

A Systematic Review on Online Shopping Behaviors of Women

Saima Khursheed^{1*}

^{1*}Department of Management, Integral University, Email: saima.k.sagheer@gmail.com

Abstract

The emergence of the internet has revolutionized the conventional shopping environment, resulting in a substantial surge in e-commerce. This systematic analysis aims to comprehensively examine and evaluate the online purchasing patterns of women, a group that holds significant influence in the worldwide electronic commerce industry. The review entails a thorough analysis of the available literature, research articles, and empirical investigations produced within a specific time period. The primary aims of the study are to examine the online shopping behavior of women. The review will concentrate on the online purchasing patterns demonstrated by females. This methodology will facilitate the methodical investigation, selection, and evaluation of pertinent research. The research continually emphasizes the substantial development potential of the female consumer market in the online shopping arena. An in-depth comprehension of the determinants that impact women's online purchasing behaviors is essential for businesses, marketing experts, legislators, and researchers to capitalize on this expansion. To summarize, the systematic analysis offers a thorough comprehension of the online purchasing patterns exhibited by women in India.

Keywords: online, shopping, women, behaviour.

INTRODUCTION

The Internet has revolutionized the global lifestyle, resulting in a stunning and rapid transformation in people's lives. E-commerce, also known as Electronic Commerce, has been experiencing a significant increase in popularity since its inception. This has spawned online purchasing and consequently transformed the conventional method of shopping. Previously, individuals would personally visit the store, examine the merchandise, engage in pricing negotiations, and thereafter make their final purchases. The advent of online shopping has completely transformed the traditional shopping experience, providing customers with a more convenient and potentially more hazardous method of selecting and purchasing things. In recent years, organizations have been striving to establish a presence in both the online and offline realms. Therefore, the notion of Brick and Click gained recognition. Companies have been impacted by a recent trend that allows them to maintain a competitive edge and survive. It is now necessary, rather than optional, for companies to be technologically proficient and up-to-date (Salsabeel Nazir, 2018).

Women exhibit significant influence in shaping the purchasing decisions of the household. Undoubtedly, women play the exclusive role of decision makers when it comes to individual purchasing. Many times, we wonder why women spend more time shopping compared to males or why they purchase items that we believe are unnecessary at that moment. Women possess distinct cognitive processes compared to men. Firstly, what is the reason behind this? The solution is in the presence of biological, neurological, and behavioral differences between the male and female brains. These disparities therefore influence their purchasing behavior. Males possess a greater quantity of brain cells compared to women, however women have a higher number of fiber connections between brain cells than males. Therefore, a woman's brain would engage all of her senses and establish connections to communicate information at multiple levels, beyond that of a man. From a marketing standpoint, individuals either have a strong affiliation with a brand or remain completely detached, taking into consideration the broader context. Simultaneously, women necessitate a greater amount of time to arrive at a purchasing determination compared to men. Males possess greater cerebral structures in comparison to females, who exhibit relatively smaller brain sizes. Therefore, throughout the process of thinking, men predominantly utilize the left hemisphere of their brain, whereas women engage both the left and right hemispheres simultaneously. Men typically exhibit a more linear thinking pattern, whereas women tend to possess a holistic thinking approach. Women excel in integrating various elements to reach a choice. Women exhibit a greater emotional awareness due to the bilateral distribution of their emotions over both the left and right hemispheres of the brain, whereas men tend to have a more concentrated emotional processing in the right brain (J.Jeyanthi, 2023).

Objectives

- To review on online shopping behaviour of women.

Method

The objective of this systematic review is to analyze and consolidate the existing corpus of research on the online buying behaviour exhibited by women. The review will focus on the online shopping behaviour exhibited by

women. This technique will guide the systematic exploration, choice, and analysis of relevant research. A systematic review is a meticulous and organized approach to combining evidence from several studies to address specific research goals.

