

## **The role and impact of online shopping applications on the purchase behaviour pattern of working women in Bangalore city**

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### **Abstract**

Internet has been redefined as the shopping behaviour of the consumers. In the modern world, women are engaged in both household and career activities. Women are referred to as professional shoppers and performance of roles are redefined in the field of commodities. Women consumers seek pleasure while purchasing in the digital marketing. The digital platform supports the working women community and minimises the burden. It saves time as well as money. The goal of the present research is to analyse the significance of shopping applications and its influences on the shopping behaviour pattern of working women community in Bangalore. Since, Bangalore is referred to as city of IT hub, the research is prominent for evaluating the working women community. The present research executes a quantitative analysis utilising the SPSS version 23 software package. A structured questionnaire survey technique is utilised to gather the data from the working women community in Bangalore. Convenient sampling strategy has been adopted for analysis. The objective behind the technique is to gather data relating to the perception of working women regarding the significance of online shopping applications. Descriptive statistics, ANOVA, regression and Pearson correlation analysis are performed in research. The outcomes of the study revealed that the utilisation of digital shopping applications are more prevalent among the working women community in Bangalore. Furthermore, the study also evaluates the socio-economic and psychological factors prompting the purchasing behaviour of the working women community. The study recommends the online marketers to enhance their strategies to improve their business in the digital platform.

**Key words:** Internet, shopping behaviour, digital platform, Bangalore, working women, socio-economic, psychological factors

## **1. Introduction**

### **1.1 Theoretical Background**

Online shopping application is a rapid service that has great attention of the retail sectors. Internet has been expanded and become a dominant tool around the world. Knowledge is the significant factor in the life. Internet has provided the opportunities to communicate the ideas (Tran & Vu, 2019). Others who search for the particular knowledge, make use of the internet to identify it. The user of the internet has developed several shopping applications.

One of them is online shopping application(Andronie, Lăzăroiu, Ștefănescu, Ionescu, & Cocoșatu, 2021).

Online buying behavior is defined as the purchasing products on the online sites through the utilization of web browser(Chauhan et al., 2021). The consumer will search the products and services through the online platform and identify the things they required. Some consumers will not actively search the products instead, they will find the information revealed from the other consumers who already purchase the products(Li, Zhao, & Pu, 2020).

Women are powerful consumers in the online purchasing as they regulate about fifty percent purchases of house hold products. Purchase pattern is emotionally significant. Additionally, communication is dominant in the decision-making process. Women are the decision makers in the family. Therefore, it is a dominant community in the utilization of online shopping applications(Saxena).

The traditional role of women has been transformed due to the revolution in the shopping pattern. Women are referred to as professional shoppers and the performance of roles are redefined in the field of commodities. Women consumers seek pleasure while purchasing in the digital marketing. Their perceptions are different from the men community in terms of neurological, biological and behavioral patterns(Sahetapy, KURNIA, & Anne, 2020). These variations have significant impact on the purchasing behavior in the digital applications. Women will aim to extract the beneficiaries from others before taking decision. They will gather the information from closed circles, and set their decisions. Male community restricted themselves to extract the information from the reviews, advertisement and internet. Alternatively, women will fetch information through communication with the person and gained knowledge about the products(Zulaihati, Susanti, & Widyastuti, 2020).

In the modern world, the women are well educated and excel in their professions. The working women are more prevalent in the cities. Online application become the part of working women as they are more conscious about the personal grooming(Al Kurdi & Alshurideh, 2021). It will elevate their self-confidence resulted in the efficient as well as effective work in the organization. The community are aware of spending money and savings than the male community. Working women will save time and money in the online shopping modules. Bangalore is referred to as Silicon Valley. The census data reveals Bangalore has significant percentage of working women(Shaik, Kethan, & Jaggaiah, 2022). It is almost 39% of the total work force in the city(Menon & Sharma, 2020). Bangalore is considered as the best city for the working women. Modernization of society has encouraged the women to step out from the houses to develop them as professionals in the working group. The economy is a crucial factor that motivates the women to pursue in their career for their family growth. Women will decide what they need. Hence, the present research study emphasizes on the buying pattern of the working women in the Bangalore city.

## **1.2 Significance of the study**

Digital shopping applications are the novel concept of retail marketing. The technology has been established worldwide. The people are interlinked with each other personally as well in terms of business(Tzeng, Ertz, Jo, & Sarigöllü, 2021). It is achieved through clicking the mouse at any time. It has the advantage for its ease of use and inexpensive. The field of e-commerce are rapidly developing each year(Qalati et al., 2021). Women are financially

independent. It aids to strengthen their decision-making power in the family. Socio-economic background affects the purchasing behavior of working women. The purchasing behavior has significant impact on the retailers. It will be helpful in understanding the purchasing pattern so that they can implement novel ideas to enhance their business. The present study mainly focuses on the shopping behavior of working women in Bangalore. The working women are engaged in both household and working activities (Namratha, 2021). They do not find time to perform physical shopping. The shopping applications act as energy savers for the career women. Since, the products are delivered in the home and they can perform the household work at the same time. It also provides the options of EMI- Easy Monthly Installment facility and cash-on-delivery for the payment. Additionally, it also comprises of easy return policy and exchange policy.

