categories in Addis Ababa include:

**Fashion and Beauty:** Clothing, accessories, cosmetics, and personal care products are in high demand, particularly among younger demographics influenced by social media trends (ECDB, 2023).

**Electronics and Gadgets:** Smartphones, laptops, and other tech accessories are increasingly purchased online, driven by rising disposable incomes and mobile-centric lifestyles (Kitila, A. W., & Woldemikael, S. M., 2021).

**Home Decor and Furniture:** Online platforms offer convenience and wider selection for furniture and home decor, catering to the growing desire for comfortable and personalized living spaces (GSMA, 2023).

### **2.1.3. Factors Influencing Women's Online Shopping Behavior**

Beyond the vibrant markets of Addis Ababa, Ethiopian women are embracing a new shopping frontier – the digital landscape. Their online journeys are guided by a blend of cultural values, evolving aspirations, and the ever-present hum of smartphones, shaping a fascinating mosaic of online shopping behavior.

#### ***2.1.3.1. Economic Factors (Income Levels, Pricing)***

Economic factors play a crucial role in shaping women's online shopping behavior in Addis Ababa. Let's delve into two key aspects: income levels and pricing strategies.

##### **Income Levels and Disposable Income:**

**Income disparities:** Women in Ethiopia face a gender pay gap, impacting their disposable income and online shopping habits. While some professional women actively participate in

online marketplaces, many with lower incomes prioritize essential goods and may rely on cash-on-delivery options (Ayalew, M., & Zewdie, S., 2022).

**Rising disposable income:** With economic growth, the number of women with disposable income is increasing. This segment shows a growing interest in online shopping for non-essential items, influenced by social media trends and aspirations for self-expression (Dessie, T. S., et al 2023, 2023).

#### **Pricing Strategies and Affordability:**

**Value-driven purchases:** Ethiopian women, particularly those with limited income, prioritize value and practicality when shopping online. Platforms offering competitive prices and deals attract a significant customer base (Abebe, Firehiwot and Lessa, Lemma, 2020).

**Mobile money and micro-payments:** The rise of mobile money platforms like Telebirr and M-Pesa provides convenient and accessible payment options for online purchases, increasing affordability and encouraging participation in the digital marketplace (Ethiopian Ministry of Trade and Industry, 2017).

### ***2.1.3.2. Social and Cultural Influences***

Beyond economic considerations, a vibrant tapestry of social and cultural influences shapes women's online shopping journeys in Addis Ababa. Let's unravel some key threads:

#### **Societal Expectations and Gender Roles:**

Traditional gender roles often designate women as primary caregivers and household managers (Ayalew, M., & Zewdie, S., 2022). This influences online shopping priorities, with essentials for family or value-driven purchases taking precedence over personal indulgences.

However, evolving aspirations and increased participation in the workforce are transforming women's online shopping choices. They are increasingly seeking products that cater to their personal well-being, professional needs, and aspirations for self-expression (Dessie, T. S., et al 2023, 2023).

### **Social Media and Influencer Marketing:**

Social media platforms like Instagram and Facebook play a significant role in shaping online shopping trends and aspirations. Influencer marketing featuring Ethiopian women resonates with the audience, building trust and promoting specific products or brands (Abebe, Firehiwot and Lessa, Lemma, 2020).

### **Community and Trust Building:**

Online communities and virtual peer reviews influence purchasing decisions, particularly for concerns about online security and privacy. Trusted recommendations from family, friends, or online communities carry significant weight (Ethiopian Ministry of Trade and Industry, 2017).

### **Cultural Values and Traditions:**

Gift-giving traditions and celebrations like holidays influence online shopping patterns. Platforms providing convenient options for purchasing and sending gifts online cater to these cultural practices (Lemma, 2017).

## **2.1.4. Challenges Faced by Women in Online Shopping**

In the bustling digital marketplace, women navigate a unique blend of convenience and concern. While online shopping unlocks a world of possibilities, it also presents challenges like trust gaps, limited digital literacy, and societal expectations that influence their journey.

#### ***2.1.4.1. Access to Internet and Technology***

Despite the flourishing e-commerce landscape in Addis Ababa, Ethiopian women encounter a persistent hurdle – the digital divide. Let's delve into the key challenges related to access and technology:

##### **Unequal Connectivity and Limited Infrastructure:**

Uneven distribution of internet infrastructure, particularly in rural areas, restricts online shopping participation for many women (Ethiopian Ministry of Trade and Industry, 2017). Bridging this gap through infrastructure development and rural internet initiatives is crucial for inclusivity.

##### **Affordability and Cost Barriers:**

The cost of internet access and mobile data plans can be a significant barrier for women with limited income, hindering their ability to engage in online shopping (Ayalew, M., & Zewdie, S., 2022). Affordable data plans and targeted subsidies can empower more women to participate in the digital economy.

##### **Smartphone Penetration and Device Limitations:**

While smartphone adoption is increasing, access to reliable devices with adequate storage and processing power remains a challenge for some women, impacting their online shopping experience (Dessie, T. S., et al 2023, 2023). Affordable smartphone options and mobile-optimized platforms can address this barrier.

##### **Digital Literacy and Skill Gaps:**

Navigating online platforms, completing transactions securely, and understanding digital security can be daunting for women with limited digital literacy (Abebe, Firehiwot and Lessa,

Lemma, 2020). Targeted training programs and user-friendly interfaces with local language support can bridge this gap and empower women with digital confidence.

#### **Limited Awareness and Trust Issues:**

Lack of awareness about e-commerce platforms and concerns about online security and scams, particularly among older generations, create significant hesitation towards online shopping (Lemma, 2017). Building trust through secure platforms, community recommendations, and transparent information sharing is crucial.

#### ***2.1.4.2. Payment and Delivery Logistics***

While Ethiopian women embrace the convenience of online shopping, the final stretch – secure payments and seamless deliveries – presents its own set of challenges and unique preferences. Let's explore these crucial aspects of their e-commerce journeys:

#### **Payment Options and Trust Concerns:**

Cash-on-delivery remains the preferred payment method for many women, offering tangible proof of purchase and mitigating anxieties about online security (Ayalew, M., & Zewdie, S., 2022). Expanding secure mobile money integration and building trust through reputable platforms are crucial for encouraging online payments.

#### **Limited Credit Card Penetration and Affordability:**

Credit card use remains low, particularly among women with limited income, hindering access to online payment options (Dessie, T. S., et al 2023, 2023). Exploring alternative payment methods like micro-payments and partnerships with microfinance institutions can address this gap.

#### **Mobile Money Challenges and Infrastructure:**

While mobile money usage is growing, unreliable network connectivity and limited agent availability in rural areas can create hurdles for completing online transactions (Abebe, Firehiwot and Lessa, Lemma, 2020). Improving network infrastructure and agent accessibility is crucial for wider mobile money adoption in online shopping.

### **Delivery Logistical Challenges:**

Inefficient address systems, limited last-mile infrastructure, and traffic congestion in Addis Ababa pose logistical challenges for efficient and timely deliveries (Ethiopian Ministry of Trade and Industry, 2017). Collaborating with local delivery companies and investing in technological solutions like location tracking can improve delivery experiences.

### **Women's Preferences and Convenience:**

Flexible delivery options like evening and weekend deliveries cater to women's busy schedules and responsibilities (Lemma, 2017). Additionally, secure pick-up points or community hubs can offer convenient alternatives for those with limited home accessibility.

## **2.1.5. Comparative Analysis**

From contrasting queens in power to dissecting rival marketing campaigns, comparative analysis illuminates' similarities and differences, offering a deeper understanding through side-by-side scrutiny. Buckle up, for we embark on a journey of comparison, revealing hidden insights and illuminating the unique nuances of each subject.

### ***2.1.5.1. Comparison with Men's Online Shopping Behavior***



In the active market of online shopping, men and women navigate distinct paths. Let's delve into a comparative analysis of their online shopping behavior, illuminating key differences and uncovering interesting trends (Ayalew, M., & Zewdie, S., 2022, Dessie, T. S., et al 2023, 2023):

### **Motivations and Shopping Goals:**

- **Men:** Often driven by practicality and functionality, focusing on specific product categories like electronics, gadgets, and sporting goods (Garbarino & Strahilevitz, 2004).
- **Women:** More influenced by emotional factors like self-expression, trend-following, and social validation, with varied interests spanning clothing, beauty products, and home décor (Cyr & Bonanni, 2005).

### **Research and Decision-Making:**

- **Men:** Tend to conduct less research, prioritize technical specifications, and make faster, decisive purchases (Dittmar et al., 2004).
- **Women:** Engage in extensive research, compare features and prices across platforms, and involve social opinions before making a purchase (Zhou et al., 2007).

### **Platform Preferences and Engagement:**

- **Men:** Drawn to dedicated e-commerce platforms and comparison websites, focusing on product information and deals (Bae & Lee, 2011).
- **Women:** Utilize social media platforms and influencer recommendations, valuing user reviews and aesthetically pleasing visuals (Khare & Rakesh, 2011).

### **Spending Patterns and Frequency:**

- **Men:** Spend more per purchase but engage in online shopping less frequently, often buying big-ticket items or specific replacements (Alreck & Settle, 2002).

- **Women:** Shop more frequently for smaller purchases, driven by trends and impulse buys (Rodgers & Harris, 2003).

#### **Trust and Security Concerns:**

- **Men:** More risk-tolerant, focusing on secure payment gateways and established brands (Brown et al., 2003).
- **Women:** Higher concerns about data privacy, online scams, and product authenticity, preferring trusted brands and cash-on-delivery options (Stafford et al., 2004).

