

ONLINE PURCHASE BEHAVIOUR AND CUSTOMER SATISFACTION AMONG WOMEN CONSUMERS:AN EMPIRICAL STUDY IN ERODE DISTRICT

***Mrs. K. POORNA DEVI**, Ph.D. Research Scholar, Department of Commerce,
Vellalar College for Women (Autonomous), Erode - 638 012.

****Dr. C. BRUNDHA**, Assistant Professor, Department of Commerce,
Vellalar College for Women (Autonomous), Erode - 638 012.

Abstract

The rapid expansion of internet connectivity, smartphones, digital payment facilities and e-commerce platforms has transformed the contemporary shopping environment. Women consumers have become an important segment of online retail because digital platforms provide convenient access to apparel, cosmetics, groceries, household products, electronics and other categories without the need to visit physical stores. The present study examines online purchase behaviour and customer satisfaction among women consumers in Erode District. The study adopts a descriptive research design and is based on primary data collected from 150 women consumers who have experience in online shopping. Percentage analysis is used to describe the respondents' profile and purchase behaviour, while mean score and standard deviation are used to assess purchase-decision factors and satisfaction dimensions. Chi-square analysis is proposed to examine associations between selected demographic characteristics and online purchase behaviour or satisfaction, and Pearson correlation is used to assess the relationship between online purchase behaviour and customer satisfaction. The study highlights the positive role of convenience, product variety, price benefits, reviews, secure payment, timely delivery and efficient return facilities in shaping online shopping experiences. The findings are intended to provide practical guidance to online retailers for improving service quality, trust, customer support and long-term customer relationships.

Keywords: Online Purchase Behaviour, Customer Satisfaction, Women Consumers, E-Commerce, Online Shopping, Digital Payments, Erode District.

1. INTRODUCTION

The growth of digital technology has created a major transformation in the way consumers discover, compare and purchase products. Online shopping has developed from a supplementary retail channel into an important part of everyday consumption. Consumers can browse products, compare prices, read customer reviews, select payment methods and place orders at any time and from almost any location. This flexibility has strengthened the role of e-

commerce in modern retail and has made shopping more convenient, accessible and information-rich.

The Indian online retail environment has expanded alongside the widespread use of smartphones, affordable internet access and digital payment systems. Consumers increasingly expect shopping platforms to provide a smooth journey from product search to delivery and after-sales service. Features such as personalised recommendations, multiple payment options, order tracking, ratings and reviews, promotional offers and convenient return facilities have increased the attractiveness of online purchasing. At the same time, consumers are becoming more informed and compare not only prices but also product quality, seller reputation, delivery performance and service responsiveness before making a purchase.

Women consumers represent an important and diverse group within this digital marketplace. Their online purchases may include clothing and accessories, cosmetics and personal-care products, groceries, household goods, electronic items and other products. The ability to shop from home, save travel time, access a wider assortment and compare alternatives can be particularly valuable for students, employees, homemakers, entrepreneurs and other women with different daily responsibilities. Recent research specifically examining women in India also shows that online buying behaviour is shaped by a combination of personal, psychological, social, economic, privacy, security and technological factors. □cite□turn0search0□turn0search12□

Customer satisfaction is equally important because a successful online transaction is not determined only by completing payment. Satisfaction develops from the total experience, including the accuracy of product information, product quality, price fairness, ease of navigation, payment security, delivery reliability, customer service and the simplicity of return or refund procedures. Research in Indian e-retailing has found that several dimensions of convenience influence behavioural intention and that customer satisfaction can play a mediating role in this relationship. □cite□turn0search2□

The online environment also gives consumers greater access to information before purchase. Ratings, reviews, photographs, specifications and comparison features can reduce uncertainty and support more confident decisions. Conversely, a mismatch between online descriptions and delivered products, unclear charges, delivery problems or difficult return procedures can weaken satisfaction. Therefore, understanding both purchasing behaviour and satisfaction provides a more complete view of the consumer's online experience.

Erode District provides a relevant local setting for examining these changes because consumers in the district participate in a retail environment that combines traditional markets with rapidly expanding digital shopping options. A district-specific study can reveal how women consumers respond to convenience, price, product variety, reviews, payment facilities, delivery and after-sales services. The present study therefore focuses on women consumers in Erode District and empirically examines their online purchase behaviour and customer satisfaction. The study is expected to offer useful insights for e-commerce businesses seeking to create reliable, transparent, convenient and customer-oriented online shopping experiences.

2. STATEMENT OF THE PROBLEM

Online shopping provides women consumers with convenience, wider choice, easy comparison and access to promotional benefits. However, the quality of the overall shopping experience can vary according to product performance, delivery reliability, payment security, customer support and return facilities. Women consumers may

also differ in their online purchase frequency, product preferences and expectations according to age, education, occupation and income. Hence, it is important to understand which factors encourage online purchasing and whether favourable purchase experiences are reflected in higher customer satisfaction. The present study addresses this issue by examining online purchase behaviour and customer satisfaction among 150 women consumers in Erode District.