The present study identifies the factors that encourage the usage of digital shopping applications among working women in Bangalore. The shopping behavior depends up on their psychological nature and their preference towards online shopping rather than offline.

### **1.3 Problem Identification**

Internet is a prominent tool that constructs the performance of numerous fields. It involves business, politics, as well as communication. Internet is virtually prevalent and it modifies the life of every person. It is rapidly elevating in the developing countries (Kaur). The significance of internet has been expanded. It has both beneficiaries and challenges. People should fetch the beneficiaries and be able to neglect the addictions. The technology as well as globalization transforms the world to a smaller market (Li et al., 2020). It can be accessible to anyone and has no boundaries. The working women prefer the digital shopping application to purchase products that can save their time rather than offline shopping. There are several factors affecting the purchasing behavior of the working women in the Bangalore city. Since, majority of the working women of the nation are located in the Bangalore city, the city is chosen for the present research.

Despite the various beneficiaries of online shopping, certain populace still uses traditional shopping. Trust is the crucial factor that hinders the working women to purchase online (Raman, 2019). The working women believe the WOM – Word of Mouth from the other consumers in the shopping applications to review the products. Women feel it as a convenient shopping mode for purchasing products they require. The behavioral intention and control will be varied in the working women population. Hence, the research study is required to analyze the shopping behavioral pattern of the working women populace in the city of Bangalore. It aids for the retailers to enhance their business in the online platform.

### **1.4 Objectives of the research study**

The present study emphasizes to evaluate the online shopping behaviour among working women in Bangalore. The research objectives of the current study are:

- To overview the shopping behaviour of working women in the Bangalore city
- To determine the factors influencing the working women to purchase in the online shopping applications

- To analyse the behavioural control and behavioural intention of working women in the usage of shopping applications
- To recommend the future strategies to regulate the usage of shopping applications for the working women in Bangalore

### **1.5 Research Hypothesis**

The research hypothesis of the current study is given below,

#### **Hypothesis 1**

H1: The utilisation of digital shopping applications is more prevalent among the working women in Bangalore

H1<sub>0</sub>: The utilisation of digital shopping applications is less prevalent among the working women in Bangalore

#### **Hypothesis 2**

H2: Socio-economic and psychological factors have significant impact on the purchasing pattern of working women

H2<sub>0</sub>: Socio-economic and psychological factors do not have significant impact on the purchasing pattern of working women

#### **Hypothesis 3**

H3: There is a significant increase of behavioural intention of purchasing online among working women in Bangalore

H3<sub>0</sub>: There is no significant increase of behavioural intention of purchasing online among working women in Bangalore

#### **Hypothesis 4**

H4: Behavioural control has significant impact on the purchasing intention of the working women

H4<sub>0</sub>: Behavioural control does not have significant impact on the purchasing intention of the working women

## **2 Literature review**

Women are found of shoppers for the attires as well as accessories. These are more dominant in the working women in the urban areas. The revolution in the digital shopping provides safety, diversity and time-saving(Boru, Lerik, & Keraf, 2021). The working women prefer online shopping for purchasing apparels rather than visiting physical stores. Indian digital marketing has been rapidly elevated due to the penetration of internet, flexible delivery and ease of purchasing makes the purchasing power to be more significant(Dobre, Milovan, Preda, & Naghi, 2023). The report of Gizmo Baba revealed that the digital operation of women consumers has been doubled in the past 2 years. The existing study(Jagannarayan & Kannan) aims to analyse the shopping pattern of the working women in the Mumbai city. It conducts survey to 150 working women population in the Mumbai city. Quantitative analysis has been adopted for the research purposes. The conventional study concludes that there exists direct associations among shopping behaviour and service quality, satisfaction and perception of the consumers(Febrianti, Sihombing, & Soetjpto, 2022).

