
**A STUDY ON ONLINE SHOPPING BEHAVIOUR AND
SATISFACTION AMONG WORKING WOMEN**

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ABSTRACT

Online shopping is becoming more and more popular among working women as a practical and effective substitute for traditional retail due to their growing work obligations and time constraints. Key factors including product variety, pricing, payment methods, delivery services, simplicity of use, and trust in online platforms are all examined in this study. Additionally, it examines how lifestyle choices, economic levels, and digital literacy influence consumer preferences. Results show that while factors like product quality, shipping delays, and return policies have an impact on customer satisfaction, convenience, time savings, and availability to a large selection of products greatly influence the adoption of online shopping. The study comes to the conclusion that while working women can profit greatly from online purchasing, overall happiness and long-term loyalty can only be increased by enhancing service dependability and customer assistance.

KEYWORDS: *Online, Shopping, Working Women, Satisfaction.*

INTRODUCTION

Online shopping refers to the process of purchasing products or services via internet. (Na Li and Ping Zhang 2002). Online shopping attitude refers to consumer's psychological state in terms of making purchases over the internet (Li and Zhang, 2002). No doubt, that the internet has influenced our lives deeply in which it plays an important, indispensable and irreplaceable role (Guo and Noor, 2011). Online shopping has become popular and an easy

way for customers. This new innovative type of shopping brings a great number and also a wide range of merchandise to consumers: it also offers a huge market and numerous business opportunities (Guo June and Noor, 2011). Today, internet has developed into an extremely aggressive market and in order to have an impact on customers and to hang on to them, it is the first step to indentify certain influencing aspects while purchasing online, these can be regarded as factors. Online shopping has become vital part of business. Online shopping refers to the shopping behaviour of consumer in an online store or a website used for online purchasing purpose. (Monsuwe, et al 2004). Online shopping has grown-up with popularity over the years; mainly because of people discover it convenient and trouble-free to bargain shop from their home or office and it saves time. Consumer behaviour can be defined as the decision- making process and physical activity involved in obtaining, appraising, using and disposing of goods and services. Internet is being used as a channel of information and commerce in rapidly growing online businesses. Women are great influencers when it comes to buying decision of the family. No doubt that when come to individual buying, women are the sole decision makers in the family. Most of us think why women take longer duration then men in buying men or why they buy things that according to men are not required at that time

Review of Literature

1. **Madasu Bhaskar Rao (2018)** conducted a study on, “Factors affecting female consumer’s online buying behaviour”. The main goal of the study is, to study the demographic characteristics of female shoppers and to identify the factors affecting online shopping preferences of female consumers to shop online. The research made an attempt to find out the triggers that influences shopper buying behaviour in online formats.
2. **Ramprabha (2017)** conducted a study on, “Consumer Shopping Bahaviour and the Role of Women in Shopping”. The main objective of the study is, to recognize the different streams of deliberation that could help the future researchers and guide them. This in-depth outlook attempts to study consumers shopping behaviour in the illumination of rapidly developing lifestyles, standards, priorities and communal contexts.
3. **Satyam Pincha et al. (2017)** have examined, study on online purchasing behaviour of women. The main focus of the study is, to find out the level of usages of computer and internet by the women concerning online purchases, to find out the most important hurdles professed by women with regard to Internet shopping, to find out the significant

advantages of internet purchasing to the women customers and their reasons, to find out the aspects those could be helpful in increasing the Internet shopping. The study concludes that, Convenience of purchasing and time saving was considered as more significant advantage by the women. Apart from that they can find lots of variety of products and also those products which are not available in nearby areas at reasonable price. The reason behind most important benefit as ‘Convenience of purchasing’ and ‘time saving’ is busy schedule of women.

Objectives of the Study

1. To analyse the online buying behaviour of working women.
2. To find out the level of satisfaction towards online shopping among working women

Research Methodology

The study uses the primary data collected from the working women in the Coimbatore District through a well structured questionnaire. The questionnaire includes a combination of close and open-ended questions. A sample of 660 were collected using Snow ball sampling method Secondary data collected from magazines, journals, news paper and websites. The collected data is analyzed using correlation.

Analysis and Interpretation

In order to examine the nature of relationship between the associations of variables with the level of satisfaction correlation analysis is used. The Variables considered for Chi-square have been considered for correlation too. Out of twenty six variables selected for correlation analysis, thirteen variables have been found to be significant. Educational qualification - Diploma, research program, Nature of employment- government sector employee, family income, type of communication- social networking sites, mode of online shopping- personal computer, amount spent per month for online shopping, time of purchase – weekends, occasion of purchase – year end sale, mode of payment, complaint made by a buyer, recommendations made by the buyer, level of buying behaviour are found to be significant at one per cent and five per cent level.

