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## A Study on Product Preferences and Mapping Satisfaction Levels of Working Women towards Online Shopping in Mumbai

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### ABSTRACT

Now a days, customers are becoming more active and comfortable with online shopping. This could be attributed to various factors such as busy modern lives, longer working hours, ability to browse products from the comfort of one's home, wider range of options available etc. There are variety of online shopping options available such as shopping of apparels, shoes, leather belts, hand bags, jewellery etc. . A total sample of 150 working women has been considered for the study. Working women include private employees, government employees, professionals as well as self-employed. In order to understand the product preferences and satisfaction levels of working women towards online shopping in Mumbai, a study has been conducted where demographics like age, marital status and occupation has been investigated with the help of primary data and secondary data. It was concluded that majority of the working women are satisfied with online shopping. Working women are using online shopping to purchase different type of the products. It was also found in the study that the working women who are professionals and private employees significantly differ with the working women who are government employees and self - employed. In terms of availability of the product, the private employees significantly differ with the government employees, professionals and self - employed. It can also be concluded from the results of the data analysis that security and privacy, information quality, customer service, price and quality of the product, availability of the product are the key factors which influence the satisfaction of the working women towards online shopping. Thus, to create a highly satisfied customer base, the online stores must concentrate on these five factors.

*Keywords: Online Shopping, Working Women, Product Preferences and Satisfaction*

### INTRODUCTION

Recently, online shopping is the new trend of shopping in India that also refers to computer- based-shopping or E-shopping similar to internet banking or E-banking. Over the past few years online shopping or E-shopping has increased percentage of online buyer's in India. Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real time without an intermediary service over the internet. Online shopping is a recent phenomenon in e-commerce and its definitely going to be the future of shopping all over the globe.

Online shopping is an easy alternative for people with busy lives in today's world. In the past decade, there has been a massive change in the way of customer's shop. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to shop online. Online shopping saves crucial time for modern people because they get so busy that they cannot or are reluctant to spend much time on shopping.

Now a days, customers are becoming more active and comfortable with online shopping, this could be attributed to various factors such as busy modern lives, longer working hours, ability to browse products from the comfort of one's home, wider range of options available etc. Also, other reasons could be variety of products available for online shopping like apparels, shoes, leather belts, hand bags, jewellery etc. With consumers increasingly engaged online, their expectations on receiving instant and quality customer services at various touch points has also augmented.

### STATEMENT OF THE PROBLEM

Customer satisfaction is the key factor for customer acquisition and retention in online shopping. Customer satisfaction with respect to online shopping is matching the customer's perception and conforming to their online shopping expectation. Especially, after sale service plays an important role for online retailers to sustain in this competitive world. The growth of e-commerce in the future will

depend upon the shopping experience on existing web sites, implementation of more online shopping sites by existing retailers, introduction of novel goods and services for the younger and technology-oriented generation. Online marketing has many advantages like global reach, availability of wide variety and cheaper products, 24X7 timing etc.

This is the era of technology and the dependency of people on technology can be seen in every field whether it is agriculture, commerce, education, health and service etc. Retailers have also found an easy medium to reach large number of customers with the help of business-to-customer (B2C) model of e-commerce. Traditional method of shopping involves selling products to customers through brick and mortar stores, unlike the B2C e-commerce which uses internet technology to reach large number of customers through the websites of their stores. Thus, customers can buy the products just by seeing the product image and analyzing information about the product features and functions on the websites. However, this has eliminated face to face communication of retailer and customers, which in traditional method was the trust building factor among both the parties and also has played an important role in providing a sense of satisfaction to customers. Due to this online buying method, it has become difficult for the retailers to gain the customers trust. Moreover, the competition in e-commerce market is rising day by day with more and more e-stores coming into existence and offering different product lines. Thus, creating satisfaction among online customers has become more cumbersome for online retailers. Hence, there is a need to study the level of satisfaction among working women towards online shopping and finding out the factors which are predominant in influencing their satisfaction.