Digital shopping is a rapid service. It is attention of marketplace for retailers. The consumer retention relies on the ability to exhibit value, quality and satisfaction(Jaller & Pahwa, 2020). Apparel is one of the rapidly growing industries globally. The working women are the prominent community in the sector of apparel industry. Women provide more importance to the apparels; hence the purchasing behaviour of women will vary. The main aim of the existing study(Pareek & Babel, 2021) is to expand the knowledge of digital apparel shopping behaviour of working women community. The conventional study focuses both before and after the time period of COVID-19(Sheth, 2020). The research study analyses the 100 working women population in Bhilwara. The outcome of the study reveals that the 82.80% of working women prefer online apparel shopping during the pandemic period. The populace feels secure as well as safety in the digital shopping during the pandemic period(Sharma & Jhamb, 2020). They save enormous time in the online shopping because they do not require to move to market in the pandemic era. The product delivering through the courier make them feel secure in the deadly situations. 83.4 % of working women has noted the reviewer comments before purchasing the products in the COVID conditions. 82% of working women saves money through the discounts provided in the store for purchasing in the digital platform.

Internet is performing significant role in daily life. People will communicate in the form of mail and can identify information and purchase through online platform. Digital shopping has been prominently accepted in the modern world to purchase products. It reveals information about the products, and compare the prices with the other products. It provide adequate information to the consumers(Bruwer, Madinga, & Bundwini, 2022). Trust factor is a dominant challenges of the online shopping applications(Hossain, Xi, Nurunnabi, & Hussain, 2020). The existing study (A. Muthupriya, 2020) analyses the shopping behaviour of working women in Sivaganga district. The factors influencing the online shopping applications are evaluated. Quantitative analysis is adopted for the research purposes. The outcomes of the study reveal the challenges in e-shopping should be eradicated to provide effective digital shopping to the consumers.

Women are economically independent and it enhances the decision-making power in the family. The variation in the socio-economic factors affect the shopping behaviour of the women consumers. The existing study (Ahuja)focuses on the shopping pattern of working women in the Raipur city. The purchasing behaviour of working women are analysed with the online and offline shopping. The price and time saving criteria motivates the working women to purchase the products in the online platform. There are numerous beneficiaries in the digital shopping(Mushtaq, Jingdong, Ahmed, & Ali, 2019). Hence, working women preferred online rather than physical shopping. The outcome of the existing study reveals the education and awareness are the two main features that help in the promotion of digital shopping among working women in Raipur city.

The market shares of digital applications have been tremendously increased. The conventional study (Pernot, 2021) focuses on the digital shopping of consumer goods for household activities. The survey was performed for 600 households in France. The profile of the consumers is extracted from the logistic regression. The cross tabulation as well as chi-square analysis are performed for the evaluation of purchasing practices and duration of shopping activities. The outcomes of the analysis reveals that the households are remain in the conventional form of retailing. The implications of digital shopping for the time duration should be re-organised to improve their strategies.

Though emerging nations are progressively profiting from the accessibility and time savings fetched by e-shopping, the idea has not grown much admiration in Pakistan. Based on the



situation, the increase in the number of proficient women in Pakistan and their combat with work-life stability is discussed. The existing study tries to find out the disadvantage of online shopping happening in Pakistan among working women followed by references concerning how e- shopping familiarity could be done better there. The conventional study used grounded theory to evaluate the e-shopping activities of proficient women of Pakistan. It also analyses the flow practices of Network users engaged in information-seeking events. The proposed research concluded that online shopping is desired over out-dated shopping due to the accessibility that comes along with it because of its time saving nature. It also admit a number of limited and world-wide products at modest prices which converts a dare during old-style shopping as not all products are offered in stores.(Fasih, Shoukat, Khan, & Studies, 2020)

The existing work evaluates the association between Behavioural Intention (BI) and apparent threat in online shopping, based on (FLC) Family Life Cycle phases. As an inventive effort, it has divided Indian women centred on nine Family Life Cycle stages and has also considered the role of ten scopes of apparent risk on Behavioural Intention to shop virtually across all life cycle phases. The study is quantitative and non-experimental in nature. Standardized self-report questionnaires in offline mode is used for data collection. The study concluded that diverse sides of risks had discrete effects on buying behaviour among females belonging to different Family Life Cycle phases. The previous study efficiently shows the prominence of dividing people based on Family Life Cycle phases in online marketing and its worth in making online marketing judgements.(Amirtha, Sivakumar, Hwang, & Research, 2020)

### Research Gap

- The existing study (Jagannarayan & Kannan) focuses on the shopping pattern of the working women population in the Mumbai city. The result might lack generalizability as it analyses the specific community in the particular location.
- The conventional study (Pareek & Babel, 2021)analyses the purchasing behaviour of working women in the pandemic conditions. The research evaluates the performance of apparel online platform in the pandemic era.

## 3. Research Methodology

### 3.1 Research Design

The research design provides the complete framework of research. The process of providing précised framework on which the research will be processing is denoted as research design. The method followed by the researcher for collecting data and scrutinizing the data in order to accomplish research question or objective is regarded as research design. In simple word, research design provides the strategy followed by researcher to achieve the answer for the research questions and analyse the study variables (Baur). The current study will follow the quantitative approach to gather data regarding the study variable and research question. The survey-based method of quantitative approach will be utilized to gather data from the respondents in India. The questionnaires will be framed concerning the study variables and research questions for the current study. (Mohajan, 2020). The quantitative research utilises survey as well as questionnaire method for the gathering of primary data (Sürücü & MASLAKÇI, 2020).