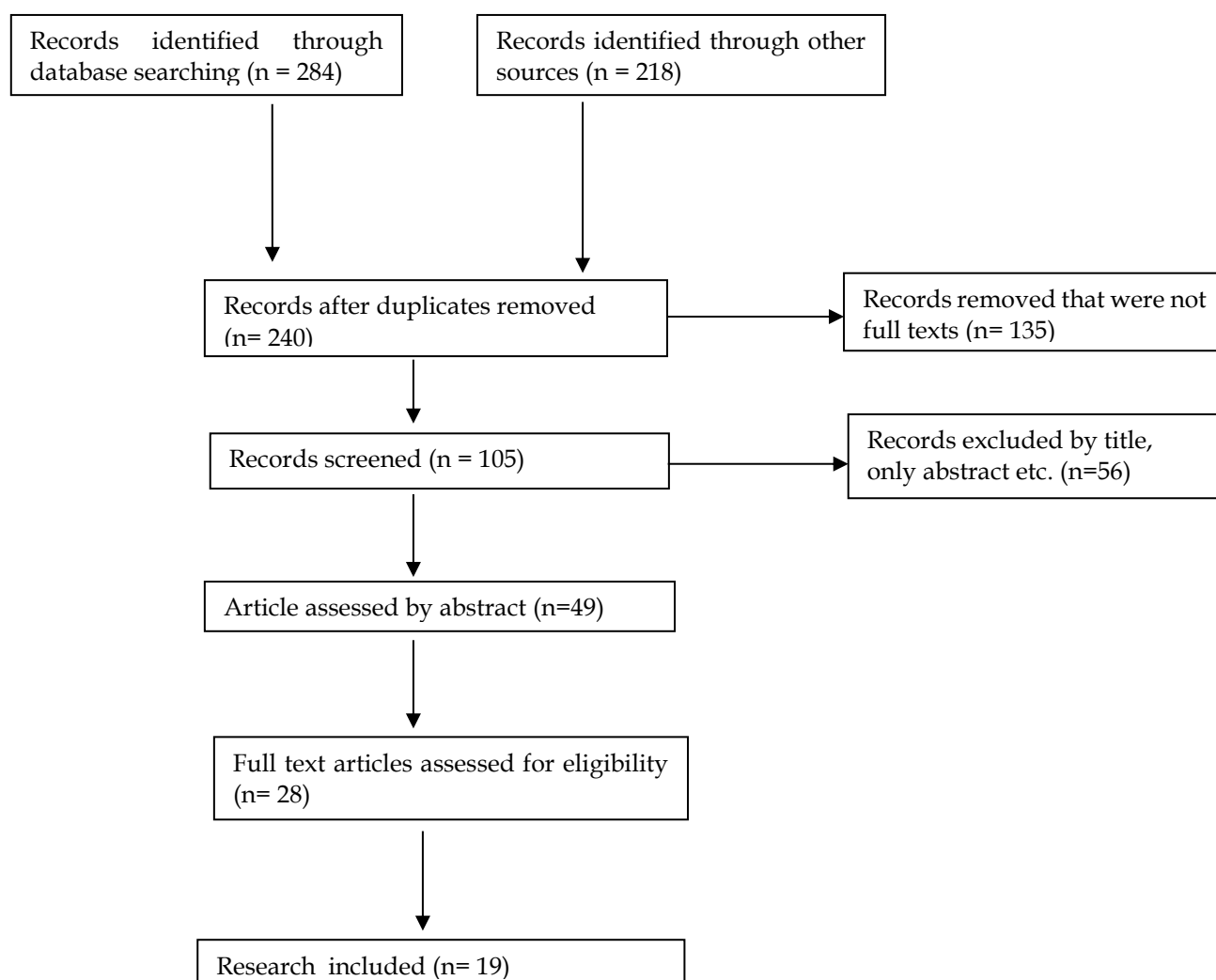


Fig.: Prisma chart

Review of papers

(Chandan Acharya et al., 2023) explain in their research, As computer usage becomes more prevalent, e-commerce has become a highly popular online activity. This is mostly due to advancements in technology and the widespread availability of internet connectivity, which has facilitated the emergence and rapid expansion of e-commerce as a sales channel in our country. Due to the exponential development rate, numerous firms have initiated online operations. Consumers are increasingly cognizant of the diverse range of products accessible via online purchasing. Recent research has revealed a higher frequency of online purchases among male customers compared to female customers. However, the female population is a potentially profitable target market for advertisers due to their distinct purchasing behavior in comparison to male consumers. This study investigates the internet shopping behavior of Indian women. This research aims to identify the factors that influence the online buying behavior of Indian women. Additionally, it strives to discover the difficulties that hinder the target demographic from engaging in online buying, thereby assisting businesses in eliminating these barriers and enabling ladies to make online purchases seamlessly.

(Dhanalakshmi & Komalavalli, 2022) People all over the globe shop for everything from cheap to expensive goods every single day. There are significant gender differences in the shopping habits of men and women. Men tend to spend more time actually buying things than women do. This is because women view clothing shopping as a form of self-expression, fantasy, and leisure; as a result, they intentionally intend to browse as part of their

experience. 213 Working women in Chennai City were the subjects of this study. Using statistical methods, this study analyzed the data and found that working women's purchasing behavior is influenced by three main elements. The study's findings suggest that working women in India prefer to shop online since it saves them time, allows them to try on new styles without leaving the comfort of their own homes, and allows them to consult with loved ones before making a purchase. Because they can purchase online whenever they want, their free time is becoming more enjoyable and entertaining.