#### ***2.1.5.2. Regional Comparisons within Ethiopia and with Other African Countries***

While e-commerce offers Ethiopian women unprecedented access to goods and services, regional disparities and comparisons with other African nations reveal a nuanced picture of challenges and opportunities. Let's dive deeper into these contrasting landscapes:

#### **Regional Variations within Ethiopia:**

- **Urban-Rural Divide:** Women in Addis Ababa and major cities enjoy superior internet access, infrastructure, and online platforms compared to rural counterparts, hindering the latter's e-commerce participation (Ayalew, M., & Zewdie, S., 2022).
- **Connectivity Gaps:** Uneven distribution of internet infrastructure across regions creates significant disparities in online shopping possibilities, with women in remote areas facing limited options (Ethiopian Ministry of Trade and Industry, 2017).
- **Cultural and Socioeconomic Differences:** Regional variations in income levels, cultural attitudes towards online shopping, and digital literacy further contribute to unequal access and participation in e-commerce between different regions (Lemma, 2017).

#### **Comparisons with Other African Countries:**

- **Similarities:** Similar challenges like limited smartphone penetration, affordability issues, and concerns about online security and scams are faced by women across many African countries, hindering e-commerce adoption (Abebe, Firehiwot and Lessa, Lemma, 2020).
- **Mobile Money Advantage:** Ethiopia's advanced mobile money infrastructure gives its women an edge over some African countries where online payments remain less accessible and trusted (Dessie, T. S., et al 2023, 2023).
- **Evolving Regulatory Landscapes:** Regional comparisons within Africa highlight the rapidly changing regulatory environments influencing e-commerce, with Ethiopia's ongoing development of national strategies presenting both opportunities and challenges for women's participation (Ethiopian Ministry of Trade and Industry, 2017).

#### 2.1.6. Impact of COVID-19 on Online Shopping Behavior

From brick-and-mortar to virtual aisles, COVID-19 reshuffled the shopping landscape, propelling a digital surge and reshaping online behavior with every click and scroll. Buckle up, as we explore the pandemic's lasting imprint on our e-commerce journeys.

##### 2.1.6.1. *Changes in Consumer Behavior Due to the Pandemic*

The COVID-19 pandemic significantly altered consumer behavior, particularly in the realm of online shopping. Let's delve into these transformative shifts:

##### **E-commerce Boom:**

- **Necessity-driven surge:** Lockdown restrictions and safety concerns propelled consumers towards online platforms for essential goods like groceries and pharmaceuticals (Jin et al., 2020).
- **Expanded product categories:** Increased adoption of online shopping embraced new categories like home office equipment, entertainment products, and self-care items (Pantano et al., 2020).

➤ **Digital adoption across demographics:** Age groups previously hesitant towards online shopping, like older adults, were drawn into the digital fold due to pandemic limitations (Kim et al., 2022).

#### **Shift in Shopping Preferences:**

➤ **Convenience and safety prioritized:** The value of contactless shopping and home delivery skyrocketed, influencing future purchasing decisions (Gómez-Mejía et al., 2021).

➤ **Digital trust and security concerns:** Heightened awareness of online scams and data privacy fueled demand for secure platforms and transparent data practices (Smale et al., 2021).

➤ **Increased value consciousness:** Financial anxieties due to the pandemic led to a focus on value, discounts, and price comparisons before purchases (Mirzaei et al., 2021).

#### **2.1.6.2. Long-term Effects on Online Shopping Trends**

The COVID-19 pandemic's impact on online shopping wasn't a mere blip - it was a tectonic shift, reshaping consumer behavior and e-commerce trends with lasting consequences. Let's explore the long-term effects on online shopping patterns:

#### **E-commerce Dominance:**

➤ **Sustained growth:** The pandemic's digital surge isn't fading. E-commerce is projected to maintain its accelerated growth trajectory, potentially claiming a larger share of the retail market in the long run.

➤ **Category expansion:** New product categories, like groceries and household items, once considered resistant to online purchase, have now established a permanent online presence (McKinsey & Company, 2020).

➤ **Omni-channel experience:** The lines between physical and online retail are blurring. Consumers expect seamless integration, with online research influencing in-store purchases and vice versa.

## **Consumer Shifts:**

- **Digital fluency:** Consumers, across demographics, have become more comfortable and adept at navigating online platforms, increasing digital literacy and confidence (Statista, 2023).
- **Convenience king:** The value of convenience, contactless shopping, and home delivery remains paramount, influencing future purchasing decisions and driving demand for efficient logistics and user-friendly interfaces (PwC, 2022).
- **Value consciousness:** Price sensitivity and awareness of deals and discounts are likely to persist, pushing retailers to focus on competitive pricing and personalized offers.

## **2.2. Empirical Review**

### **2.2.1. International Evidence**

As Ritu Singh 2021 conducted research on “Online Shopping in Lucknow: A Study of Women Consumer Buying Behavior with Reference to Clothing Wear”, The fashion consumer market is increasingly diverse, with a surge in designer and store brands, advertising strategies, and personalization globally. Women's fashion preferences change frequently, and their buying behavior has evolved, often purchasing clothes for self-assurance. The distinct psychological and behavioral differences between men and women affect their shopping patterns. Particularly among the younger generation, online shopping is popular, often influenced by social discussions. This trend is especially notable among working women. India's online market is rapidly growing, expected to reach 175 million users by 2020. There's a noticeable increase in both the frequency and volume of online purchases, driven by factors like discounts, variety, product quality, privacy, and cash-on-delivery options. Lucknow, a fashion hub in India, reflects the country's diverse cultures and traditions, influencing women's choices in fashion apparel for different seasons and occasions. This study focuses on women's buying behavior in Lucknow, considering the impact of cultural and traditional factors on their choices in apparel.

Salsabeel Nazir and Zia ul Haq's 2018 research, "Exploring Women's Attitude in Online Shopping-A Review of Literature," published in March 2018, investigates the fast-growing trend of online shopping within e-commerce. This study stands out for its thorough review of previous research and its focus on women's roles and behaviors in the context of online shopping. The research finds that although women generally play a dominant role in traditional shopping, their participation in online shopping lags behind that of men. The study points out that trust is a key factor preventing women from engaging in online shopping, with young women being especially influenced by positive word-of-mouth. It also highlights that the perceived risks related to the technicalities of e-shopping websites considerably impact women's attitudes toward online shopping.

Sujata Khandai, Seshanwita Das, and Renu Yadav's 2019 study focuses on the growing influence of Millennium women in society and the economy, particularly in the realm of fashion clothing. Recognizing fashion clothing as a key medium of self-expression and a status symbol, this research emphasizes its importance in the lives of millennial women. The primary objective of this empirical study is to explore the buying behavior of millennial women in both urban and semi-urban areas. By analyzing various factors through the Chi-square test and Cramer's V measure, the study establishes significant relationships in certain contexts and quantifies the degree of these associations. A significant finding of this research is the distinct difference in purchasing behaviors of millennial women from urban and semi-urban areas. Overall, this study enhances the understanding of millennial women's buying behavior concerning fashion clothing across different regions.

Anubha Vashisht and Vaibhav Misra's 2019 study investigates the growing trend of online shopping and the factors that drive consumer behavior in this domain. The study's objective is to pinpoint the key influences on consumers' decisions to shop online. Data were gathered from 384 individuals in Lucknow city using a structured questionnaire, employing convenience sampling for data collection. The study's model was developed using linear regression analysis. This analysis highlighted that information search and electronic word of mouth (e-WOM) are the primary factors affecting the adoption of online shopping.

Furthermore, the study employed Spearman's correlation to assess the impact of these factors on the online shopping behavior of consumers.

Ramprabha's 2017 study delves into shopper behavior, focusing on what influences individuals to spend on consumption-related items. The study draws from psychology, sociology, social psychology, cultural anthropology, and economics. It highlights that consumer who enjoy shopping, mostly women, are a significant force in retail. The research emphasizes the distinct biological, neurological, and behavioral differences between men and women, affecting their shopping behaviors. For example, men often seek detailed information about products or services online, through ads, and reviews, while women are more likely to rely on others' experiences and word-of-mouth. This article reviews literature in consumer shopping behavior, with a special focus on women's role. Its main goal is to identify diverse thoughts to guide future research. The study acknowledges the evolving nature of consumer behavior research, which now uses new techniques and cross-disciplinary approaches to better understand purchasing and consumption behavior. The review aims to deepen understanding of consumer shopping behavior and women's role in it, considering changing lifestyles, standards, priorities, and social contexts.

Syeda Tayyaba Fasih, Ayesha Shoukat, and Marium Mateen Khan, 2020 This study explores the online shopping trends in Pakistan, particularly focusing on professional women and their work-life balance. Despite the growing benefits of online shopping in developing countries, its popularity in Pakistan remains limited. The research aimed to understand why professional women in Pakistan are not fully utilizing online shopping facilities and to suggest ways to enhance their online shopping experience. Data were collected from 30 professional women using purposive sampling and a semi-structured questionnaire with 20 items. Grounded theory identified key factors influencing the online shopping behavior of professional women. The findings indicate that professional women are more inclined to shop online when provided with complete product information, including price, variants, mode of payment, and brand history. Additionally, seller credibility emerged as a major factor affecting online purchase decisions. The preference for delivery within 3 days to a week, along with an exchange/return option, was also noted as crucial for increasing confidence in online

purchases. This research aims to boost the online shopping trend in Pakistan, ultimately assisting professional women in achieving a better work-life balance with a proposed online shopping framework.

### **2.2.2. Local Evidence**

Tadele's 2019 study examines the influence of digital marketing on the buying behavior of Coca-Cola consumers in Addis Ababa, Ethiopia. Adopting a quantitative approach, the study surveyed 385 individuals, receiving 355 responses. The data were methodically processed and analyzed using the statistical software SPSS, employing both descriptive and explanatory research designs. The results indicate that digital marketing tools such as online display ads, social media, and websites have a significant impact on consumer purchasing decisions for Coca-Cola, with online display ads having the most substantial positive effect, followed by social media and websites. These findings underline the pivotal role of digital marketing in shaping Coca-Cola consumers' buying behavior. The study corroborates existing literature on the relationship between digital marketing and consumer behavior, suggesting strategic implications for boosting Coca-Cola's sales through enhanced digital marketing efforts, thus emphasizing the increasing relevance of digital channels in today's market for driving sales and influencing consumer behavior.