The current study utilizes quantitative research methodology for congregating data through questionnaire. (Alber, 2020). The research instrument utilized in this current study is

questionnaire. It helps to capture the data regarding the shopping pattern of working women in Bangalore. The survey is conducted among the working women in Bangalore.

### **3.2 Study Area**

The research is accompanied among the working women in Bangalore, who are enthusiastic in the participation of survey. It aids for fruitful achievement of the present research. The survey is conducted with the support of researcher. The respondents who surveyed for this research are within the region of Bangalore. This will enhance the significance of the study purpose. Therefore, this makes the data gathering process easier.

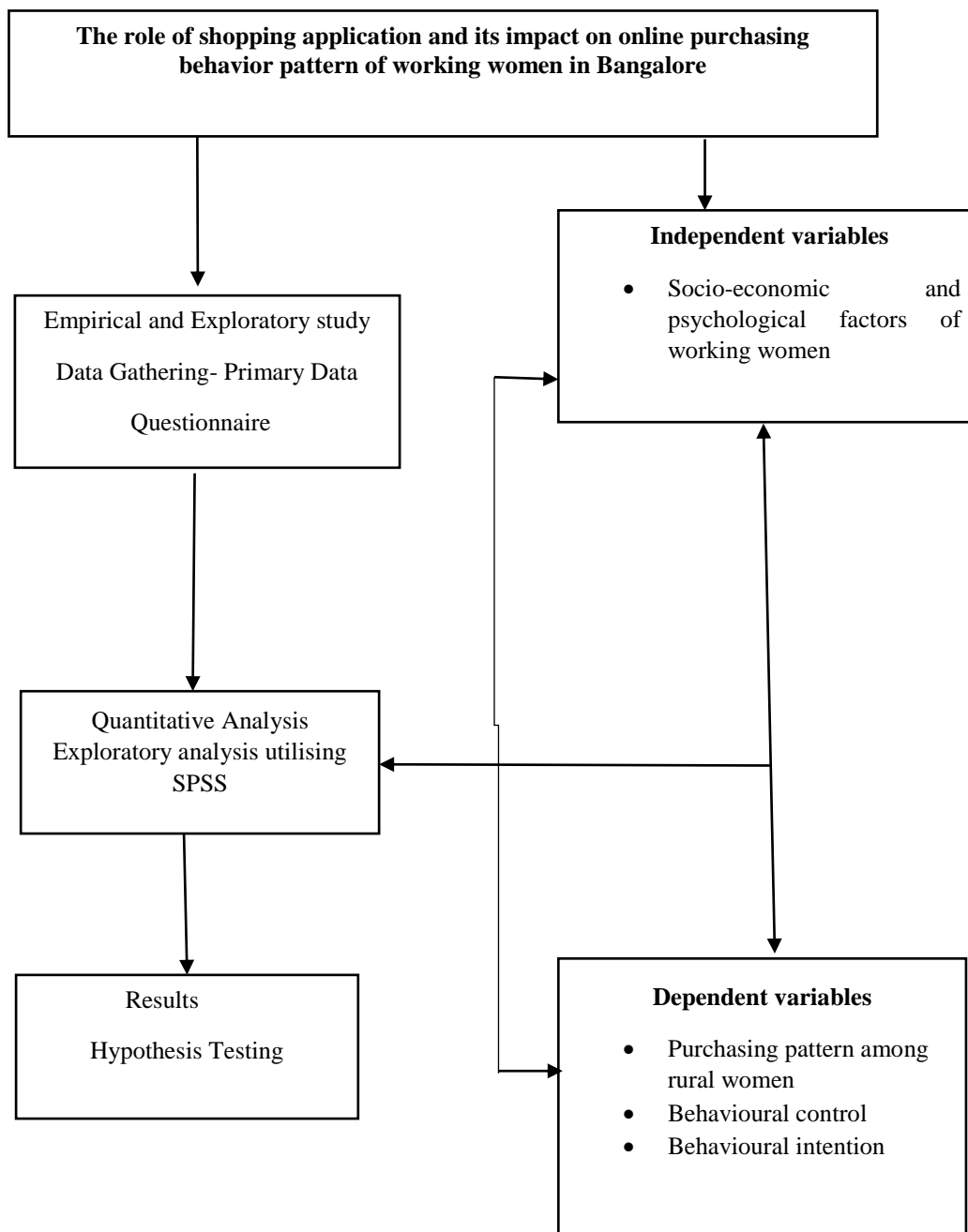
### **3.3 Sample Size and population**

For any sort of research, the sample size of the study must be selected carefully with a view of receiving generalized and accurate outcome (Stratton, 2021). In the current study, the suitable sample participation will be chosen to extent of receiving the information concerning the utilisation of digital shopping applications among working women (Lakens, 2022). The value of information for the quantitative approach relies on the final sample size who allows the researchers to achieve the research objective and not on the selected sample size. The current study will utilize purposive sampling method to choose sample participants who can participate in the survey. With regards to the outcome of study, the method of choosing sample size for study who are representing the certain group of respondents is regarded as the sample technique (Fowler & Lapp, 2019). The most common method for selecting participants are probability sampling and non-probability sampling. The systematic sampling, simple random sampling, cluster sampling and stratified random sampling comes under the probability whereas, purposive and snowballing are under the non-probability sampling method (Adhikari, 2021). 500 participants are selected for the analysis. The targeted respondents encompass of salaried, self-employed, daily-wages, house-wife and entrepreneurs etc. in Bangalore.