#### NEED FOR THE STUDY

Online shopping has become a part of the every human being. Many individuals in one way or the other are using online shopping to purchase products and services. Since online shopping offers many benefits, a number of customers are willing to purchase through online mode. However, online shopping is also having its own limitations. Taking into consideration, the busy lifestyles, it is convenient for working women to shop online so that they can strike a better work-life balance. The population of working women is on the rise and thus, it is imperative to understand the product preferences and satisfaction levels of working women towards online shopping.

#### OBJECTIVES OF THE STUDY

- ✓ To understand the demographic factors which are influencing the working women for online shopping and their satisfaction levels towards online shopping
- ✓ To study the product preferences of working women in online shopping

#### METHODOLOGY

In order to evaluate the factors influencing satisfaction of working women towards online shopping in Mumbai, demographics like age, marital status and occupation has been investigated with the help of primary data and secondary data. Exploratory research method is used to describe the characteristics of population of study in research through observations and survey methods. Convenience sampling technique has been considered to study the population of working women making purchases through online shopping. Primary data is collected through a structural questionnaire method and satisfaction is measured based on five-point Likert-scales ranging from strongly disagree (1) to strongly agree (5). The secondary data of the study is collected through various journals, reports, books, articles, magazines, research papers, websites etc. A total sample of 150 working women was taken for the study. Reliability score (Cronbach's Alpha) of the questionnaire was 0.8. SPSS version 2.0 (statistical package for social sciences) is used for the analysis of data. Microsoft excel is used for evaluation of data and online google form is used to collect responses of working women. Product category for online shopping has been studied to understand the product preferences of working women

#### LIMITATIONS

The study takes into consideration only demographic factors of working women. Another limitation of the study is that only working women from Mumbai city have been considered due to paucity of time.

ANALYSIS AND INTERPRETATION

Table-1: Product Preferences of working women in online shopping

Sl. No	Category of products	No. of Respondents	Percentage (%)
1.	Apparels	30	20.0
2.	Cosmetics	44	29.3
3.	Accessories	22	14.7
4.	Groceries and Food products	27	18.0
5.	Electronic gadgets and items	15	10.0
6.	Other items	12	8.0
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

- ✓ Table 1 clearly shows that 29.3% of the respondents preferred to buy cosmetics, 20% of the respondents preferred to buy apparels, 18% of the respondents preferred to buy Grocery and food products, 14.7% of the respondents preferred to buy accessories, 10% of the respondents preferred to buy electronic gadgets and items and 8% of the respondents preferred to buy other items namely books, toys, CD's, sports and fitness products etc. It is evident from the study that working women prefer to purchase personal products like apparels, cosmetics and accessories as compared to electronic gadgets and other items like books, CD's etc.

Table-2: Satisfaction towards online shopping

Satisfaction	Frequency	Percentage
Yes	114	76
No	36	24
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

Table 2 shows that 76% of the respondents are satisfied with online shopping and 24% of the respondents are not satisfied with online shopping. It can be concluded that majority of the working women are satisfied with online shopping.

Age Group of working women and Factors influencing the satisfaction towards online shopping

The following null hypothesis was framed for finding out the significant difference among age group of working women with respect to the factors influencing the satisfaction towards online shopping.

**Null Hypothesis:** There is no significant difference among Age Group of working women with respect to the factors influencing the satisfaction towards online shopping

The following table shows the result of 'ANOVA' test for significant difference among age group of working women with respect to the factors influencing the satisfaction towards online shopping.

Table-3: ANOVA for Significant difference among Age Group of working women with respect to the factors influencing the satisfaction towards online shopping

Factors	Age Group					F Value	p Value
	30-35 years	35-40 years	41-45 years	46-50 years	Above 50 years		
Security and privacy	28.68 (6.82)	27.68 (7.19)	27.41 (6.69)	27.85 (7.25)	29.06 (6.02)	1.006	0.404
Information quality	35.92 <sup>b</sup> (6.16)	35.72 <sup>b</sup> (6.09)	34.38 <sup>ab</sup> (5.92)	33.05 <sup>a</sup> (7.45)	34.33 <sup>ab</sup> (7.21)	3.615	0.006*
Customer service	31.75 <sup>ab</sup> (5.92)	32.53 <sup>b</sup> (5.56)	29.91 <sup>a</sup> (5.71)	29.56 <sup>a</sup> (7.20)	29.96 <sup>a</sup> (5.93)	5.854	0.000*