Mekbib's 2019 study investigates consumer behavior in the fast-moving consumer goods (FMCG) sector, with a specific focus on bottled water consumers in Addis Ababa. The research constructs a conceptual model consisting of five crucial factors: product quality, price, availability, advertisement, and brand equity, to assess their influence on consumer purchasing decisions. The study hypothesizes that these factors play a significant role in shaping consumer behavior and employs exploratory research methods and theoretical frameworks to develop these variables. Data collection was conducted via structured questionnaires distributed to both shoppers and consumers, and the responses were analyzed using SPSS version 21 for both descriptive and inferential statistical insights. The findings reveal that all the identified variables have a significant impact on buying behavior, but brand equity, product quality, and advertisement emerge as the most critical factors. The



demographic analysis indicates that women are the primary decision-makers in household purchases in Addis Ababa. Sources such as TV and radio advertising, retailer recommendations, and brand visibility in stores are identified as key influencers of information. These results are vital for marketers, emphasizing the importance of developing strategies based on a comprehensive understanding of the decision-makers and shoppers. The study underscores the need for companies in this sector to focus on consumer behavior, effectively target their marketing efforts towards the identified segments, and prioritize brand awareness in their strategic planning.

DEMISS's 2021 study investigates the patterns of buying behavior, focusing on rational steps like need identification, alternative evaluation, purchase, and post-purchase analysis, and contrasting them with impulsive buying behaviors, particularly influenced by social media. The primary objective is to analyze the impact of social media on impulse buying among consumers in Addis Ababa, Ethiopia. Adopting a descriptive research design, the study first examined respondent demographics and key variables, then used Regression Analysis to explore the relationships between factors such as Website Quality, Trust, Situational Variables, and Variety Seeking. Data was collected through structured questionnaires from 384 customers, with 320 responses analyzed using SPSS software. The results indicated a significant positive correlation between social media usage and impulsive buying behavior among customers, underscoring the importance of social media in influencing consumer impulsivity. This finding is pivotal for marketers, emphasizing the need to understand and leverage social media's role in promoting impulsive purchasing decisions among consumers.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Research Design**

The research design for the study is structured as a descriptive study. the descriptive research design aims to observe and describe the characteristics of a population or phenomenon without altering variables or establishing causal relationships (Scribbr, 2023). This method allows for a detailed examination of the online shopping habits of women in Addis Ababa, capturing a comprehensive understanding of their behaviors, and practices. Given the dynamic nature of internet usage and online consumer behavior, the descriptive approach is well-suited to provide insights into the current landscape of women's online shopping habits in the city.

#### **3.2. Research Approach**

The research approach for the study employs a quantitative design to comprehensively explore the online shopping habits of women in Addis Ababa. This approach allows for capturing statistical trends and measurable data on their behaviors. By utilizing quantitative data collection techniques such as structured surveys and questionnaires, the study aims to provide a detailed and statistically significant understanding of the dynamic nature of internet usage and online consumer behavior among women in Addis Ababa.

#### **3.3. Sample Design**

The sample for this study is drawn from the population of women residing in Addis Ababa, Ethiopia, given practical considerations such as time, financial resources, and the researcher's expertise. Addis Ababa, being a major urban center with concentrated internet infrastructure, presents a suitable location for studying online shopping habits. The sample size is determined using the Simplified Formula for Infinite Population, considering the broad

nature of the population under investigation and the specific focus on consumer satisfaction with online services.

### **3.3.1. Target Population**

The target population for this study comprises women residing in Addis Ababa, Ethiopia. Focusing on Addis Ababa aligns with practical constraints and ensures access to a representative sample of Ethiopian women actively engaged in internet shopping and other online activities.

### **3.3.2. Sampling Technique**

Purposive sampling is employed, selecting participants based on specific criteria relevant to the research objectives. Women in Addis Ababa who actively engage in internet shopping and other online activities are targeted for inclusion. This approach allows for the selection of participants likely to provide valuable insights into online shopping habits and consumer satisfaction with online services.

### **3.3.3. Sample and Sample Size**

The sample consists of women in Addis Ababa who actively engage in internet shopping and other online activities. Focusing on Addis Ababa ensures access to a population representative of Ethiopian women participating in online shopping. The sample size is determined using the Simplified Formula for Infinite Population, considering the specific focus on consumer satisfaction with online services.

#### **Simplified Formula for Infinite Population:**

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{d^2}$$

#### **Given Values:**

**Confidence Level** = 95%, which corresponds to a Z-score (Z) of approximately 1.96.

**Estimated Proportion (p)** = 0.5 (used when there's no specific estimate, to account for maximum variability).

**Margin of Error (d)** = 5% or 0.05.

**Manual Calculation:**

$$\begin{aligned}\text{Sample Size} &= \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2} \\ &= \frac{1.96^2 \times 0.25}{0.0025} \\ &= \frac{0.9604}{0.0025} = \mathbf{384.16}\end{aligned}$$

Therefore, the calculated sample size is approximately 384. This number of participants would provide a statistically significant representation of the opinions or behavior of the population being studied (in this case, women in Addis Ababa regarding their online shopping habits) with a 95% confidence level and a 5% margin of error.

### **3.4. Data Source and Types**

For the study, questionnaires serve as the sole primary data source. These questionnaires are carefully designed to collect detailed quantitative information about the participants' shopping behaviors, preferences, and their levels of satisfaction with various aspects of online shopping.

### **3.5. Methods and Tools for Data Collection**

The study employs a comprehensive approach to data collection. Primarily, structured questionnaires act as the chief tool, designed to capture quantitative data, such as frequency of online purchases, types of products bought, spending amounts, and satisfaction levels with Big Basket's online services.

### **3.6. Data Analysis**

The data collected from primary sources were analyzed using statistical software, including the Statistical Package for Social Sciences (SPSS) version 26 and Microsoft Excel version 2016. Descriptive statistics was generated to provide an overview of the key variables under investigation, summarizing characteristics of the sample and distribution of responses. Results of the analyses is presented in tables to facilitate interpretation, offering a summary of findings identified in the data. Overall, the data analysis process aimed to uncover meaningful insights into the online shopping behavior of women in Addis Ababa, Ethiopia, providing a comprehensive understanding of factors influencing consumer behavior in the digital marketplace.

### 3.7. Reliability and Validity

#### 3.7.1. Reliability Test

*Table 3.1 Reliability Test*

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Practice	0.954	20
Challenge	0.954	20
<b>Overall</b>	<b>0.954</b>	<b>40</b>

**Source:** Own field survey, 2024

The Cronbach's Alpha table indicates excellent internal consistency for the variables related to the practice and challenges of buying behavior among women at online shopping platforms in Addis Ababa. For the "Practice" variable, which includes 20 items, the Cronbach's Alpha is 0.954. This high value suggests that the items are highly correlated and reliably measure the underlying construct of practice in buying behavior. Similarly, the "Challenge" variable, also with 20 items, has a Cronbach's Alpha of 0.954, indicating that these items consistently measure the challenges associated with online buying behavior. The "Overall" variable, combining all 40 items from both practice and challenge categories, maintains the same high Cronbach's Alpha of 0.954. This consistency across all items demonstrates that the questionnaire reliably measures the overall concept of buying behavior, ensuring the data's reliability for further analysis.

### **3.7.2. Validity**

To ensure data validity, the study pre-tested ten questionnaires with a representative sample to confirm consistent and accurate interpretation of the questions. Feedback was used to refine the wording, eliminating ambiguities and misinterpretations, thus ensuring the clarity and quality of the final questionnaire and providing a reliable foundation for analysis.

### **3.8. Ethical Considerations**

In the study focusing on women's online shopping habits in Addis Ababa, ethical considerations are of utmost importance. This includes ensuring informed consent where participants are fully aware of the study's purpose and their right to withdraw at any time. Protecting the confidentiality and privacy of participant data is crucial, necessitating measures for data security and anonymization to prevent personal identification. The research will be conducted with a commitment to minimizing any potential risks to participants, maintaining transparency and honesty throughout the process, and adhering to legal and regulatory standards. Additionally, the researcher has been vigilant in avoiding any conflicts of interest, ensuring that the study's findings are unbiased and reflective of the true experiences and opinions of the participants. These ethical guidelines are essential to uphold the integrity of the research and the dignity and rights of all participants involved.

## CHAPTER FOUR

### RESULTS AND DISCUSSIONS

#### 4.1. Introduction

This chapter discusses the questionnaire data analysis, presentation, and interpretation. The collected questionnaires were checked for consistency before being coded and entered into SPSS. To analyze the general data, descriptive statistics such as frequency distributions and percentages were used. Means and standard deviations were utilized to assess various aspects of the buying behavior of women toward online shopping in Addis Ababa.

The analysis focuses on both the practices and challenges faced by women in online shopping. The findings are presented in tables, providing a comprehensive overview of the data collected. This chapter aims to present the descriptive statistics that help in understanding the trends and patterns in the online shopping behavior of women in Addis Ababa.

#### 4.2. Response Rate of Respondents

*Table 4.1 Response Rate*

Response Rate	Frequency	Percentage
Filled	384	384
Not Filled	0	0
<b>Total</b>	<b>384</b>	<b>100</b>

**Source:** Own field survey, 2024

The response rate table shows that out of the total 384 surveys distributed, all 384 were completed and returned, resulting in a 100% response rate. This means that there were no unfilled surveys, indicating full participation. The high engagement level is evident as every survey sent out was filled and returned, demonstrating an excellent response rate for the study.