### **3.4 Data Analysis**

Quantitative analysis is designated as a systematic phenomenon through congregating data and executing computational, mathematical and statistical approaches (Jung, 2019). The quantitative approach congregated data from prospective and conventional management employees with aid of sampling tools and providing online survey and polls etc. The outcome of the quantitative method is determined numerically. The numerical values are interpreted and also predict the upcoming research along with appropriate changes.

The quantitative data analysis method is used for analysed data which has been gathered using structured questionnaire from sample respondents. The data are recorded utilizing Excel sheet for revealing study variables. The software tool known as SPSS is utilized for analysing the study variable in Excel sheet. The outcome of the study is estimated using five approaches known as ANOVA, Reliability, Correlation, Coefficient and Frequency.



**Figure 1. Research Design**

The given techniques will be applied to identify the data and verify association between the study variable of the current research. On the basis of the outcome of the study variable, interpretations will be conducted and also essential development will be recommended in the current study. With the help of SPSS software, the outcome of the current study will be efficient for documenting the study variables. The progress incorporated in the current study is demonstrated in Figure 1. The outcome of the variables’ frequency will be demonstrated in the figures and table whereas correlation evaluation, ANOVA evaluation and regression evaluation will be conducted in order to assess the structured hypothesis of the current study.

SPSS software is utilized by many researchers to analysis both quantitative and qualitative analysis. The software will performance various text analysis, descriptive statistical analysis,

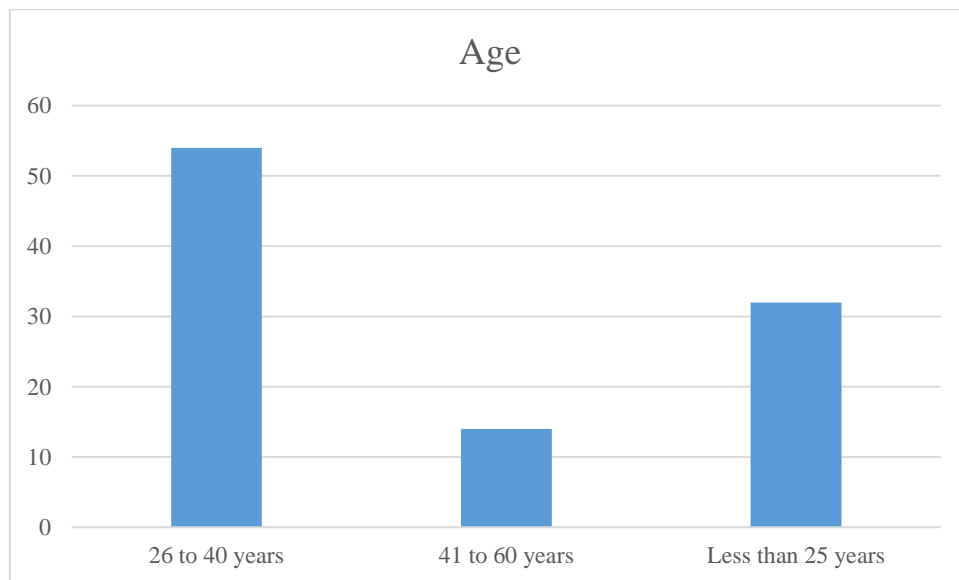


data integration, open-source extensibility and machine learning algorithms. Mostly, SPSS software will be encompassed to analysis empirical and qualitative analysis along with the congregated data from the targeted participants. The software will convert and cover the scale of the questions. This software will aid the researchers with view of enhancing the projects along identifying the study problem and provide the solution for the identified issues in the form of statistical analysis. Moreover, this software is utilized for testing the study's hypothesis and assume the statistical effect among the study variables. Therefore, the current study will utilize SPSS software to analyse the test hypothesis of the study.