Table -1 Variables prominently associated with satisfaction – Correlation Analysis.

Variables	r	R ²
Age	-.002	0.000
Educational Qualification - Up to HSC	.043	0.002
Educational Qualification – Diploma	.094*	0.009
Educational Qualification – Research Programme	-.120**	0.014
Nature of Employment – Government sector employee	.148**	0.022
Monthly income	.029	0.001
Family income	.159**	0.025
Type of Communication - Email	.045	0.002
Type of Communication - Social network sites	-.092*	0.008
Type of Communication - Mobile phone	.041	0.002
Hours Spent per week	-.004	0.000
Mode of online shopping - Personal computer	.114**	0.013
Period of buying	.064	0.004
Amount spent	.221**	0.049
Purchase time – Evening	-.014	0.000
Purchase time – Night	-.076	0.006
Purchase time – Weak ends	-.110**	0.012
Occasion of purchase – Festival time	.013	0.000
Occasion of purchase – Stock clearance	.037	0.001
Occasion of purchase – Year end sale	-.082*	0.007
Occasion of purchase – Exclusive	-.067	0.004
Mode of payment	-.183**	0.033
Response	.025	0.001
Complaint	-.172**	0.030
Recommend to others	-.144**	0.021

* Significant at five per cent level ** Significant at one per cent level

1. Educational Qualification – Diploma

The Educational qualification (Diploma) and the level of satisfaction are positively connected. This shows that if the education qualification increases, the level of satisfaction also increases. The co-efficient of determination (r^2) shows that the nature of relationship with satisfaction accounts to 0.9 per cent of variation in the level of satisfaction.

2. Educational Qualification – Research Program

The Educational qualification (Research Program) and the level of satisfaction are negatively connected. This shows that if the education qualification increases, the level of satisfaction also increases. The co-efficient of determination (r^2) shows that nature of relationship with satisfaction accounts to 01.4 per cent of variation in the level of satisfaction.

3. Nature of Employment – Government sector employee

Nature of employment –Government sector employee and the level of satisfaction are positively correlated. This show that, nature of employment, the level of satisfaction also

increases. The co-efficient of determination (r^2) shows that nature of relationship with satisfaction accounts to 2.2 per cent of variation in the level of buying behaviour.

4. Family Income

The family income is positively correlated with the level of satisfaction. The co- efficient of determination (r^2) shows that 2.5 per cent of variation in the level of satisfaction.

5. Type of Communication – Social Network Sites

The social network sites communication is negatively correlated with the level of satisfaction. The co-efficient of determination (r^2) shows that the type of communication accounts for 0.8 per cent of variation in the level of satisfaction.

6. Mode of Online Shopping – Personal Computer

The Mode of online shopping through personal computer is positively correlated with the level of satisfaction. The co-efficient of determination (r^2) shows that the mode of online shopping accounts for 1.3 per cent of variation in the level of satisfaction.

7. Amount spent for Shopping Per Month

The amount spent for shopping per month for online shopping is positively correlated with the level of satisfaction. The co-efficient of determination (r^2) shows that the amount spent for only the shopping accounts for 4.9 per cent of variation in the level of satisfaction.

8. Purchase Time – Week end

The week end purchase is negatively correlated with the level of satisfaction. The co-efficient of determination (r^2) reveals that, the time for purchasing in online on weekend accounts for 1.2 per cent of variation in the level of satisfaction.

9. Occasion of purchase – Yearend Sale

The yearend purchase is negatively correlated with the level of satisfaction. The value of co-efficient indicates that, the occasion of purchase in yearend sale accounts for 0.7 per cent of variation in the level of satisfaction.

10. Mode of Payment

Mode of payment is negatively correlated with the level of satisfaction. The co- efficient value indicates that, mode of payment accounts for 3.3 per cent of variation in the level of satisfaction.

11. Compliant

Complaint lodged by the buyer is negatively correlated with the level of satisfaction. The co-efficient value indicates that, accounts for 3.0 per cent of variation in the level of satisfaction.

12. Recommendation

Recommendation made by the buyer to others is negatively correlated with the level of satisfaction. The co-efficient value shows that, accounts for 2.1 per cent of variation in the level of satisfaction.

CONCLUSION

Due to its convenience, time-saving advantages, and extensive product selection, online shopping has become an essential part of their modern lifestyle. A move toward technology-driven consumer behavior is evident in the growing preference of working women for digital platforms to handle both their professional and shopping obligations. the study concludes that while working women generally exhibit a favorable attitude toward online shopping, their satisfaction is shaped by a combination of economic, technological, and behavioural factors. Therefore, enhancing user experience, ensuring secure payment systems, and improving customer service can further strengthen satisfaction levels and encourage continued adoption of online shopping among working women.

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