3. SIGNIFICANCE OF THE STUDY

The study is useful to online retailers, marketplace operators and digital-commerce service providers because it identifies the aspects of online shopping that matter to women consumers. It also contributes to consumer-behaviour research by providing district-level evidence on purchasing patterns and satisfaction. The results can support improvements in product presentation, pricing transparency, delivery, secure payment, customer service and return mechanisms. For researchers, the study provides a framework for further empirical work on women consumers, e-commerce and digital retailing in Tamil Nadu.

4. OBJECTIVES OF THE STUDY

- To study the online purchase behaviour of women consumers in Erode District.
- To identify the major factors influencing online purchasing decisions among women consumers.
- To assess the level of customer satisfaction towards online shopping.
- To identify the major problems faced by women consumers while purchasing products online.
- To analyse the relationship between online purchase behaviour and customer satisfaction.
- To examine whether selected demographic characteristics are associated with online purchase behaviour and customer satisfaction.

5. HYPOTHESES OF THE STUDY

- H01: There is no significant association between selected demographic characteristics and online purchase behaviour among women consumers.
- H02: There is no significant association between selected demographic characteristics and customer satisfaction towards online shopping.
- H03: There is no significant relationship between online purchase behaviour and customer satisfaction among women consumers.

6. SCOPE OF THE STUDY

The study covers women consumers residing in Erode District who have experience in purchasing products through online shopping platforms. It examines purchase frequency, product categories, preferred platforms, payment methods, spending pattern and factors influencing purchase decisions. Customer satisfaction is examined through product quality, price, convenience, delivery, payment security, application or website usability, customer service and return/refund facilities. The geographical focus on Erode District makes the findings relevant to the local context; they should not automatically be generalised to all women consumers in Tamil Nadu or India.

7. LIMITATIONS OF THE STUDY

- The study is restricted to women consumers in Erode District.
- The sample consists of 150 respondents selected through convenience sampling; therefore, the findings may not represent the entire population.
- The study relies on self-reported responses and may therefore reflect individual perceptions and recall.
- Online purchase behaviour can change with technology, platform policies, prices and promotional strategies.
- The study measures perceptions during the period of data collection and may not capture future changes in consumer behaviour.

8. REVIEW OF LITERATURE

Raman (2020): examined online shopping characteristics and female buying behaviour in India using an extension of the Theory of Planned Behaviour. The study considered trust, convenience and customer service and found that customer service had an important influence on female shoppers' attitudes, while perceived behavioural control was influential in willingness to buy online. □cite□turn0search12□

Kumar, Sachan and Dutta (2020): investigated e-retailing convenience dimensions in India using 351 respondents. The study reported that decision, transaction, benefit and post-benefit convenience influenced behavioural intention and that satisfaction mediated some convenience–intention relationships. The findings demonstrate the importance of making the complete online shopping process convenient. □cite□turn0search2□

Aggarwal (2020): examined the relationships among web-interface features, consumer trust, satisfaction and purchase intentions using data from 500 online shoppers in the National Capital Region. The study reported parallel mediating effects of trust and satisfaction between web-interface features and purchase intentions, highlighting the importance of interface quality, security, payment systems, delivery information and product information. □cite□turn0search13□

Kumar et al. (2020): studied repurchase intentions among Generation Y consumers in India and examined the mediating roles of trust and e-satisfaction. The study demonstrates that satisfaction and trust are important in understanding continued online purchasing rather than only initial adoption. □cite□turn0search14□

Jain, Kaur and others (2021): studied young female online buyers in India and examined gamification, social interaction and perceived enjoyment using a large female sample. The study shows that online shopping behaviour can also be influenced by the experiential and social characteristics of digital platforms. □cite□turn0search11□

Lakshmi, Bose and Ravi (2024): presented an integrative assessment of women's online shopping behaviour in India. The study identified psychological, social, cultural, economic, privacy and security, and technological factors as relevant dimensions and emphasised the need for a gender-specific perspective on women's digital purchasing. □cite□turn0search0□

Parimaladevi and Praveena (2025): examined women's online purchase decisions in Namakkal District using a sample of 150 women. The study reported the importance of convenience, product variety, platform trust, online reviews and digital literacy. Its district-level focus is particularly relevant to the present study because it demonstrates the value of location-specific research on women consumers in Tamil Nadu. □cite□turn0search10□

John (2026): examined determinants of online impulse buying among women consumers in India and reported meaningful roles for personalisation, e-shopping orientation and materialism. The study indicates that changing digital retail environments can influence not only planned purchases but also spontaneous buying behaviour.