## 4. Results

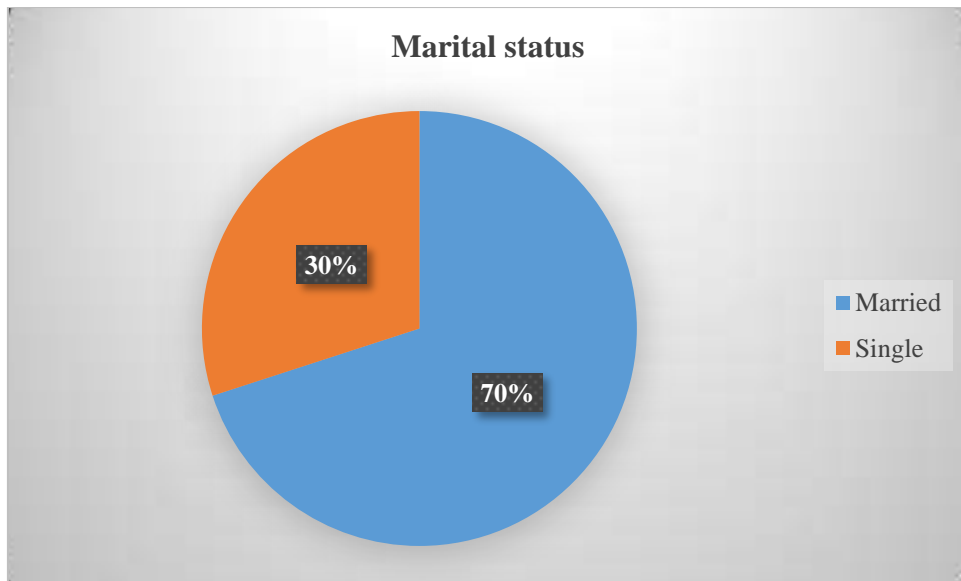
### 4.1 Demographic data

500 respondents of working women in Bangalore are considered as participants of the current study. The demographic particulars of the participants are illustrated below:



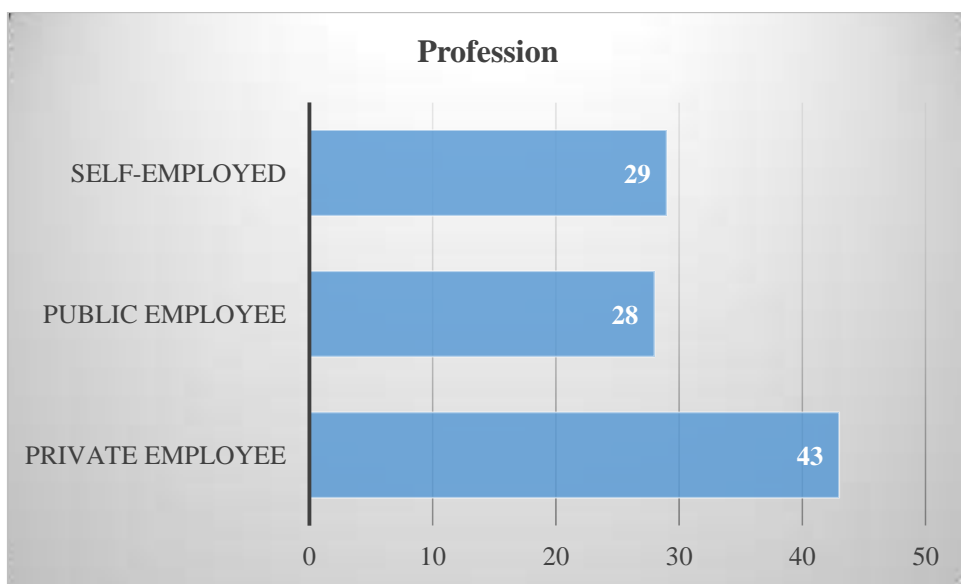
**Figure 2 Age of the respondents**

Figure 2 illustrates about the age group of the participants. Several respondents are in the age group of 26-40 years. This group contributes more for the research study. Such group has updated knowledge of online shopping applications. Their contribution enhances the research to be more precise and accurate.