Price and quality of the product	27.89 (4.92)	27.12 (4.74)	26.87 (5.16)	27.92 (5.85)	26.20 (5.76)	1.579	0.178
Availability of the product	28.49 <sup>b</sup> (4.43)	28.62 <sup>b</sup> (5.12)	26.56 <sup>ab</sup> (5.37)	28.08 <sup>b</sup> (5.08)	24.93 <sup>a</sup> (5.91)	6.466	0.000*

Source: Computed Data

Note: 1. The value within bracket refers to SD

2. Different alphabet among Age group denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Since the 'p' value is less than 0.05, the null hypothesis is rejected at 5% level of significance with regards to information quality factor, customer service factor and availability factor, there is a significant difference among the age group of working women with regard to information quality factor, customer service factor and availability factor. Based on Duncan Multiple Range Test (DMRT) the working women who belong to the age group of 30 to 35 years and 36 to 40 years significantly differ with the working women who belong to the age group of 41 to 45 years, 46-50 years and above 50 years on information quality factor. In customer service factor, the working women who belong to the age group of 30 to 35 years and 36 to 40 years significantly differ with the working women who belong to the age group of 41 to 45 years, 46-50 years and above 50 years.

Based on Duncan Multiple Range Test (DMRT) the working women who belong to the age group of 30 to 35 years and 36 to 40 years significantly differ with the working women who belong to the age group of 41 to 45 years, 46-50 years and above 50 years on availability factor.

Since the 'p' value is greater than 0.05, the null hypothesis is accepted at 5% level of significance with regard to security and privacy factor and price and quality of the product factor, there is no significant difference among age group of working women with respect to security and privacy factor and price and quality of the product factor. It is inferred that age group is not a significant variable influencing the satisfaction towards online shopping namely security and privacy factor and price and quality of the product factor among working women.

#### Marital Status of working women and Factors influencing the satisfaction towards online shopping

Single and married working women have been influenced by different factors for satisfaction towards online shopping namely security and privacy factor, information quality factor, customer service factor, price and quality of the product factor and availability of the product factor at different levels. Hence an attempt has been made to find out whether there is a significant difference among single and married working women with reference to the factors influencing satisfaction towards online shopping.

The following null hypothesis was framed to find out the significant difference among single and married working women with respect to the factors influencing the satisfaction towards online shopping.

**Null Hypothesis:** There is no significant difference among single and married working women with respect to the factors influencing the satisfaction towards online shopping

The following table shows the result of 't' test for significant difference among single and married working women with respect to the factors influencing the satisfaction towards online shopping.

Table-4: t test for Significant difference between Single and Married with respect to the factors influencing the satisfaction towards online shopping

Factors	Marital Status				t Value	p Value
	Single		Married			
	Mean	SD	Mean	SD		
Security and privacy	27.65	6.87	28.20	6.96	0.881	0.378
Information quality	35.05	6.70	35.27	6.24	0.380	0.704
Customer service	31.20	6.51	31.43	5.83	0.418	0.676
Price and quality of the product	27.31	4.85	27.41	5.14	0.212	0.832
Availability of the product	28.08	4.95	27.96	5.10	0.271	0.786

Source: Computed Data

Note: 1. The value within bracket refers to SD

Since the 'p' value is greater than 0.05, the null hypothesis is accepted at 5% level of significance with regard to security and privacy factor, information quality factor, customer service factor, price and quality of the product factor and availability factor, there is no significant difference among single and married working women with respect to security and privacy factor, information quality factor, customer service factor, price and quality of the product factor and availability factor. It is inferred that marital status is not a significant variable influencing the satisfaction towards online shopping among working women.