#### 4.3. The Demographic Characteristics of Respondents

*Table 4. 2 Distribution of the Respondents' Demographic Data*

			Frequency	Percent	Valid Percent	Cumulative Percent
<b>Sex</b>	<b>Valid</b>	Female	384	100	100	100
<b>Age Group</b>	<b>Valid</b>	Under 18	39	10.2	10.2	10.2
		18-24	57	14.8	14.8	25
		25-34	211	54.9	54.9	79.9
		35-44	58	15.1	15.1	95.1
		45-54	19	4.9	4.9	100
		Total	384	100	100	
<b>Employment Status</b>	<b>Valid</b>	Full-time	220	57.3	57.3	57.3
		Part-time	20	5.2	5.2	62.5
		Self-Employed	57	14.8	14.8	77.3
		Student	86	22.4	22.4	99.7
		Retired	1	0.3	0.3	100
		Total	384	100	100	
<b>Education Level</b>	<b>Valid</b>	No formal education	9	2.3	2.3	2.3
		High School Graduate	71	18.5	18.5	20.8
		Diploma	29	7.6	7.6	28.4
		Bachelor's Degree	184	47.9	47.9	76.3
		Higher Degree	91	23.7	23.7	100
		Total	384	100	100	
<b>Household Income</b>	<b>Valid</b>	0-5,000 Etb	82	21.4	21.4	21.4
		5,001-15,000 Etb	76	19.8	19.8	41.1
		15,001-30,000 Etb	78	20.3	20.3	61.5
		>30,001 Etb	148	38.5	38.5	100
		Total	384	100	100	
	<b>Valid</b>	Single	216	56.3	56.3	56.3



<b>Marital Status</b>		Married	107	27.9	27.9	84.1
		Divorced	38	9.9	9.9	94
		Widowed	23	6	6	100
		Total	384	100	100	
<b>Family Size</b>	<b>Valid</b>	None	93	24.2	24.2	24.2
		01-02	92	24	24	48.2
		03-04	90	23.4	23.4	71.6
		5 or more	109	28.4	28.4	100
		Total	384	100	100	

**Source:** Own field survey, 2024

As shown in Table 4.2 This study includes seven demographic variables. They are as follows: sex, gender, age group, employment status, education level, marital status, household income, and family size. The distribution of sample individuals according to these demographic variables is represented in the tables below.

As shown in Table 4.2 above, Concerning the Sex frequency table indicates that the entire sample consists of 384 respondents, all of whom are female. This accounts for 100% of the total responses, with no missing or invalid data. The valid percent and cumulative percent columns both confirm that all respondents in the dataset are female, making up the entire study population. This demographic data highlights that the sample exclusively represents female respondents in the study on the buying behavior of women at online shopping platforms in Addis Ababa.

According to the age distribution shown in Table 4.2, the sample indicates that 10.2% of respondents are under 18, 14.8% are 18-24, 54.9% are 25-34, 15.1% are 35-44, and 4.9% are 45-54, with a total of 384 respondents making up 100% of the sample. This implies that the majority (79.9%) of the respondents are 34 years or younger, particularly those aged 25-34, highlighting the need for online shopping platforms and marketing strategies to focus on the preferences and needs of younger women, while also addressing the lower participation rates among women aged 45 and above to potentially increase their engagement in online shopping.

The employment status distribution shown in Table 4.2, the sample indicates that 57.3% of respondents are employed full-time, 5.2% are employed part-time, 14.8% are self-employed, 22.4% are students, and 0.3% are retired, with a total of 384 respondents making up 100% of the sample. This implies that the majority of respondents are full-time employees, followed by students and self-employed individuals, highlighting the need for online shopping platforms to cater primarily to these groups, while the very low representation of retired individuals suggests minimal engagement from this demographic.

The education level distribution shown in Table 4.2, the sample indicates that 2.3% of respondents have no formal education, 18.5% are high school graduates, 7.6% hold a diploma, 47.9% have a bachelor's degree, and 23.7% possess a higher degree, with a total of 384 respondents making up 100% of the sample. This implies that the majority of respondents are well-educated, with nearly half holding a bachelor's degree and almost a quarter having a higher degree, suggesting that online shopping platforms should consider the preferences and needs of highly educated consumers, while also recognizing the smaller segments with lower educational attainment.

The household income distribution shown in Table 4.2, the sample indicates that 21.4% of respondents earn 0-5,000 Etb, 19.8% earn 5,001-15,000 Etb, 20.3% earn 15,001-30,000 Etb, and 38.5% earn more than 30,001 Etb, with a total of 384 respondents making up 100% of the sample. This implies that a significant portion of respondents (38.5%) fall into the highest income bracket, suggesting that online shopping platforms should cater to higher-income consumers, while also addressing the needs and preferences of those in lower and middle-income brackets to ensure inclusivity.

The marital status distribution shown in Table 4.2, of the sample indicates that 56.3% of respondents are single, 27.9% are married, 9.9% are divorced, and 6.0% are widowed, with a total of 384 respondents making up 100% of the sample. This implies that the majority of respondents are single, suggesting that online shopping platforms should focus on the preferences and needs of single individuals, while also considering the significant proportions of married, divorced, and widowed respondents to ensure a broad appeal.

The family size distribution shown in Table 4.2, of the sample indicates that 24.2% of respondents have no family members, 24.0% have 1-2 family members, 23.4% have 3-4 family members, and 28.4% have 5 or more family members, with a total of 384 respondents making up 100% of the sample. This implies that family sizes are fairly evenly distributed among the respondents, with a slight majority having larger family sizes of 5 or more members. Online shopping platforms should consider these varying family sizes to tailor their products and services to meet the diverse needs of small, medium, and large families.

#### 4.4. Practices in the Online Buying Behavior of Women in Addis Ababa

*Table 4. 3 Practices in the Online Buying Behavior of Women in Addis Ababa*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I often browse online shopping platforms for products I am interested in.	11, 2.9 %	18, 4.7 %	80, 20.8 %	186, 48.4 %	89, 23.2 %	3.84	0.9 29
2	I compare prices on different online platforms before making a purchase.	9, 2.3 %	17, 4.4 %	72, 18.8 %	194, 50.5 %	92, 24.0 %	3.89	0.8 98
3	I prefer online shopping due to its convenience.	7, 1.8 %	26, 6.8 %	71, 18.5 %	170, 44.3 %	110, 28.6 %	3.91	0.9 49
4	I make impulse purchases on online shopping platforms.	11, 2.9 %	20, 5.2 %	68, 17.7 %	198, 51.6 %	87, 22.7 %	3.86	0.9 23
5	I use social media to discover new products and online shopping sites.	12, 3.1 %	16, 4.2 %	80, 20.8 %	195, 50.8 %	81, 21.1 %	3.83	0.9 16
6	I rely on online reviews and ratings when making a purchase decision.	11, 2.9 %	17, 4.4 %	69, 18.0 %	196, 51.0 %	91, 23.7 %	3.88	0.9 17
7	I prefer online shopping platforms that offer a wide variety of products.	16, 4.2 %	18, 4.7 %	67, 17.4 %	197, 51.3 %	86, 22.4 %	3.83	0.9 67
8	I often participate in online shopping promotions and discounts.	12, 3.1 %	23, 6.0 %	67, 17.4 %	189, 49.2 %	93, 24.2 %	3.85	0.9 58

9	I prefer to shop from local online retailers rather than international ones.	12, 3.1 %	12, 3.1 %	83, 21.6 %	204, 53.1 %	73, 19.0 %	3.82	0.8 84
10	I use mobile payment options for online shopping.	11, 2.9 %	21, 5.5 %	61, 15.9 %	296, 51.0 %	95, 24.7 %	3.89	0.9 35
11	I frequently shop online for fashion and beauty products.	17, 4.4 %	20, 5.2 %	73, 19.0 %	203, 52.9 %	71, 18.5 %	3.76	0.9 62
12	I am concerned about the environmental impact of online shopping.	12, 3.1 %	21, 5.5 %	65, 16.9 %	181, 47.1 %	105, 27.3 %	3.9	0.9 67
13	I prefer online shopping platforms that offer easy return policies.	10, 2.6 %	19, 4.9 %	69, 18.0 %	181, 47.1 %	105, 27.3 %	3.92	0.9 38
14	I often shop online during sales events like Black Friday or Cyber Monday.	9, 2.3 %	24, 6.3 %	75, 19.5 %	188, 49.0 %	88, 22.9 %	3.84	0.9 28
15	I prefer online shopping for its time-saving aspect.	15, 3.9 %	17, 4.4 %	65, 16.9 %	193, 50.3 %	94, 24.5 %	3.87	0.9 63
16	I am influenced by influencer endorsements on social media for online shopping	13, 3.4 %	18, 4.7 %	70, 18.2 %	180, 46.9 %	103, 26.8 %	3.89	0.9 66
17	I often purchase digital products like e-books or online courses.	13, 3.4 %	14, 3.6 %	79, 20.6 %	197, 51.3 %	81, 21.1 %	3.83	0.9 17
18	I prefer online shopping platforms that offer personalized recommendations.	8, 2.1 %	18, 4.7 %	75, 19.5 %	188, 49.0 %	95, 24.7 %	3.9	0.8 99
19	I am concerned about the security of my personal information on shopping sites.	13, 3.4 %	23, 6.0 %	74, 19.3 %	185, 48.2 %	89, 23.2 %	3.82	0.9 68
20	I often use coupons or promo codes for online shopping.	10, 2.6 %	24, 6.3 %	76, 19.8 %	191, 49.7 %	83, 21.6 %	3.82	0.9 31
<b>Overall (aggregate) mean</b>							3.85 75	0.9 36

**Source:** Own field survey, 2024

According to Table 4.3, the statement "I often browse online shopping platforms for products I am interested in" yielded a mean score of 3.84, with a standard deviation of 0.929. This indicates that most respondents frequently browse online shopping platforms, as evidenced

by the 71.6% who agreed or strongly agreed with the statement. The moderate variability in responses suggests that while there is a strong overall tendency to browse, individual browsing habits may differ. The implication for online retailers is clear: maintaining engaging and user-friendly platforms is essential to sustain consumer interest. The inference drawn from this data is that women in Addis Ababa are actively exploring online shopping options, signaling a promising market for online marketing and product discovery initiatives.

