A COMPARATIVE ANALYSIS OF WOMEN's JOB SATISFACTION IN TRADITIONAL JOB MARKET AND ONLINE JOB MARKET

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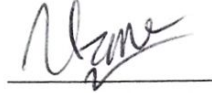
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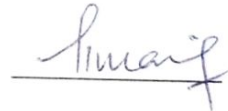
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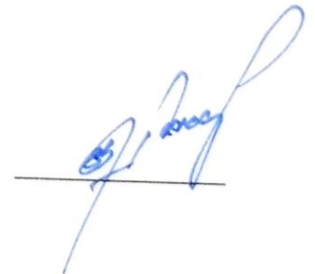External Examiner: Dr. Ghulam Muhammad Arif   Signature: _____

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Author's Declaration

I **Sumaira Yasmin** hereby state that my MPhil thesis titled **A Comparative Analysis of Women's Job Satisfaction in Traditional Job Market and Online Job Market** is my work and has not been submitted previously by me for taking any degree from the Pakistan Institute of Development Economics or anywhere else in the country/world.

At any time if my statement is found to be incorrect even after my Graduation the University has the right to withdraw my MPhil degree.

Student's Signature

Sumaira Yasmin

DEDICATION

I want to dedicate this thesis to my beloved parents and siblings for their endless love, support, encouragement, and prayers.

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First and foremost, I express my sincere gratitude to Allah Almighty, the most compassionate and merciful, for bestowing upon me the ability to accomplish this task. Without His blessings, this achievement would have been beyond reach.

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ABSTRACT

The online job market is transforming the workplace, offering more autonomy and flexibility, including remote work and telecommuting. The COVID-19 pandemic has accelerated telework adoption, impacting women who have historically faced barriers in traditional jobs. Using Schlossberg's Transition Theory, the study investigates how the online job market affects work dynamics, with a focus on women. Data on job satisfaction and related characteristics are gathered through an online survey questionnaire created with Google Forms. The study, which has 53 participants, focuses on Pakistani women's job satisfaction those shifts from traditional to online work. Demographic studies suggest a diverse group, mostly aged 18-35, who perceive online jobs favorably, claiming incentives such paid time-off, reduced work overload, better working environment, work flexibility and enhanced work-life balance. The attraction is further enhanced by the savings on daycare and travel costs. The complex relationships are shown by correlation studies, which highlight the influence of experience, income, age, and flexible work schedules on job satisfaction. Positive changes due to low stress levels, schedule flexibility, and higher income are experienced by transitioning individuals. But there are still uncertainties, such project durations and income stability. The study also looks at the dynamics of online employment, linking thoughts about leaving present online jobs to thoughts about switching to a government career. Transition recommendations to those working in traditional markets are influenced by the perception of career continuity in the online market. Qualitative insights reveal obstacles such as unstable income and time constraints. Flexibility, autonomy, work-life balance, and teamwork are key components of positive experiences. The policy recommendations highlight the need for a comprehensive strategy that includes income stability, flexible work schedules, ethical government collaboration, and training in digital skills to ensure long-term positive effects on women's participation and well-being in the rapidly changing online employment market. Policy interventions should remove cultural barriers, ensure transportation safety, support digital inclusion, ease their transition to online employment, and improve access to education.

Keywords: Job Satisfaction, Transformation, Demographic, Online job market, Women, Flexibility, Collaborative Environments, Work-Life Balance, Autonomy, Uncertainties

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CHAPTER 1

1. Introduction

1..1. Introduction and Background

The workplace is changing dramatically as more autonomous and flexible work arrangements replace traditional employment structures. The flexibility and autonomy offered by the online job market, which lets people choose their own jobs, work from anywhere, and balance their personal and professional life, are contributing to its growing popularity. Technological improvements are well recognized as working remotely has become easier and offers a wide range of professional prospects. By enabling freelancers to work with a variety of clients and enterprises, freelancing on the internet job market also benefits the world's talent pool (Bashar, 2023). In terms of the economy, independent contractors can bargain for lower pricing, take advantage of tax breaks, and serve as a buffer during recessions. Technological developments, such as the ease of working remotely, also support the expanding trend of the online employment market (Ostby, 2022).