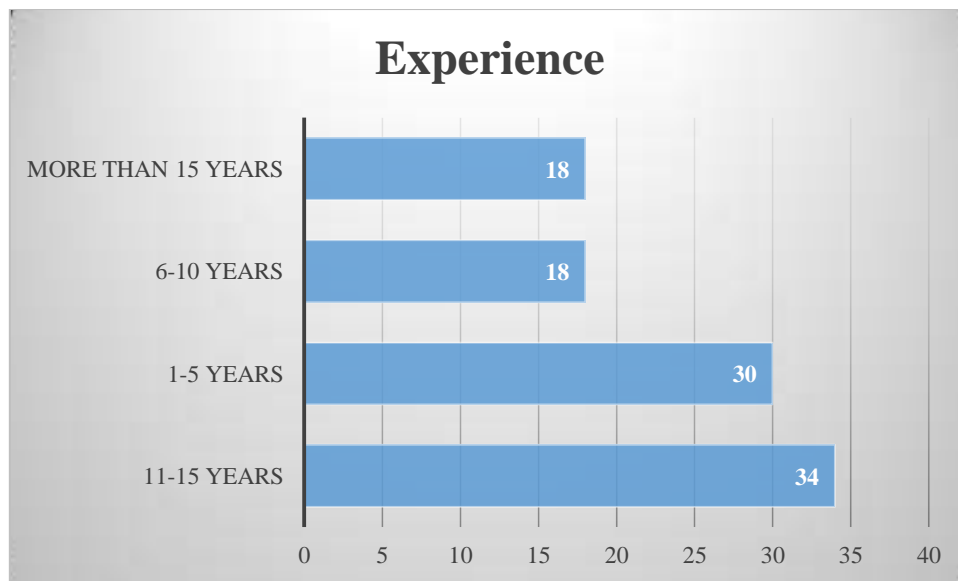
**Figure 3 Marital analysis of the participants**

Figure 3 illustrates about the marital status of the participants. Most of the respondents are married. This group contributes more for the research study. Such group has aware about the family income and economy. The married working women community are more responsible. Their contribution enhances the research to be more precise and accurate.



**Figure 4 Occupation of the respondents**

Figure 4 illustrates about the occupation of the participants. Most of the respondents are belongs to the private employee category. Others are belonged to the public and self-employee categories. This group contributes more for the research study.



**Figure 5 Employment experience of the participants**

Figure 5 illustrates about the working experience of the participants. Most of the respondents are belongs to the 11-15 years working experience category. Others are belonged to the 1-5 years and 6-10 years categories. This group contributes more for the research study.

**Hypothesis 1**

**Frequency Test**

It is utilised to identify the number of occurrences of specific variables and also measure the reliability of prediction.

		<b>F</b>	<b>%</b>	<b>V %</b>	<b>C %</b>
Valid	strongly agree	170	34.0	34.0	34.0
	Agree	160	32.0	32.0	66.0
	Neutral	20	4.0	4.0	70.0
	Disagree	90	18.0	18.0	88.0
	strongly disagree	60	12.0	12.0	100.0
	Total	500	100.0	100.0	

The table 1 illustrates the preferences of online and offline shopping among working women in Bangalore. Most of the respondents agrees that they prefer online shopping. The

perception of working women are clearly depicted through frequency analysis. Hence, hypothesis 1 is proved from the above test.

**H1: The utilisation of digital shopping applications is more prevalent among the working women in Bangalore** is proved from the above analysis. Alternatively, null hypothesis is rejected.

**Hypothesis 2**

**One-way ANOVA**

It is utilized for determining the impact of independent factor and research objective on dependent variable and also to investigate the variation (Liang, Fu, & Wang, 2019). The current study adopted one-way ANOVA for evaluating the impact between socio-economic status and purchasing pattern of the working women.

Independent Variable: Socio-economic and psychological factors

Dependent Variable: Purchasing pattern

**Table 2 Descriptive Statistics**

Online platform reflect social and personal status								
	N	Mean	SD	SE	95% CI for Mean		Min.	Max.
					L	U		
strongly agree	170	3.20	.985	.098	2.00	2.40	1	3
agree	120	2.70	1.508	.151	2.20	2.80	1	4
neutral	110	2.00	.000	.000	2.00	2.00	2	2
disagree	100	1.80	1.005	.101	1.80	2.20	1	3
strongly disagree	0	1.20	1.352	.135	2.43	2.97	1	4
Total	500	2.28	1.133	.051	2.18	2.38	1	4

**Table 3 ANOVA**

	SOS	Df	M <sup>2</sup>	F	Sig.
Between Groups	38.800	4	9.700	7.976	.000
Within Groups	602.000	495	1.216		
Total	640.800	499			

The table 3 illustrates the impact between socio-economic and psychological factors and shopping pattern of working women in Bangalore. The outcome of the one-way ANOVA proves that most of the working women agreed regarding the impact of socio-economic and psychological factors on purchasing pattern. The table 6 demonstrate the outcome of the ANOVA test. The outcome illustrate that p-value is .000 which proves that there is significant impact between socio-economic and psychological factors and purchasing pattern. Therefore, the outcome of one-way ANOVA rejects the null hypothesis.

**H2: Socio-economic and psychological factors have significant impact on the purchasing pattern of working women** is proved from the above analysis.