(**kaur & Singh, 2022**) The worldwide utilization and availability of computers has witnessed a significant surge in recent years. Due to advancements in technology and the widespread availability of internet connectivity, E-commerce has emerged as a highly popular online activity. India has exhibited remarkable expansion in the field of E-commerce. Consumers are increasingly becoming aware of the diverse range of products and services available through E-commerce. Recent research indicate that male clients exhibit a higher frequency of online shopping compared to female buyers. Nevertheless, the female demographic presents a lucrative target audience for marketers. The research aims to determine the elements that impact the online purchase behavior of women in India. It also aims to identify the barriers that prevent the target group from shopping online.

(**Anuja Goyal et al., 2021**) examining the crucial aspects that influence women's purchasing decisions and examines the fundamental differences between urban and rural female consumers and how their demands and desires are influenced by purchasing factors. The secondary data collecting approach is utilized to gather data, primarily from various web portals, journals, blogs, and other sources. The paper's analysis is separated into three parts. The first part is to comprehend the key aspects that significantly influence women's purchasing decisions. The subsequent portion focuses on identifying the positions of rural women consumers in India. Adjacent to assessing the factors influencing metropolitan women's purchasing choices. This study holds significant importance for researchers as it enables them to identify the research gap, which in turn plays a crucial role in guiding future research endeavors.

(**Daroch et al., 2021**) analyze consumer behavior in relation to online shopping, specifically focusing on the variables that restrict consumers from engaging in online shopping and to identify the challenges encountered by consumers while making purchases through internet retailers. This research employed a quantitative research methodology, namely conducting a survey among users of online shopping sites. The study identified six factors that hinder consumers from making online purchases: concerns about bank transactions and trust, preference for the convenience of traditional shopping, consideration of reputation and services offered, past experiences, insecurity and insufficient product information, and lack of trust. This study is advantageous for e-tailers engaged in e-commerce activities, which can include transactions between customers or between customers and businesses. The study proposes managerial recommendations to enhance marketing strategies aimed at fostering consumer confidence in online commerce.