Payoneer reports that Pakistan's freelance economy is developing at the eighth-fastest rate in the world, with a growth rate of 69percent. This demonstrates the nation's potential for website income and online freelancing. The process has been made simpler by technological improvements, which provide easily available terms and conditions on multiple websites. Pakistanis now have access to a wide range of income-generating options[1]. These opportunities demonstrate the adaptability and inventiveness of the Pakistani labor by catering to a wide range of talents and interests (Taimoor, 2022).

The emergence of the COVID-19 pandemic has ushered in significant transformations in work patterns, particularly with the widespread adoption of telework. A study examining the impact of COVID-19 on job satisfaction in telework settings revealed interesting findings. The research demonstrated that a substantial proportion of teleworkers expressed contentment with their remote work experiences (Alassaf et al., 2023).

The pursuit of job satisfaction is a significant aspect of individuals' lives, as it impacts their overall well-being, productivity, and commitment to their work. Job satisfaction refers to the level of contentment and fulfillment individuals experience in their jobs, encompassing various

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[1] including drop shipping, online education, tutoring, advertising, sponsorships, content creation, e-commerce, online marketplaces, surveys, microtasks, affiliate marketing, and user testing for mobile and website applications.

factors such as the work environment, compensation, opportunities for growth, and work-life balance (Inayat & Jahanzeb Khan, 2021). The labor market, often known as the job market, is the place where supply and demand for new jobs collide. Numerous variables, including the general health of the economy and the unexpected demand for or withdrawal of a particular set of abilities within it, can cause this market to expand or contract (Cook, 2022).

Pakistan, like many other countries, has witnessed dynamic changes in its job market, driven by technological advancements and shifting labor trend. One notable development has been the growth of the online job market, which has provided new avenues for employment and transformed the way individuals work (Robertson et al., 2016). This transition has significant implications, particularly for women, who have historically faced numerous barriers to entering and advancing in the traditional job market due to cultural norms, limited access to education, and gender-based discrimination (Tabassum & Nayak, 2021).

The female population in Pakistan constitutes approximately 48.4%, reflecting a significant demographic presence. However, only 14% of adult women have education beyond Grade 12, highlighting a gender gap in transitioning to the labor market. Specifically, among women with Grade 12 or higher education, only 30% participate in the labor force compared to 83% of men (Women, 2023). This disparity underscores the challenges women face in accessing formal employment, leading to a low overall labor force participation rate, significantly below the global average of labor force participation rate.

The age distribution of Pakistan's male and female employment participation rates is displayed in the Labour Force Survey (LFS) 2020–2021. The percentage of working-age individuals for both genders across various age groups is displayed on the graph 1.1. The graph displays extremely low rates of employment for both sexes in the early age range of 10-14 years, with 4% for men and 5% for women. Both genders' employment rates rise sharply from childhood to early adulthood (15–24 years old), with male employment rates peaking at 86% in the 15–19 age group and female employment rates peaking at 29% in the 20–24 age group. Male employment rates remain high and stable at 98-99%, while female employment rates in the prime working age group (25–49 years) are relatively stable at 28–31%. Female employment rates gradually decrease as one gets older (50–64 years old), going from 26% in the 50–54 age group to 12% in the 60–64 age group. The gender disparity in employment participation in Pakistan is evident in this graph, where men are employed at significantly higher rates than women across all age groups.