According to Table 4.3, the statement "I compare prices on different online platforms before making a purchase" yielded a mean score of 3.89 and a standard deviation of 0.898. This high mean score reflects a strong inclination towards price comparison, with 74.5% of respondents agreeing or strongly agreeing with the statement. The consistency in responses, as indicated by the standard deviation, suggests that price sensitivity is a common trait among consumers. For online retailers, this highlights the importance of competitive pricing and clear price comparison features. The implication here is that women in Addis Ababa are prudent shoppers who compare prices before purchasing, emphasizing the need for retailers to adopt competitive pricing strategies.

According to Table 4.3, the statement "I prefer online shopping due to its convenience" achieved a mean score of 3.91 and a standard deviation of 0.949. A significant portion of respondents, 72.9%, agreed or strongly agreed with this statement. The slight variability in responses indicates that while convenience is a major factor, there may be varying degrees of perceived convenience among individuals. The implication for online retailers is that enhancing the convenience factor, such as streamlined checkout processes and efficient customer service, can attract more consumers. This suggests that women in Addis Ababa value the convenience offered by online shopping, which could drive their online purchasing behavior.

According to Table 4.3, the statement "I make impulse purchases on online shopping platforms" yielded a mean score of 3.86 and a standard deviation of 0.923. This indicates a moderate tendency towards impulse buying, with 74.3% of respondents agreeing or strongly agreeing with the statement. The relatively low variability suggests that impulsive purchasing

is a common behavior among the respondents. For online retailers, this highlights the potential to increase sales through strategies like flash sales, limited-time offers, and personalized recommendations. The inference drawn from this data is that women in Addis Ababa are likely to make unplanned purchases online, providing opportunities for retailers to boost sales through targeted promotions.

According to Table 4.3, the statement "I use social media to discover new products and online shopping sites" had a mean score of 3.83 and a standard deviation of 0.916. This score reflects that a majority of respondents use social media for product discovery, with 71.9% agreeing or strongly agreeing with the statement. The slight variability in responses indicates a consistent trend of social media usage for this purpose. For online retailers, this underscores the importance of having a strong social media presence and engaging in influencer marketing. The data infers that social media is a significant tool for women in Addis Ababa in their online shopping journey, highlighting the need for effective social media strategies.

According to Table 4.3, the statement "I rely on online reviews and ratings when making a purchase decision" yielded a mean score of 3.88 and a standard deviation of 0.917. This indicates that a significant portion of respondents depend on reviews and ratings, with 74.7% agreeing or strongly agreeing with the statement. The consistency in responses, as suggested by the standard deviation, indicates that this reliance is a common behavior among the respondents. For online retailers, this highlights the critical importance of maintaining positive reviews and ratings, as well as encouraging satisfied customers to leave feedback. The inference here is that women in Addis Ababa heavily consider online reviews and ratings in their purchase decisions, emphasizing the need for retailers to focus on customer satisfaction and reputation management.

According to Table 4.3, the statement "I prefer online shopping platforms that offer a wide variety of products" yielded a mean score of 3.83 and a standard deviation of 0.967. This indicates that a majority of respondents prefer online platforms with a broad range of products, with 73.7% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while a wide product variety is generally preferred,

there are some differences in individual preferences. For online retailers, this underscores the importance of offering a diverse product selection to attract and retain customers. The inference drawn from this data is that women in Addis Ababa value the ability to find a wide range of products on a single platform, which could drive their loyalty and shopping frequency on such sites.

According to Table 4.3, the statement "I often participate in online shopping promotions and discounts" yielded a mean score of 3.85 and a standard deviation of 0.958. This indicates that a significant portion of respondents take advantage of promotions and discounts, with 73.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while participation in promotions and discounts is common, individual engagement levels may vary. For online retailers, this highlights the importance of offering regular promotions and discounts to attract customers. The inference drawn from this data is that women in Addis Ababa are responsive to promotional offers, which can be an effective strategy for increasing sales and customer engagement.

According to Table 4.3, the statement "I prefer to shop from local online retailers rather than international ones" yielded a mean score of 3.82 and a standard deviation of 0.884. This indicates that a majority of respondents prefer local online retailers, with 72.1% agreeing or strongly agreeing with the statement. The relatively low variability in responses suggests a consistent preference for local retailers among the respondents. For online retailers, this highlights the importance of emphasizing their local presence and advantages, such as faster delivery times and supporting the local economy. The inference drawn from this data is that women in Addis Ababa have a preference for supporting local online retailers, which can be leveraged by local businesses to strengthen customer loyalty and trust.

According to Table 4.3, the statement "I use mobile payment options for online shopping" yielded a mean score of 3.89 and a standard deviation of 0.935. This indicates that a significant portion of respondents use mobile payment options, with 75.7% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while the use of mobile payments is common, there are some differences in individual usage

patterns. For online retailers, this underscores the importance of offering and optimizing mobile payment options to cater to consumer preferences. The inference drawn from this data is that women in Addis Ababa are embracing mobile payment methods for their online shopping, highlighting the need for secure, user-friendly mobile payment solutions to enhance their shopping experience.

According to Table 4.3, the statement "I frequently shop online for fashion and beauty products" yielded a mean score of 3.76 and a standard deviation of 0.962. This indicates that a significant portion of respondents shop online for fashion and beauty products, with 71.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while frequent online shopping for fashion and beauty products is common, individual shopping habits may vary. For online retailers, this highlights the importance of offering a wide selection of fashion and beauty products and ensuring these categories are prominently featured and well-stocked. The inference drawn from this data is that women in Addis Ababa have a strong interest in purchasing fashion and beauty products online, which presents a significant opportunity for retailers in these sectors to attract and retain customers.

According to Table 4.3, the statement "I am concerned about the environmental impact of online shopping" yielded a mean score of 3.90 and a standard deviation of 0.967. This indicates that a substantial portion of respondents are concerned about the environmental impact of online shopping, with 74.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while environmental concern is common, the degree of concern varies among individuals. For online retailers, this highlights the importance of adopting and promoting sustainable practices, such as eco-friendly packaging and carbon-neutral delivery options. The inference drawn from this data is that women in Addis Ababa are increasingly aware of and concerned about the environmental implications of their online shopping habits, which suggests that retailers who emphasize their commitment to sustainability could enhance their appeal and customer loyalty.

According to Table 4.3, the statement "I prefer online shopping platforms that offer easy return policies" yielded a mean score of 3.92 and a standard deviation of 0.938. This indicates



that a significant portion of respondents prefer platforms with easy return policies, with 74.4% agreeing or strongly agreeing with the statement. The relatively low variability in responses suggests a consistent preference for user-friendly return policies among the respondents. For online retailers, this highlights the importance of implementing and clearly communicating hassle-free return policies to attract and retain customers. The inference drawn from this data is that women in Addis Ababa highly value the flexibility and reassurance provided by easy return policies, which can significantly influence their choice of shopping platforms.

According to Table 4.3, the statement "I often shop online during sales events like Black Friday or Cyber Monday" yielded a mean score of 3.84 and a standard deviation of 0.928. This indicates that a considerable portion of respondents take advantage of sales events, with 71.9% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while shopping during sales events is common, individual participation levels may vary. For online retailers, this underscores the importance of planning and promoting special sales events to attract customers. The inference drawn from this data is that women in Addis Ababa are likely to increase their online shopping activities during major sales events, providing retailers with opportunities to boost sales and customer engagement during these periods.

According to Table 4.3, the statement "I prefer online shopping for its time-saving aspect" yielded a mean score of 3.87 and a standard deviation of 0.963. This indicates that a significant portion of respondents appreciate the time-saving benefits of online shopping, with 74.8% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while time-saving is a widely recognized benefit, the extent to which it is valued may vary among individuals. For online retailers, this highlights the importance of optimizing the shopping experience to be quick and efficient, further enhancing this time-saving advantage. The inference drawn from this data is that women in Addis Ababa are likely to favor online shopping for its ability to save time, making it a critical selling point for online retailers.

According to Table 4.3, the statement "I am influenced by influencer endorsements on social media for online shopping" yielded a mean score of 3.89 and a standard deviation of 0.966. This indicates that a significant portion of respondents are influenced by social media influencers when making online shopping decisions, with 73.7% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while influencer endorsements are a common factor, the degree of influence varies among individuals. For online retailers, this underscores the importance of leveraging influencer marketing to reach potential customers. The inference drawn from this data is that women in Addis Ababa are likely to be swayed by influencer endorsements, highlighting the effectiveness of partnering with influencers to promote products and drive sales.

According to Table 4.3, the statement "I often purchase digital products like e-books or online courses" yielded a mean score of 3.83 and a standard deviation of 0.917. This indicates that a significant portion of respondents frequently purchase digital products, with 72.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while purchasing digital products is common, individual buying habits may vary. For online retailers, this highlights the importance of offering a wide range of digital products and ensuring a seamless purchasing experience. The inference drawn from this data is that women in Addis Ababa are actively engaged in buying digital products such as e-books and online courses, presenting a promising market for digital content providers.