#### Occupation of working women and Factors influencing the satisfaction towards online shopping

Working women of different occupation are influenced by different factors for satisfaction towards online shopping namely security and privacy factor, information quality factor, customer service factor, price and quality of the product factor and availability factor at different level. While working women of government employees are highly influenced by different factors for satisfaction towards online shopping, working women of private employees are influenced by different factors for satisfaction towards online shopping at lower levels. Hence, an attempt has been made to find out whether there is a significant difference among different occupation of working women with reference to the factors influencing the satisfaction towards online shopping.

The following null hypothesis was framed to find out the significant difference among occupation of working women with respect to the factors influencing the satisfaction towards online shopping.

**Null Hypothesis:** There is no significant difference among occupation of working women with respect to the factors influencing the satisfaction towards online shopping.

The following table shows the result of 'ANOVA' test for significant difference among occupation of working women with respect to the factors influencing the satisfaction towards online shopping.

Table-5: ANOVA for Significant difference among Occupation of working women with respect to the factors influencing the satisfaction towards online shopping

Factors	Occupation				F Value	p Value
	Private	Government	Professional	Self-employed		
Security and privacy	27.86 (6.91)	27.84 (7.16)	28.40 (6.87)	29.22 (6.21)	0.549	0.649
Information quality	35.71 (5.92)	34.69 (7.01)	35.34 (6.03)	33.61 (7.05)	1.649	0.185
Customer service	31.89 <sup>b</sup> (5.76)	30.47 <sup>ab</sup> (6.04)	31.88 <sup>b</sup> (6.27)	29.83 <sup>a</sup> (5.63)	3.089	0.027*
Price and quality of the product	27.42 (4.96)	27.25 (5.22)	27.59 (4.97)	26.77 (5.60)	0.287	0.835
Availability of the product	28.39 <sup>b</sup> (4.74)	27.50 <sup>ab</sup> (4.64)	28.41 <sup>b</sup> (5.51)	25.41 <sup>a</sup> (6.46)	4.226	0.006*

Source: Computed Data

Note: 1. The value within bracket refers to SD

2. Different alphabet among Occupation denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Since the 'p' value is less than 0.05, the null hypothesis is rejected at 5% level of significance with regard to customer service factor and availability factor, there is a significant difference among the occupation of working women with regard to customer service factor and availability factor. Based on Duncan Multiple Range Test (DMRT) the working women who are professionals and private employees significantly differ with the working women who are government employees and self-employed on customer service factor. As far as availability factor is concerned, the private employees significantly differ with the government employees, professionals and self-employed.

Since the 'p' value is greater than 0.05, the null hypothesis is accepted at 5% level of significance with regard to security and privacy factor, information quality factor and price and quality of the product factor, there is no significant difference among occupation of working women with respect to security and privacy factor, information quality factor and price and quality of the product factor. It is inferred that occupation is not a significant variable influencing the security and privacy factor, information quality factor and price and quality of the product factor among working women.

#### SUGGESTIONS

- ✓ The working women face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence towards online shopping.
- ✓ Improvement in the visual appeal with reference to building interactive techniques and creating better art and dynamics should be considered to create a better shopping experience. This may help to widen the purchase of product categories that working women shop online.
- ✓ One of the major drawbacks that the respondents have expressed is with the returning policy of the products. It was observed that companies should focus on product return policies. They must create awareness and provide adequate information regarding the same to the online shoppers. This will create a good website reputation and enhance re-purchasing power of the respondents.

#### CONCLUSION

From the above study it was concluded that majority of the working women are satisfied with online shopping. Working women are using online shopping to purchase different type of products. It was also found in the study that the working women who are professionals and private employees significantly differ with the working women who are government employees and self-employed on customer service factor. In terms of availability factor, the private employees significantly differ with the government employees, professionals and self-employed. It can also be concluded from the results of the data analysis that security and privacy, information quality, customer service, price and quality of the product, availability are the key factors which influence the satisfaction of the working women towards online shopping. Thus, to create a highly satisfied customer base, the online stores must concentrate on these five factors.

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