

## **ABSTRACT**

This research aims to examine the key factors that influence working women's decisions to purchase goods on the internet.

The participants of this study were working women who have purchased an online product once at least. The sampling size was 100 people in five private organizations.

A questionnaire was used as a principle instrument in this study. After collecting all the data, the Statistical Package for Social Sciences (SPSS) program was applied to analyze the data on the mean and percent of working women's attitudes.

The study found that the important factors to influence working women to purchase an online product were price, rich information, wider selection, convenience, reliable brand and company, social influences and psychological influences.

The results of the study provide information to entrepreneurs who have their own online transactions and wish to understand their markets so as to improve and develop their businesses, and also people who are interested in the E-Commerce business and would like to set up an online business channel. This study can be treated as a matter for consideration and guidelines.