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9. RESEARCH GAP

The reviewed literature establishes that convenience, trust, customer service, satisfaction, security, product information and platform characteristics are important in online shopping. However, much of the available evidence is based on national, metropolitan, state-level or broader consumer samples. Recent studies also indicate the value of examining women as a distinct consumer segment and of conducting district-specific research in Tamil Nadu. □ cite □ turn0search0 □ turn0search10 □ The present study addresses this gap by focusing specifically on women consumers in Erode District and by jointly examining purchase behaviour and customer satisfaction using a 150-respondent empirical framework.

10. RESEARCH METHODOLOGY

Research Design: Descriptive research design is adopted to describe the online purchase behaviour and satisfaction of women consumers.

Area of the Study: Erode District, Tamil Nadu.

Population: Women consumers residing in Erode District who have experience in online shopping.

Sample Size: 150 women consumers.

Sampling Technique: Convenience sampling.

Sources of Data: Primary data are collected through a structured questionnaire. Secondary data are obtained from peer-reviewed journal articles, books, reports and reliable academic or institutional sources.

Questionnaire Design: Section A covers demographic characteristics; Section B covers online purchase behaviour; Section C measures factors influencing purchase decisions; Section D measures customer satisfaction; and Section E records problems faced by respondents. A five-point Likert scale is used for attitudinal statements, where 1 = Strongly Disagree and 5 = Strongly Agree.

Data Analysis: Percentage analysis, mean score, standard deviation, chi-square test and Pearson correlation are used. SPSS may be used to enter and analyse the primary data.

11. STATISTICAL TOOLS USED AND INTERPRETATION

Percentage Analysis: Used for demographic profile, purchase frequency, product categories, payment method and other categorical variables. $\text{Percentage} = (\text{Frequency} / 150) \times 100$. Interpretation: the category with the highest percentage represents the dominant pattern among the 150 respondents.

Mean Score: Used to identify the relative importance of purchase factors and satisfaction dimensions.

Interpretation: a higher mean indicates a stronger level of agreement, importance or satisfaction, depending on the item.

Standard Deviation: Used with mean scores to understand variation in respondents' opinions. A lower value

indicates that responses are more closely grouped around the mean, whereas a higher value indicates greater variation.

Chi-Square Test: Used to test the association between selected demographic variables and categorical measures of online purchase behaviour or satisfaction. If $p < 0.05$, the null hypothesis is rejected; if $p > 0.05$, the null hypothesis is not rejected.

Pearson Correlation: Used to measure the direction and strength of the relationship between an overall online purchase-behaviour score and customer-satisfaction score. A positive significant coefficient indicates that higher purchase-behaviour scores are associated with higher satisfaction.

12. DATA ANALYSIS AND INTERPRETATION – 150 RESPONDENTS

Important note: The following numerical tables are an illustrative analysis format for 150 respondents. They are not presented as actual survey findings because the raw questionnaire responses were not supplied. For an ISSN submission, the illustrative values must be replaced with the actual 150-response dataset and the corresponding SPSS output. This avoids reporting fabricated empirical results.

Variable	Category	Frequency	Percentage
Age	Below 20	24	16.0
Age	21–30	55	36.7
Age	31–40	36	24.0
Age	41–50	24	16.0
Age	Above 50	11	7.3
Education	School	14	9.3
Education	Undergraduate	51	34.0
Education	Postgraduate	62	41.3
Education	Others	23	15.3
Occupation	Student	35	23.3
Occupation	Employed	48	32.0
Occupation	Homemaker	40	26.7
Occupation	Business	17	11.3
Occupation	Others	10	6.7
Monthly Income	Below ₹20,000	48	32.0
Monthly Income	₹20,001–₹40,000	52	34.7
Monthly Income	₹40,001–₹60,000	31	20.7
Monthly Income	Above ₹60,000	19	12.7

Illustrative interpretation: The sample structure can be described using the frequency and percentage of each demographic category. For example, the largest age group in this illustrative table is 21–30 years (36.7%), while postgraduate respondents account for 41.3%. These figures are placeholders for demonstrating the reporting format and must be replaced by actual survey results.

Table 2: Frequency of Online Purchase

Frequency	Frequency	Percentage
Weekly	18	12.0
Twice a month	34	22.7
Once a month	52	34.7
Occasionally	46	30.7
Total	150	100.0

Illustrative interpretation: The table demonstrates how purchase frequency can be interpreted. In the illustrative data, once-a-month purchasing is the largest category (34.7%), followed by occasional purchases (30.7%). The actual interpretation should be based on the collected responses.

Table 3: Major Products Purchased Online

Product Category	Frequency	Percentage
Clothing/Apparel	46	30.7
Cosmetics/Beauty Products	27	18.0
Groceries	22	14.7
Electronic Products	18	12.0
Household Products	25	16.7
Others	12	8.0
Total	150	100.0

Illustrative interpretation: Clothing/apparel represents the largest product category in this example, accounting for 30.7% of respondents. This indicates the category with comparatively greater representation in the sample. Actual responses should determine the final ranking.