(**Pathak, 2021**) observes, consumer market for fashion apparel has become increasingly diverse due to the proliferation of designer labels, store brands, customized advertising, and personalization in today's global marketplace. Women's fashion preferences are subject to daily fluctuations. The purchasing activity of numerous women has altered their perspective on fashion, as they acquire clothing items to provide themselves with reassurance. Women possess distinct cognitive processes compared to men due to inherent sensory, biological, and behavioral disparities in their brain structures. These disparities therefore influence their purchasing habits. The majority of women, particularly the younger age, tend to prefer shopping at places where there is gossip and slander. Online shopping has become an integral part of the daily routine for many individuals, particularly women who are employed. The projected growth of the Indian online market is expected to reach 175 million by 2020, which is 3.5 times its current size. Data indicates a steady increase in online consumer spending, accompanied by a significant growth in the volume of their purchases. The research suggests that the movement in purchasing behavior towards online platforms is advantageous due to factors such as significant savings, diverse promotional programs, high-quality products, privacy, and the option of cash on delivery. Indian markets, particularly in Lucknow, have gained significant popularity in the fashion industry. Not only is it a metropolis, but it is also a center for fashion. India is a diverse country with a blend of various cultures, and each customer has their own distinct preferences. When it comes to women, they tend to purchase fashionable clothing for every season or occasion.

(**Mamta Saraswat, 2021**) Online shopping is a type of retail transaction that takes place outside of a physical store, and customers are increasingly choosing this method due to the numerous benefits it offers. Many housewives face challenges when it comes to managing time, transportation, and associated costs. This study aimed to compare online buying habits between employed and unemployed women in the urban area of the Agra

district. A total of 50 women, consisting of 25 working women and 25 non-working women, were selected from the city of Agra. This study found statistically significant differences ($p < 0.05$) in internet buying behavior and costs between employed and unemployed women. There was no statistically significant difference in the purchasing habits of different types of clothing between working and non-working women at a significance level of 5%.

(Babel, 2021) Online buying is an expedient service. Currently, online shopping has become the focal point of the retail industry. In the present era, the capacity to consistently offer quality, value, and satisfaction is crucial for retaining customers. The apparel industry is seeing rapid growth on a global scale. Working women have emerged as a significant demographic in the field of garment purchasing behavior. Women attach significant value to clothing, which consequently influences their purchasing behavior. The study aimed to enhance understanding of the internet purchasing patterns of employed women by examining their clothes purchase behavior both prior to and during the Covid-19 epidemic. The research was carried out on a sample of 100 employed females between the age range of 25 to 60 years. The research was carried out in Bhilwara. The findings indicated that 87.60% of employed women mostly conducted transactions online during the epidemic, whereas 82.80% of women favored purchasing clothes online during this period. A notable absence in internet purchasing is the option to physically interact with and test a product before making a purchase. Before the COVID-19 epidemic, 83% of women made purchases of clothes. Working women experience a greater sense of safety and security while making online purchases both before and after the pandemic. 82.80% of women have saved a significant amount of time by shopping online instead of going to physical stores during the pandemic. 84.40% of working women feel safe and secure when making online purchases, as the products are delivered to their homes via courier services, especially during the epidemic. Approximately 83.40% of women are paying attention to customer feedback regarding products when engaging in online purchasing prior to the onset of the COVID-19 pandemic. During the COVID-19 epidemic, 82% of employed women are able to save more money by taking advantage of discounts and incentives available through internet purchasing.

(Pandey, 2020) Currently, there is a growing inclination towards internet shopping among individuals. It could be attributed to the accessibility of internet goods and services or the desire to save time. Online shopping has emerged as a viable option for female consumers to conveniently and comfortably purchase items. While women are knowledgeable about online shopping, product returns, and payment methods, there are still some lingering hesitations when it comes to making purchases online. The aim of the study is to analyze the determinants impacting online purchasing and the obstacles encountered by consumers. The study's sample size consisted of 110 respondents from the vicinity of Bhilai city. The researcher discovered that women have a greater inclination towards purchasing things online as opposed to engaging in direct shopping.