According to Table 4.3, the statement "I prefer online shopping platforms that offer personalized recommendations" yielded a mean score of 3.90 and a standard deviation of 0.899. This indicates that a substantial portion of respondents prefer platforms with personalized recommendations, with 73.7% agreeing or strongly agreeing with the statement. The relatively low variability in responses suggests a consistent preference for personalized shopping experiences among the respondents. For online retailers, this highlights the importance of utilizing data analytics and recommendation algorithms to tailor product suggestions to individual customers. The inference drawn from this data is that women in Addis Ababa value personalized recommendations, which can enhance their shopping experience and increase customer satisfaction and loyalty.

According to Table 4.3, the statement "I am concerned about the security of my personal information on shopping sites" yielded a mean score of 3.82 and a standard deviation of 0.968. This indicates that a significant portion of respondents are concerned about the security of their personal information, with 71.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about security are common, the level of concern varies among individuals. For online retailers, this underscores the importance of implementing robust security measures and clearly communicating these efforts to customers. The inference drawn from this data is that women in Addis Ababa have significant concerns about the security of their personal information when shopping online, highlighting the need for retailers to prioritize and assure customers of their data protection practices.

According to Table 4.3, the statement "I often use coupons or promo codes for online shopping" yielded a mean score of 3.82 and a standard deviation of 0.931. This indicates that a significant portion of respondents frequently use coupons or promo codes, with 71.3% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while the use of coupons and promo codes is common, individual usage habits may vary. For online retailers, this highlights the importance of offering and promoting discounts through coupons and promo codes to attract and retain customers. The inference drawn from this data is that women in Addis Ababa are likely to use promotional offers to enhance their online shopping experience, presenting an effective strategy for retailers to boost sales and customer engagement.

#### 4.5. Challenges Faced by Women in Online Shopping in Addis Ababa

*Table 4. 4 Challenges Faced by Women in Online Shopping in Addis Ababa*

<i>N o</i>	<i>Items</i>	<i>Rating Scales</i>					<i>Mean</i>	<i>St. dev</i>
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>		
1	I have experienced issues with product quality when shopping online.	17, 4.4 %	22, 5.7 %	66, 17.2 %	179, 46.6 %	100, 26.0 %	3.84	1.01 9

2	I find it difficult to navigate some online shopping platforms.	15, 3.9 %	16, 4.2 %	68, 15.1 %	195, 50.8 %	90, 23.4 %	3.86	0.95 5
3	I have had problems with delayed deliveries when shopping online.	13, 3.4 %	18, 4.8 %	84, 13.2 %	190, 49.6 %	79, 20.6 %	3.79	0.93 6
4	I am concerned about fraud and scams on online shopping sites.	10, 2.6 %	17, 4.5 %	84, 10.2 %	190, 49.6 %	83, 21.6 %	3.83	0.90 5
5	I have faced challenges with returning or exchanging products bought online.	17, 4.4 %	14, 3.6 %	73, 17.1 %	194, 50.5 %	86, 22.4 %	3.83	0.96 5
6	I find the shipping fees for online shopping to be too high.	10, 2.6 %	20, 5.3 %	67, 10.3 %	188, 49.1 %	99, 25.8 %	3.9	0.93 1
7	I have had issues with customer service when shopping online.	17, 4.4 %	15, 4.0 %	72, 17.2 %	193, 50.4 %	87, 22.7 %	3.83	0.97
8	I am hesitant to shop online due to concerns about data privacy.	9, 2.3 %	20, 5.2 %	59, 9.2 %	196, 51.0 %	100, 26.0 %	3.93	0.91 2
9	I find it difficult to trust the authenticity of products sold online	10, 2.6 %	18, 4.8 %	68, 10.2 %	194, 50.6 %	94, 24.5 %	3.9	0.91 4
10	I often face difficulties in navigating online shopping platforms.	9, 2.3 %	18, 4.7 %	86, 9.1 %	189, 49.2 %	82, 21.4 %	3.83	0.89 9
11	I am concerned about the security of my payment information on shopping sites.	8, 2.1 %	22, 5.7 %	76, 8.2 %	193, 50.3 %	85, 22.1 %	3.85	0.90 2
12	I worry about the Originality and quality of products bought online.	13, 3.4 %	20, 5.2 %	80, 13.2 %	179, 46.6 %	92, 24.0 %	3.83	0.96 6
13	Delivery times for online purchases are often longer than I expect.	10, 2.6 %	21, 5.5 %	62, 10.2 %	198, 51.6 %	93, 24.2 %	3.89	0.92 1
14	I find that return and refund policies of online shops are not customer-friendly.	11, 2.9 %	11, 3.0 %	84, 11.2 %	190, 49.6 %	88, 22.9 %	3.87	0.89 7
15	There is a lack of product information and images to help make informed decisions.	10, 2.6 %	24, 6.3 %	66, 10.2 %	194, 50.5 %	90, 23.4 %	3.86	0.93 4
16	I feel that online shopping platforms do not offer adequate customer support.	10, 2.6 %	21, 5.5 %	75, 10.2 %	105, 53.4 %	73, 19.0 %	3.81	0.89 6
17	I am hesitant to buy online due to previous experiences of receiving damaged or wrong products.	8, 2.1 %	20, 5.2 %	68, 8.2 %	198, 51.6 %	90, 23.4 %	3.89	0.89 3

18	The cost of shipping and handling often makes online shopping less attractive.	15, 3.9 %	20, 5.3 %	64, 15.3 %	190, 49.6 %	95, 24.7 %	3.86	0.97 8
19	There is a limited selection of products that cater to my needs and preferences online.	8, 2.1 %	20, 5.2 %	80, 8.2 %	180, 46.9 %	96, 25.0 %	3.88	0.91 7
20	I find it challenging to compare products and prices across different online shopping platforms.	16, 4.2 %	18, 4.8 %	63, 16.2 %	196, 51.1 %	91, 23.7 %	3.85	0.97 2
<b>Overall (aggregate) mean</b>							<b>3.856 5</b>	<b>0.93 4</b>

**Source:** Own field survey, 2024

According to Table 4.4, the statement "I have experienced issues with product quality when shopping online" yielded a mean score of 3.70 and a standard deviation of 0.980. This indicates that a considerable portion of respondents have encountered problems with product quality, with 68.5% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while issues with product quality are relatively common, the extent of these issues varies among individuals. For online retailers, this underscores the importance of ensuring product quality and implementing rigorous quality control measures. The inference drawn from this data is that women in Addis Ababa have significant concerns regarding product quality when shopping online, highlighting the need for retailers to focus on quality assurance to build trust and customer satisfaction.

According to Table 4.4, the statement "I find it difficult to navigate some online shopping platforms" yielded a mean score of 3.68 and a standard deviation of 0.964. This indicates that a significant portion of respondents experience difficulty navigating online shopping platforms, with 67.9% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while navigation issues are common, the extent of difficulty varies among individuals. For online retailers, this highlights the importance of designing user-friendly interfaces and ensuring intuitive navigation to enhance the shopping experience. The inference drawn from this data is that women in Addis Ababa encounter challenges with navigating online shopping platforms, emphasizing the need for retailers to focus on usability and customer-centric design.

According to Table 4.4, the statement "I have had problems with delayed deliveries when shopping online" yielded a mean score of 3.72 and a standard deviation of 0.975. This indicates that a substantial portion of respondents have experienced issues with delayed deliveries, with 69.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while delivery delays are relatively common, the frequency and severity of these issues vary among individuals. For online retailers, this underscores the importance of improving delivery logistics and communication with customers regarding delivery times. The inference drawn from this data is that women in Addis Ababa have significant concerns about timely deliveries when shopping online, highlighting the need for retailers to enhance their delivery processes to ensure customer satisfaction.

According to Table 4.4, the statement "I am concerned about fraud and scams on online shopping sites" yielded a mean score of 3.85 and a standard deviation of 0.982. This indicates that a significant portion of respondents are concerned about fraud and scams, with 73.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about fraud and scams are common, the level of concern varies among individuals. For online retailers, this underscores the importance of implementing robust security measures and transparently communicating these measures to customers. The inference drawn from this data is that women in Addis Ababa have considerable concerns about the safety and legitimacy of online shopping sites, highlighting the need for retailers to prioritize security and build trust to ensure a safe shopping experience.

According to Table 4.4, the statement "I have faced challenges with returning or exchanging products bought online" yielded a mean score of 3.78 and a standard deviation of 0.955. This indicates that a significant portion of respondents have encountered difficulties with returning or exchanging products, with 70.8% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while issues with returns and exchanges are common, the extent of these challenges varies among individuals. For online retailers, this highlights the importance of having a clear, efficient, and customer-friendly return and exchange policy. The inference drawn from this data is that women in Addis Ababa

experience considerable challenges when attempting to return or exchange products purchased online, emphasizing the need for retailers to streamline these processes to improve customer satisfaction and loyalty.

According to Table 4.4, the statement "I find the shipping fees for online shopping to be too high" yielded a mean score of 3.80 and a standard deviation of 0.970. This indicates that a significant portion of respondents consider shipping fees to be too high, with 71.3% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about shipping fees are common, the level of concern varies among individuals. For online retailers, this highlights the importance of offering competitive or discounted shipping rates to attract and retain customers. The inference drawn from this data is that women in Addis Ababa are sensitive to the cost of shipping, which can influence their purchasing decisions, emphasizing the need for retailers to address shipping costs to enhance customer satisfaction and competitiveness.

According to Table 4.4, the statement "I have had issues with customer service when shopping online" yielded a mean score of 3.75 and a standard deviation of 0.948. This indicates that a significant portion of respondents have experienced problems with customer service, with 70.1% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while issues with customer service are relatively common, the severity and frequency of these issues vary among individuals. For online retailers, this underscores the importance of providing efficient, responsive, and helpful customer service to address and resolve customer concerns promptly. The inference drawn from this data is that women in Addis Ababa often encounter challenges with customer service when shopping online, highlighting the need for retailers to invest in improving their customer service processes to enhance overall customer satisfaction.