Table 4: Factors Influencing Online Purchase

Factor	Mean Score	Std. Deviation	Rank
Convenience	4.31	0.71	1
Product Reviews	4.18	0.78	2
Price	4.12	0.76	3
Discounts/Offers	4.08	0.84	4
Product Variety	4.05	0.80	5
Payment Convenience	3.97	0.86	6
Delivery	3.91	0.89	7
Return Facility	3.84	0.92	8

Illustrative interpretation: In the example, convenience obtains the highest mean score (4.31), followed by product reviews (4.18) and price (4.12). This suggests that ease of shopping, information available through reviews and price considerations are comparatively important purchase factors. The standard deviations indicate the extent to

which opinions vary. The actual ranking must be calculated from the 150 valid questionnaires.

Table 5: Customer Satisfaction Towards Online Shopping

Satisfaction Dimension	Mean Score	Std. Deviation	Rank
Payment Security	4.10	0.73	1
Website/App Usability	4.06	0.75	2
Overall Shopping Experience	4.05	0.70	3
Product Quality	4.02	0.76	4
Price Satisfaction	3.91	0.82	5
Delivery Service	3.88	0.86	6
Customer Service	3.79	0.91	7
Return/Refund Facility	3.74	0.94	8

Illustrative interpretation: Payment security records the highest illustrative satisfaction mean (4.10), followed by website/app usability (4.06) and overall shopping experience (4.05). Return/refund facility has the lowest illustrative mean (3.74), indicating an area that could receive managerial attention. These are illustrative values only and should not be reported as actual findings without raw data.

Table 6: Illustrative Hypothesis Testing Format

Hypothesis	Tool	Test Value	p-value	Decision
H01: Demographics vs Online Purchase Behaviour	Chi-square	Example $\chi^2 = 8.42$	0.038	Reject H01*
H02: Demographics vs Customer Satisfaction	Chi-square	Example $\chi^2 = 6.17$	0.103	Do not reject H02
H03: Online Purchase Behaviour vs Customer Satisfaction	Pearson correlation	Example $r = 0.624$	<0.001	Reject H03*

*Illustrative only. These test statistics and p-values must be replaced by actual SPSS output. Interpretation rule: $p < 0.05$ indicates statistical significance at the 5% level. A non-significant result means there is insufficient evidence to reject the null hypothesis.

13. EXPECTED / EMPIRICAL FINDINGS

- The 150 respondents can be profiled according to age, education, occupation and income to understand the composition of women online shoppers in Erode District.
- Purchase frequency and product-category analysis can identify the dominant online shopping patterns.
- Convenience, price, product reviews, discounts, product variety and payment facilities are expected to be relevant purchase-decision factors.
- Customer satisfaction can be assessed through product quality, price, delivery, payment security, application usability, customer service and return/refund facilities.
- Chi-square analysis can establish whether selected demographic characteristics are significantly associated with online purchase behaviour or customer satisfaction.
- Correlation analysis can establish whether favourable online purchase behaviour is significantly related to customer satisfaction.

14. SUGGESTIONS

- Online retailers should maintain consistency between product descriptions, images, specifications and the products actually delivered.
- Platforms should strengthen timely delivery, packaging quality and order tracking.
- All product prices, delivery charges and other fees should be displayed transparently before payment.
- Secure payment systems should be maintained and communicated clearly to consumers.
- Customer support should provide prompt and effective resolution of complaints.
- Return and refund procedures should be simple, transparent and easy to track.
- Verified reviews, detailed specifications and accurate product information should be provided to reduce purchase uncertainty.
- Personalised recommendations should be designed responsibly, with appropriate protection of consumer privacy.

15. CONCLUSION

Online shopping has become an important component of contemporary consumer behaviour, supported by smartphones, internet connectivity, digital payments and expanding e-commerce platforms. Women consumers form a valuable segment of this marketplace because online shopping can provide convenience, product variety, price comparison and flexible access to products. Their experience, however, is shaped by the complete service journey rather than by the purchase transaction alone.

The present study provides an empirical framework for examining online purchase behaviour and customer satisfaction among 150 women consumers in Erode District. By combining percentage analysis, mean score, standard deviation, chi-square and correlation analysis, the study can identify purchasing patterns, important decision factors, satisfaction dimensions and relationships between behaviour and satisfaction. The district-specific focus adds practical value for local consumers and businesses.

For sustained growth in e-commerce, retailers should concentrate on product reliability, transparent pricing, secure payments, timely delivery, useful information, responsive customer service and efficient return mechanisms. A positive and trustworthy online shopping experience can strengthen satisfaction and encourage continued use of digital retail platforms.

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