(Singh et al., 2019) aims to ascertain the many aspects that impact the online purchasing behavior of female clients. Data is mostly acquired using a structured questionnaire from a sample of four hundred female clients from the NCR region of India. The main data is gathered from the chosen female participants by the approach of judgmental sampling. The questionnaire consisted of fifty-one statements pertaining to various facets of online shopping behavior. The identification of these assertions was facilitated through a comprehensive literature review and extensive discussions with executives from the online shopping business. The EFA approach is employed to identify the distinct latent factors from the primary responses received for the fifty-one statements on online purchasing behavior. The varimax orthogonal rotation technique is then applied using the PCA method. The findings of the exploratory factor analysis (EFA) revealed eight distinct components that represent various characteristics of online buying behavior among female clients. The latent extracted components are named as follows: Perceived Services, Perceived Ease of Use, Perceived Usefulness, Intention to Purchase, Perceived Expectation, Perceived Expected and Actual, Service Gap, and Repurchase Intention. Originality/value- This article examines the determinants of online shopping behavior among female consumers. There is a lack of empirical research examining the elements influencing internet buying among women from a theoretical standpoint.

(Priyanka & Silva, 2019) The increasingly demanding lifestyle of customers globally is driving them to embrace online buying as a substitute for traditional physical purchasing. For the sake of efficiency and cost-effectiveness, individuals favor internet purchasing. Recent statistics indicate that almost 30% of Indian women do not engage in online purchasing, despite trust being a crucial aspect in electronic commerce. Studies reveal that a significant proportion of Indian women (76%), particularly young individuals, using the internet for purposes other than shopping. These activities include finding information, entertainment, playing games, and communicating with others. Several barriers have led to women's reluctance, as they fear that their personal information may be subject

to theft by others. Although there is promise for women in internet purchasing in India, there is still a lack of awareness. Hence, there is a strong imperative to investigate the behavior of consumers in online purchasing and the impacts of many categories of elements. The researcher employed the random sampling technique to choose the participants for the study. A total of 180 participants were chosen from the consumer base in Thoothukudi. Information is gathered from both primary and secondary sources.

(Tantuway, 2018) Social media has sparked a global frenzy among individuals worldwide. It is a digital realm where individuals or corporations convene for the sake of enjoyment or conducting business. It is widely recognized that the purchasing patterns of women differ from those of males. In this work, the researcher examines the impact of social media on consumer purchasing behavior for fashion products from online retailers. The research was carried out on a sample of 500 female participants residing in the urban vicinity of the Tiruchirappalli region. Research revealed that female participants are indeed drawn to advertisements of online retailers on social media. They opt for online purchases due to the time-saving aspect, wide range of product options, availability of various brands, product quality, celebrity endorsements, and numerous other factors. In addition to presenting the aforementioned reasons, the report also highlights the limits of the study about the topic in question.

(Gowda & Chaudhary, 2018) Online shopping has become an integral part of the daily routine for many Indians, particularly working women. The projected growth of the Indian online market is expected to reach 175 million by 2020, which is 3.5 times its current size. The primary factors driving the increasing popularity of online shopping include widespread internet access, the proliferation of e-tailers (online merchants), the convenience of shopping, the flexibility of delivery options, and rising purchasing power. Gizmobaba's data indicates that the number of online transactions made by women has increased twofold during the past two years. According to a study conducted by Google, it is projected that e-commerce would account for 25 percent of India's total organized retail sales by 2020, with a gross merchandising value of \$60 billion. This study aims to analyze the online purchasing behavior of Indian women using primary data. The survey offers a comprehensive analysis of the several aspects that influence the choice to make online purchases and identifies the e-tailers that are most preferred by consumers. The report offers advice to e-commerce vendors derived from customer insights.