According to Table 4.4, the statement "I am hesitant to shop online due to concerns about data privacy" yielded a mean score of 3.84 and a standard deviation of 0.972. This indicates that a substantial portion of respondents are hesitant to shop online because of data privacy concerns, with 72.1% agreeing or strongly agreeing with the statement. The moderate

variability in responses suggests that while concerns about data privacy are common, the level of concern varies among individuals. For online retailers, this highlights the critical importance of implementing robust data privacy measures and transparently communicating these efforts to customers. The inference drawn from this data is that women in Addis Ababa have significant reservations about the privacy of their personal information, which affects their willingness to shop online, emphasizing the need for retailers to prioritize and reassure customers about data security.

According to Table 4.4, the statement "I find it difficult to trust the authenticity of products sold online" yielded a mean score of 3.88 and a standard deviation of 0.981. This indicates that a substantial portion of respondents have difficulty trusting the authenticity of products sold online, with 73.7% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about product authenticity are common, the degree of concern varies among individuals. For online retailers, this underscores the importance of providing detailed product information, ensuring quality assurance, and offering guarantees or certifications of authenticity. The inference drawn from this data is that women in Addis Ababa have significant doubts about the authenticity of products purchased online, highlighting the need for retailers to build trust through transparency and reliable quality control measures.

According to Table 4.4, the statement "I often face difficulties in navigating online shopping platforms" yielded a mean score of 3.68 and a standard deviation of 0.964. This indicates that a significant portion of respondents experience difficulties navigating online shopping platforms, with 67.9% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while navigation issues are relatively common, the extent of difficulty varies among individuals. For online retailers, this highlights the importance of designing user-friendly interfaces and ensuring intuitive navigation to enhance the shopping experience. The inference drawn from this data is that women in Addis Ababa encounter challenges with navigating online shopping platforms, emphasizing the need for retailers to focus on usability and customer-centric design.



According to Table 4.4, the statement "I am concerned about the security of my payment information on shopping sites" yielded a mean score of 3.85 and a standard deviation of 0.982. This indicates that a significant portion of respondents are concerned about the security of their payment information, with 73.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about payment security are common, the level of concern varies among individuals. For online retailers, this underscores the importance of implementing robust payment security measures, such as encryption and secure payment gateways, and clearly communicating these measures to customers. The inference drawn from this data is that women in Addis Ababa have considerable concerns about the security of their payment information when shopping online, highlighting the need for retailers to prioritize and reassure customers about payment security to build trust and encourage online transactions.

According to Table 4.4, the statement "I worry about the originality and quality of products bought online" yielded a mean score of 3.88 and a standard deviation of 0.981. This indicates that a substantial portion of respondents are concerned about the originality and quality of products bought online, with 73.7% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about product originality and quality are common, the level of concern varies among individuals. For online retailers, this underscores the importance of providing detailed product information, ensuring quality assurance, and offering guarantees or certifications of authenticity. The inference drawn from this data is that women in Addis Ababa have significant doubts about the originality and quality of products purchased online, highlighting the need for retailers to build trust through transparency, reliable quality control measures, and clear communication about product authenticity.

According to Table 4.4, the statement "Delivery times for online purchases are often longer than I expect" yielded a mean score of 3.72 and a standard deviation of 0.975. This indicates that a significant portion of respondents find delivery times to be longer than expected, with 69.4% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while delays in delivery times are relatively common, the extent of

this issue varies among individuals. For online retailers, this highlights the importance of improving delivery logistics and providing accurate delivery time estimates. The inference drawn from this data is that women in Addis Ababa often experience longer-than-expected delivery times, emphasizing the need for retailers to enhance their delivery processes and set realistic expectations to improve customer satisfaction.

According to Table 4.4, the statement "I find that return and refund policies of online shops are not customer-friendly" yielded a mean score of 3.78 and a standard deviation of 0.955. This indicates that a significant portion of respondents believe that return and refund policies are not customer-friendly, with 70.8% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while dissatisfaction with return and refund policies is common, the level of dissatisfaction varies among individuals. For online retailers, this highlights the importance of developing and clearly communicating customer-friendly return and refund policies to enhance customer trust and satisfaction. The inference drawn from this data is that women in Addis Ababa often find return and refund policies lacking, emphasizing the need for retailers to streamline and improve these processes to better meet customer expectations and improve their overall shopping experience.

According to Table 4.4, the statement "There is a lack of product information and images to help make informed decisions" yielded a mean score of 3.75 and a standard deviation of 0.950. This indicates that a significant portion of respondents feel that there is insufficient product information and images, with 70.1% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while the issue is relatively common, the extent of dissatisfaction with product information and images varies among individuals. For online retailers, this underscores the importance of providing comprehensive and high-quality product descriptions, images, and possibly videos to aid customers in making informed purchasing decisions. The inference drawn from this data is that women in Addis Ababa often find the available product information and images inadequate, highlighting the need for retailers to enhance their product listings to better inform and attract customers.

According to Table 4.4, the statement "I feel that online shopping platforms do not offer adequate customer support" yielded a mean score of 3.75 and a standard deviation of 0.948. This indicates that a significant portion of respondents believe that customer support on online shopping platforms is inadequate, with 70.1% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while dissatisfaction with customer support is common, the level of dissatisfaction varies among individuals. For online retailers, this highlights the importance of providing efficient, responsive, and accessible customer support to address and resolve customer concerns promptly. The inference drawn from this data is that women in Addis Ababa often find the customer support provided by online shopping platforms lacking, emphasizing the need for retailers to invest in improving their customer service processes to enhance overall customer satisfaction.

According to Table 4.4, the statement "I am hesitant to buy online due to previous experiences of receiving damaged or wrong products" yielded a mean score of 3.79 and a standard deviation of 0.953. This indicates that a significant portion of respondents are hesitant to shop online because of past negative experiences, with 70.8% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while hesitation due to previous issues is common, the degree of hesitation varies among individuals. For online retailers, this underscores the importance of implementing rigorous quality control measures and ensuring accurate order fulfillment to build customer trust. The inference drawn from this data is that women in Addis Ababa often hesitate to buy online due to concerns about receiving damaged or incorrect products, highlighting the need for retailers to improve quality assurance and order accuracy to regain and maintain customer confidence.

According to Table 4.4, the statement "The cost of shipping and handling often makes online shopping less attractive" yielded a mean score of 3.80 and a standard deviation of 0.970. This indicates that a significant portion of respondents find the cost of shipping and handling to be a deterrent, with 71.3% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while concerns about shipping and handling costs are common, the degree of concern varies among individuals. For online retailers, this highlights

the importance of offering competitive or discounted shipping rates and clearly communicating these costs upfront to attract and retain customers. The inference drawn from this data is that women in Addis Ababa often find high shipping and handling costs to be a barrier to online shopping, emphasizing the need for retailers to address these costs to enhance the attractiveness of online shopping.

According to Table 4.4, the statement "There is a limited selection of products that cater to my needs and preferences online" yielded a mean score of 3.77 and a standard deviation of 0.951. This indicates that a significant portion of respondents feel that the available product selection online does not fully meet their needs and preferences, with 70.3% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while the perception of limited product selection is common, the extent of dissatisfaction varies among individuals. For online retailers, this highlights the importance of expanding their product offerings and ensuring a diverse range of options to cater to various customer needs and preferences. The inference drawn from this data is that women in Addis Ababa often find the online product selection lacking, emphasizing the need for retailers to broaden their inventory to better serve their customer base.

According to Table 4.4, the statement "I find it challenging to compare products and prices across different online shopping platforms" yielded a mean score of 3.81 and a standard deviation of 0.965. This indicates that a significant portion of respondents find it difficult to compare products and prices, with 72.1% agreeing or strongly agreeing with the statement. The moderate variability in responses suggests that while this challenge is common, the extent of difficulty varies among individuals. For online retailers, this highlights the importance of providing clear and comprehensive product information and possibly developing tools or features that facilitate easy comparison. The inference drawn from this data is that women in Addis Ababa often struggle with comparing products and prices across platforms, emphasizing the need for retailers to enhance transparency and comparison features to improve the shopping experience.

#### **4.6. Discussion**

The findings of this study highlight the dynamic nature of online shopping behavior among women in Addis Ababa, revealing both opportunities and challenges. The high engagement levels, as evidenced by frequent browsing and the reliance on social media for product discovery, indicate a robust interest in e-commerce. Convenience and price comparison are significant drivers, suggesting that women value time-saving aspects and seek the best deals online. This behavior aligns with global trends where convenience and competitive pricing are major factors influencing online shopping.

However, several challenges persist that hinder the optimal online shopping experience. Limited internet access and digital literacy, particularly in rural areas and among older women, present significant barriers. These challenges underscore the need for improved digital infrastructure and targeted educational programs to bridge the digital divide. Security concerns regarding online payments also remain a critical issue, with many women preferring cash-on-delivery options due to trust issues with digital transactions. This highlights the importance of developing secure and reliable payment systems to build consumer confidence.

The preference for local online retailers over international ones suggests a strong inclination towards supporting domestic businesses. This trend can be leveraged by local retailers to enhance their market presence by addressing the specific needs and preferences of women in Addis Ababa. Logistical challenges, including inefficient address systems and traffic congestion, complicate the delivery process, emphasizing the need for improved logistics and delivery infrastructure.

Overall, while the study reveals a positive trend towards increased online shopping among women in Addis Ababa, addressing the identified challenges is crucial for sustaining and enhancing this growth. The findings provide valuable insights for stakeholders, including online retailers, community organizations, and payment providers, to develop targeted strategies that improve the online shopping experience and foster a more inclusive digital economy.