**Hypothesis 3**

**Correlation**

The Pearson correlation method is utilized to assess the association among two study variables. The value of correlation decides the association among the variable. If the value of correlation is 1 or -1, it is considered to have association between the variables. Hence, the present study utilizes Pearson correlation for determining significant association between behavioural intention and purchasing pattern.

**Table 4 Correlation**

		Do you satisfied with the quality of product received through online over in-store product quality?	I recommend the best shopping app to my friends and relations through my experiences in online platform
Do you satisfied with the quality of product received through online over in-store product quality?	Correlation (Cr)	1	.234**
	S (2-tailed)		.000
	Df	500	500
I recommend the best shopping app to my friends and relations through my experiences in online platform	Cr	.234**	1
	S (2-tailed)	.000	
	Df	500	500
**. Correlation is noteworthy at the 0.01 level (2-tailed).			

The table 4 illustrate the outcome of correlation test for determining the association between behavioural intention and purchasing pattern among working women in Bangalore. The p-value of correlation is .000 and also the value of correlation is positive one which demonstrate

the association between two study variables. The outcome of the correlation test proves that there is significant association between behavioural intention and purchasing pattern of working women. Hence, the outcome rejects the null hypothesis.

**H3: There is a significant increase of behavioural intention of purchasing online among working women in Bangalore** is proved from the above analysis.

#### Hypothesis 4

#### Regression Analysis

Regression analysis is used to test the above hypothesis. Regression analysis method is utilized for analysing the association among the independent as well as dependent variable of the study (Astivia & Zumbo, 2019). This technique supports in evaluating the significance of dependent variable from independent variable.

**Table 5 Regression**

M	SOS	df	M <sup>2</sup>	F	S (Sig.)
Regression- (R)	15.754	1	5.251	11.060	0.000 <sup>b</sup>
Residual- (RL)	180.431	498	0.475		
Total	196.185	499			
a. Dependent Variable: Purchasing pattern					
b. Predictors (constant): Behavioural control					

The outcome of the regression co-efficient illustrate that there is significant association between behavioural control and purchasing intention. As per the table 5, p-value is 0.000 which demonstrate that there is a significant between behavioural control and purchasing intention. Therefore, the outcome of the current study rejects the null hypothesis.

**H4: Behavioural control has significant impact on the purchasing intention of the working women** has been proved from the above analysis

### 5. Discussion

The current study's outcome proves that working women prefers online shopping for purchasing products through frequency analysis. The Correlation and ANOVA test demonstrate the significant association between behavioural intention and purchasing pattern among the working women in Bangalore. The present study also highlights the behavioural control has significant impact on the purchasing intention of the working women in Bangalore.

The existing work (Ahuja) illustrated the online shopping pattern of working women in Raipur city. The outcome of the existing study communication has a great impact on the shopping behaviour of working women in Raipur city. Similarly, the present study also concludes that working women believes the "WOM" from the consumers who already



purchase the products. They also recommend their friends and closed circles to purchase the quality products through reviewer comments.

Furthermore, the prevailing study (Raman, 2019) proves that there is noteworthy impact of convenience, attitude and consumer service on the female customer's intention to purchase in the digital platform. The current study also acknowledges the socio economic and psychological factors have significant impact on the purchasing behaviour of working women in Bangalore. Trust influences indirectly but has significant impact on the behavioural intention.

Likewise, the current study (Jagannarayan & Kannan) proves that the factors such as customer satisfaction, service quality and perception has significant impact on the purchasing intention of the working women. The present study articulates the behavioural control has significant impact on the shopping intention of the working women in Bangalore. The study also stated that the beneficiaries of online shopping has attracted the working women to utilise them and saves time and money.

### 5.1 Limitation

The chief constraint of the study is that the participants of the research are from Bangalore. Hence, the consequences might lack in generalizability. Human activities is an ever changing module that cannot be remain constant. Therefore, the outcome of the study always varies with the modifications in the consumer behaviour. Though, the inference provided by the research can be valuable to improve the marketing strategies of online shopping for the working women community.

## 6. Conclusion

In the past few years, the online shopping has been tremendously increased and most of the populace are transformed into online buyers. Digital shopping has achieved a speedy growth in India. Since, the women has been engaged in both the household and working activities, they found that the online shopping has reduced their burden. It saves both the time as well as money. The present study analyses the significance of shopping applications and its impact on the purchasing pattern of the working women in Bangalore. Since, the working women community in India are dominantly located in Bangalore. Therefore, it is a prominent place to analyse the perception of working women regarding the online shopping applications. The socio-economic as well as psychological factors affects the purchasing pattern of the online consumers. Women will purchase for their family requirement. Women are transforming into the working group, hence the working women community become an essential segment for the online marketers. The present study also recommends the online marketers to improve the strategies for tackling the challenges of the working women population while utilising the digital shopping applications.

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