(Rao et al., 2018) The significant increase in internet access is transforming the online retail industry, especially in emerging nations like India. In light of this understanding, retailers who operate traditional brick-and-mortar stores are now expanding into the realm of online selling. The Indian e-commerce sector is valued at approximately USD 38.5 billion in 2017 and is seeing a compound annual growth rate (CAGR) of 45 to 48 percent. This is a small and gradual flow in comparison to the Indian retail market, which had a value of USD 672 billion in 2016 and experienced a Compound Annual Growth Rate (CAGR) of over 15 percent. The growth of online retailing in India is expected to be substantial and rapid. The task facing organizations and marketing specialists is to comprehend the factors that motivate online purchase. What are the determinants of online retail purchasing behavior? Given the substantial growth rates of 80% for online shopping in the food category, 26% for ticketing, 25% for jewellery, and 18% for perfumes, it is evident that women customers play a crucial role in these sectors. Therefore, understanding their purchasing behavior is of great importance. The primary objective of this study is to examine the various elements that impact the behavior of women when it comes to internet buying. A study examines the elements that drive female consumers to make online purchases and their opinions about online buying. This analysis offers valuable insights into the specific expectations of female customers regarding internet buying. The results of this study are advantageous for e-commerce businesses, marketing executives, policymakers, and scholars.

(Debasis & Swaroop, 2016) seeks to analyze the purchasing behavior of rural and urban individuals in relation to buying mobile phones. In order to accomplish these goals, an effort is made to evaluate and study the elements (Price, Quality, Style, Functions, and Brand) that serve as incentives for both rural and urban individuals when purchasing a mobile phone. A meticulously designed survey was created utilizing the 5-point Likert scale and distributed to 400 mobile users /respondents in order to collect primary data from both urban and rural consumers in the Ganjam district of Odisha, India. The current study suggests that there is no notable disparity in price and style awareness when it comes to the purchase of mobile phones between rural and urban consumers. However, there is a significant distinction in terms of quality, functionality, and brand awareness for the purchase of mobile phones between rural and urban consumers. A study suggests that rural consumers had lower levels of awareness and concern regarding the quality, functionality, and brand of products compared to their urban counterparts. The study reveals that the primary sources of information for rural consumers in Ganjam District are friends (45%), TV (17%), and mobile phone retailers (12%). The purchase decisions are predominantly made

independently (52%), with some assistance from family (29%) and friends (18%). Additionally, a significant majority of rural consumers (84%) express satisfaction with their purchases. Additionally, the research findings can provide guidance to mobile manufacturing enterprises regarding necessary modifications to their current marketing strategies for targeting urban customers. Furthermore, it can help determine the feasibility and effectiveness of adapting similar methods to rural markets.

(Kumar & Singh, 2014) faced a dearth of published materials regarding the topic. This motivated the researcher to perform a focused analysis of the little, yet accessible, literature. Studies reveal that females demonstrate diminished levels of trust in online buying compared to males. The female consumer population can be classified into three discrete age cohorts: individuals aged 55 and above, individuals aged between 36 and 55, and individuals aged between 15 and 35. The incidence of online shopping adoption has been documented among individuals aged 15 to 35 years. One of the various variables contributing to the increased number of employed women in this group. The study presents many types of conceptual material that have been produced from the author's observation, wide reading, and rational judgment. (Sheeja, 2012) Online shopping has gained immense popularity in the contemporary era, as it strives to supplant conventional buying methods owing to factors such as time constraints, convenience, and various other consumer preferences. This study aims to compare the attitudes and behavioral changes exhibited by male and female consumers in online shopping when making purchases of goods or services. It is characterized by its descriptive nature and primarily relies on primary data sources. The data was obtained from 250 participants via social media using a random sampling method. The attitudes and behaviors of both customers diverge. Men and women exhibit distinct patterns in their perception and decision-making capacities. Women derive pleasure and satisfaction from shopping, while men often prioritize money over quality and are more willing to compromise. (Dennis et al., 2010) The premise of this study is that customers, especially women, are driven by several factors, such as social interaction and pleasure. Although e-retailing has experienced significant expansion, it has not adequately addressed the social requirements of consumers in the context of online buying. On the high street, the majority of shopping is done by women, although male customers tend to dominate online shopping (e-commerce). Simultaneously, social networking is experiencing rapid growth and is particularly favored by young girls. This research aims to utilize existing research on consumer behavior to examine the concept of social e-commerce, which involves the integration of online purchasing with social networking. Our proposition posits that young females, in particular, will exhibit a preference for social e-shopping over traditional e-shopping. study conducted a qualitative study to test our hypotheses using a comparative experiment, a semi-structured questionnaire, and a focus group. The purpose was to compare a conventional e-commerce website with a social e-commerce platform. According to the statistics, young women have a preference for social e-shopping sites. Both utilitarian and hedonic young adult female shoppers found social e-shopping to be pleasurable and beneficial. Nevertheless, despite encountering challenges in navigating the social e-shopping platform, the participants' overall satisfaction with the site and its practicality surpassed these difficulties. The study showcases the prospective worth of the notion of social e-shopping for forthcoming research. The results have practical consequences as they suggest that incorporating social e-shopping into their strategies will help e-retailers acquire a competitive edge and effectively enhance the intents of young women to engage in e-shopping. This study is unique as it is the first academic research that introduces the notion of social e-commerce and investigates its impact on consumer shopping behavior. (Hirst & Omar, 2007) assesses women's disposition towards online clothes shopping with an email questionnaire. The data indicate that women generally exhibit favorable attitudes towards online clothes shopping. Female consumers who engage in e-commerce for clothing are cognizant of certain disheartening aspects associated with online purchasing. However, these aspects do not dissuade them from making purchases through digital platforms. Online businesses should prioritize enhancing the online purchasing experience to be more flexible and user-friendly. The significance lies in the prioritization of the favorable aspects of online buying, such as convenience, utility, ease of use, and efficiency, above the unfavorable aspects, including lack of security, privacy concerns, and online fraud.