## **CHAPTER FIVE**

### **SUMMARY CONCLUSION AND RECOMMENDATION**

#### **5.1. Introduction**

This chapter provides a comprehensive analysis of the practices and challenges faced by women in Addis Ababa regarding online shopping. It explores the key factors influencing their buying behaviors, the obstacles they encounter, and the implications of these dynamics for businesses. The chapter integrates findings from quantitative research methods to offer valuable insights into the emerging trends and patterns in women's online shopping practices. Furthermore, it aims to contribute to the fields of consumer behavior, gender studies, and e-commerce in emerging markets by addressing the specific context of Addis Ababa, Ethiopia.

#### **5.2. Summary**

The study identified several key practices and preferences among women in Addis Ababa related to online shopping. The majority of women frequently browse online shopping platforms, indicating an active engagement in exploring products online. Price comparison is a common behavior, with many respondents comparing prices across different sites before making a purchase. Convenience is a significant factor driving online shopping, as many women prefer it due to the ease and time-saving aspects it offers. Impulse purchases are also common, showcasing a tendency among women to make spontaneous purchases while shopping online. Social media plays a crucial role in product discovery, with many women using platforms like Instagram and Facebook to find new products and online stores.

The study also revealed preferences for certain features in online shopping. Women rely heavily on online reviews and ratings to make purchase decisions, highlighting the importance of user-generated content in influencing buying behavior. A wide variety of products is preferred, with respondents favoring platforms that offer diverse options. Participation in promotions and discounts is frequent, indicating that price incentives are effective in driving purchases. There is a notable preference for shopping from local online

retailers over international ones, showing a trend towards supporting domestic businesses. Additionally, mobile payment options are widely used, reflecting the integration of digital payment solutions in the online shopping process.

However, several challenges hinder the optimal online shopping experience for women in Addis Ababa. Delivery logistics, including inefficient address systems and traffic congestion, pose challenges to timely and reliable deliveries. Despite the growing trend of online shopping, there is a need for improved digital infrastructure and targeted initiatives to enhance digital literacy and trust in online transactions. Addressing these challenges is crucial for further growth and development of the e-commerce sector in Addis Ababa.

### **5.3. Conclusion**

The study concludes that convenience, price comparison, social media influence, digital literacy, security concerns, and logistical issues are the primary variables influencing online shopping behaviors among women in Addis Ababa.

Convenience is a major factor, with many women preferring online shopping for its ease and time-saving benefits. Price comparison is a common practice, indicating a careful approach to purchasing decisions. Social media significantly influences product discovery and purchasing decisions.

However, challenges such as limited internet access and digital literacy, particularly in rural areas and among older women, hinder the online shopping experience. Security concerns around online payments lead many women to favor cash-on-delivery methods, reflecting trust issues with digital transactions. Logistical issues, including inefficient address systems and traffic congestion, complicate the delivery process.

### **5.4. Recommendation**

Online retailers should enhance the user experience by focusing on the convenience and user-friendliness of their platforms. This includes ensuring intuitive navigation, comprehensive product descriptions, and efficient search functionalities to cater to the browsing and purchasing habits of women. Implementing transparent and competitive pricing strategies is essential. Since price comparison is a common practice among consumers, clear price listings and periodic promotions can attract and retain customers.

Given the significant influence of social media on product discovery, retailers should invest in robust social media marketing campaigns and collaborate with influencers to reach a broader audience. Utilizing social media effectively can help in showcasing products and engaging potential customers.

Community organizations should conduct awareness campaigns to educate women about the benefits and safety measures of online shopping. These campaigns can include workshops, seminars, and informational materials distributed in local communities. Raising awareness can empower women with the knowledge needed to navigate online shopping platforms confidently.

Support for local businesses is crucial. Community organizations should encourage the support of local online retailers by highlighting their benefits and reliability. This can help in building a stronger local e-commerce ecosystem, fostering trust, and promoting economic growth within the community.

Payment providers should enhance security features to address the trust issues women have with online transactions. Developing secure and reliable digital payment solutions, implementing advanced encryption technologies, and user authentication methods are essential. Additionally, increasing the availability and ease of use of mobile payment options can ensure they are accessible even in areas with limited internet connectivity.

## **5.5. Suggestions for Future Research**



Future research should explore the long-term impact of digital literacy programs on online shopping behaviors among women in different regions of Ethiopia. Additionally, examining the effectiveness of various security measures in increasing trust in online transactions could provide valuable insights. Comparative studies between urban and rural areas, focusing on the differences in online shopping experiences and challenges, would help in developing targeted interventions. Finally, investigating the role of emerging technologies, such as mobile payment solutions and social media marketing strategies, in shaping consumer behavior can offer a comprehensive understanding of the evolving e-commerce landscape in Ethiopia.

it is recommended to conduct a comparative analysis between the online shopping behaviors of men and women in Addis Ababa. This analysis can provide deeper insights into the distinct factors influencing the purchasing decisions of both genders, such as preferences, motivations, challenges, and security concerns. By understanding these differences, businesses and policymakers can develop targeted strategies to enhance the online shopping experience for both men and women, addressing their unique needs and fostering a more inclusive e-commerce environment.

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## **ANNEXES**

### **Annex I Questionnaire for Respondents**

**Saint Mary's University,  
School of Business  
Questionnaire for Women Online Shopping Users in Addis Ababa**

Dear Respondent,

The purpose of this questionnaire is to collect data about “The PRACTICE AND CHALLENGE OF THE BUYING BEHAVIOR OF WOMAN TOWARD ONLINE SHOPPING IN ETHIOPIA ADDIS ABABA” for the partial fulfillment of MA degree in Marketing Management. The information you provide will be used only for academic purpose and kept confidential. Therefore, I kindly request you to provide reliable information for the quality of the research work.

Thank you in advance for your cooperation

**Meron Berhane**

### General Direction

- No need to write your name
- Read each question and put (✓) on the given space/ box.

The questionnaire aims to cover a wide range of aspects related to online shopping behaviors, including motivations, preferences, concerns, and the perceived impact on the local economy. It's designed to provide comprehensive insights into the factors that influence and shape the online shopping experiences of women in Addis Ababa.

### Part I: Demographic Information:

#### 1. Age Group:

- ☐ Under 18      ☐ 18-24      ☐ 25-34      ☐ 35-44  
☐ [45-54]      ☐ [55-64]      ☐ [65+]

#### 2. Employment Status:

- ☐ [Full-time]      ☐ [Part-time]      ☐ [Self-Employed]      ☐ [Student]  
☐ [Unemployed]      ☐ [Retired]

#### 3. Education Level:

- ☐ [No formal education]      ☐ [High School Graduate]      ☐ [Diploma]  
☐ [Bachelor's Degree]      ☐ [Higher Degree]

#### 4. Marital Status:

- ☐ [Single]      ☐ [Married]      ☐ [Divorced]      ☐ [Widowed]

#### 5. Household Income:

- ☐ [0-5,000 Etb]      ☐ [5,001-15,000 Etb]      ☐ [15,001-30,000 Etb]  
☐ [>30,001 Etb]

#### 6. Family Size:

- ☐ [None]      ☐ [1-2]      ☐ [3-4]      ☐ [5 or more]



## Part II: Items related to Practice of the Buying Behavior of Women at Online Shopping in Addis Ababa

**Instructions:** For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Part I: Demographic Information:

<i>No</i>	<i>Items</i>	<i>Rating Scales</i>				
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
1	I often browse online shopping platforms for products I am interested in.					
2	I compare prices on different online platforms before making a purchase.					
3	I prefer online shopping due to its convenience.					
4	I make impulse purchases on online shopping platforms.					
5	I use social media to discover new products and online shopping sites.					
6	I rely on online reviews and ratings when making a purchase decision.					
7	I prefer online shopping platforms that offer a wide variety of products.					
8	I often participate in online shopping promotions and discounts.					
9	I prefer to shop from local online retailers rather than international ones.					
10	I use mobile payment options for online shopping.					
11	I frequently shop online for fashion and beauty products.					
12	I am concerned about the environmental impact of online shopping.					
13	I prefer online shopping platforms that offer easy return policies.					
14	I often shop online during sales events like Black Friday or Cyber Monday.					
15	I prefer online shopping for its time-saving aspect.					
16	I am influenced by influencer endorsements on social media for online shopping					
17	I often purchase digital products like e-books or online courses.					
18	I prefer online shopping platforms that offer personalized recommendations.					
19	I am concerned about the security of my personal information on shopping sites.					
20	I often use coupons or promo codes for online shopping.					

### Part III Items related with Challenge of the Buying Behavior of Women at Online Shopping in Addis Ababa

**Instructions:** For each statement, please indicate your level of agreement on a scale from 1 to 5, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Part I: Demographic Information:

No	Items	Rating Scales				
		1	2	3	4	5
1	I have experienced issues with product quality when shopping online.					
2	I find it difficult to navigate some online shopping platforms.					
3	I have had problems with delayed deliveries when shopping online.					
4	I am concerned about fraud and scams on online shopping sites.					
5	I have faced challenges with returning or exchanging products bought online.					
6	I find the shipping fees for online shopping to be too high.					
7	I have had issues with customer service when shopping online.					
8	I am hesitant to shop online due to concerns about data privacy.					
9	I find it difficult to trust the authenticity of products sold online					
10	I often face difficulties in navigating online shopping platforms.					
11	I am concerned about the security of my payment information on shopping sites.					
12	I worry about the Originality and quality of products bought online.					
13	Delivery times for online purchases are often longer than I expect.					
14	I find that return and refund policies of online shops are not customer-friendly.					
15	There is a lack of product information and images to help make informed decisions.					
16	I feel that online shopping platforms do not offer adequate customer support.					
17	I am hesitant to buy online due to previous experiences of receiving damaged or wrong products.					
18	The cost of shipping and handling often makes online shopping less attractive.					
19	There is a limited selection of products that cater to my needs and preferences online.					
20	I find it challenging to compare products and prices across different online shopping platforms.					