MATERIALS AND METHODS

(a). Secondary Data- Secondary data will collect the information or data over published foundation which would be consistent websites, newspapers, annual reports (government), books, records, newsletters, research and development initiative Pvt. Ltd (RDI), New Delhi, sanchar seva, trust deal advertising agencies, fashion forward-the future education (India Forbes), capital idea (India Forbes), international agencies like Reuters, CNBC.

(b). Primary Data- The primary data will collect with the help of survey, by using questionnaires, focus group of interview.

(c). Sampling Frame-

(i). Sampling Method- stratified sampling will be used at period of collecting the data.

(ii). Population- over all working and non-working women population in Uttar Pradesh (U.P).

(iii). Sample Size-500 (Sample size is collected through online calculator)

Fluedsurvey.com/university/calculating-right-survey-sample-size/

(iv) Target Sample- Kanpur & Lucknow

Tools & Techniques

For the study, tools and techniques will be used various statistics tools and techniques for analyzing the data. Following statistical tools can be used- correlation, regression, chi-square, t-test, z-test, and time series. Data will be analyzed through SPSS 21.

LIMITATIONS OF STUDY

The study will encounter with following limitations-.

1. Data constrains during data collection. Many through secondary as well primary.
2. Respondent willingness towards their answer.
3. Money and time constraints could effect to the research work.
4. Women consumers can be deceived online everyday without any form of comfort in their lives.
SCOPE OF ONLINE SHOPPING IN INDIA

Online business is a form where one can sell or buy product over internet, and county like India, which is second after china in terms of internet customers. The reason behind the growth in online shopping.

1. Time and flexibility is also a factor for it.
2. Mobile app market.
3. Providing gratifying offers.
4. Shopping cart is one of the important facilities providing in online shopping.