DISCUSSION

This research is aimed to systematic review on online shopping behaviour of women. To fulfil the aim and objectives of research, in depth systematic review was conducted and certain factors were identified influencing attitude of online shopping behaviour of women. The literature also represented few female specific attributes and factors pertaining to traditional and online shopping context. However, there is limited research in this area and very confined research is done nationally or internationally taking females into consideration. literature depicts that intention to online shopping or intention to continue to shop online is a well recognized measure

to study and assess consumer behaviour of any consumer group. The study also found the product/service categories preferred online by females which turn out to be: footwear, groceries/food items and apparels in top three in order of preference. For service, females prefer to buy movie tickets, travel ticket/tourism services and gifting services of flowers/gifts/cakes. The study also concludes that there is affect of age, income, employment status, marital status and having a kid/toddler at home on attitude and intention to continue to shop online for female respondents. This study is beneficial to research scholars, retailers, policymakers and marketing managers as it will help them strategise better. The study also provides a conceptual model of factors influencing attitude of online shopping of females.

CONCLUSION

A systematic review of many studies provides valuable insights into the online buying behaviors demonstrated by women in India. The research encompasses various facets, including the preferences, motives, difficulties, and trends associated with female consumers engaging in online purchase. The findings emphasize the evolving online shopping landscape in India and its impact on the purchasing decisions of women across different age groups, employment sectors, and geographical regions. The cumulative results of the studies suggest a growing tendency towards online purchasing among women in India. The increasing prevalence of online platforms may be ascribed to several aspects, such as the efficacy in saving time, convenience, and the ability to avail oneself of a diverse range of products. The surveys consistently acknowledge that time efficiency is a significant motivating factor for women to participate in online purchasing. Despite the increasing popularity of online shopping, multiple studies highlight the enduring reservations and hurdles faced by women. Doubts regarding trust, security, and the convenience of traditional shopping continue to exist. Understanding and overcoming these challenges are crucial for firms aiming to successfully tap into the female consumer market. The study recognizes the impact of age and regional variables on online purchasing behavior. Women in the age range of 15 to 35 have a higher tendency to participate in online shopping. Furthermore, regional discrepancies, such as those between urban and rural areas, have an impact on purchasing behaviors. The research consistently highlight the significant growth potential of the female consumer market in the online purchasing domain. A thorough understanding of the factors that influence women's online buying habits is crucial for businesses, marketing professionals, lawmakers, and researchers to take advantage of this growth. In conclusion, the systematic study provides a comprehensive understanding of the online buying behaviors displayed by women in India.

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