Figure 1.1: Age-Specific LFP Rate of Workers by Sex
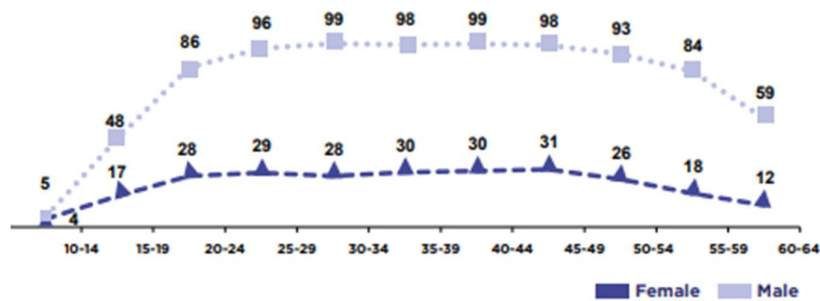
Source: Estimated from LFS 2020/21

Furthermore, in figure 1.2 this situation categorizes women in Pakistan under "Vulnerable Employment," where more than 70% of employed women are in vulnerable job positions, contrasting with 44% of men. Various factors contribute to this vulnerability, including limited education and information for formal job opportunities, societal restrictions on women working outside the home, cultural norms limiting job options, safety concerns, and inadequate transport services. These challenges hinder women from realizing their full potential, agency, financial independence, and meaningful contribution to national development.

Figure 1.2: Vulnerable Employment of Workers (Ages 15-64 years) by Region%
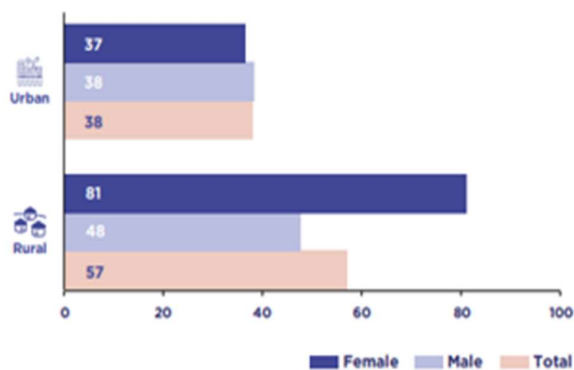
Source: Estimated from LFS 2020-21

The labor force participation rate for women in their prime working age reached an all-time high in June, marking a return to historic labor market gains (Wallace, 2023).

Figure 1.3: Labor Force Participation of Women in Pakistan

Labor Force Participation of Women

Year	Value
2015	23.977
2016	23.221
2017	22.47
2018	21.719
2019	23.423
2020	23.226
2021	24.574
2022	24.607
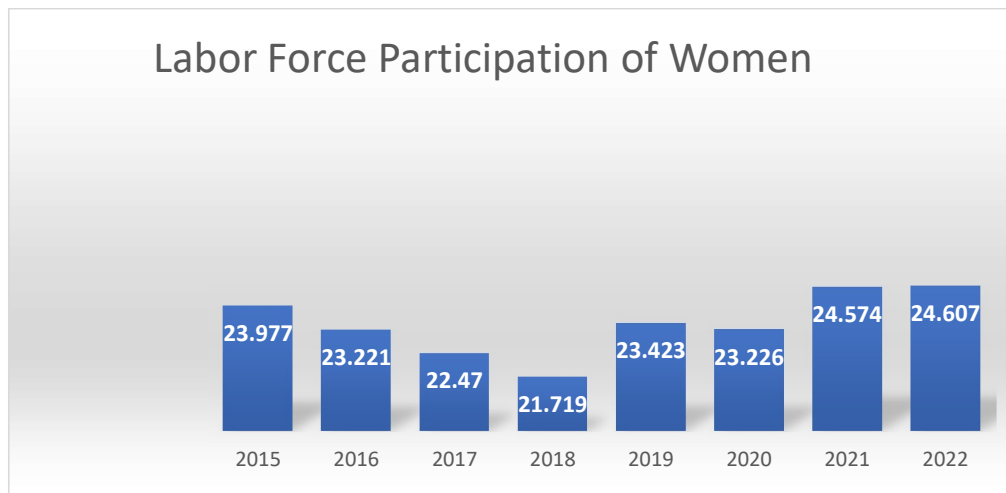
Sources: World Bank

Figure 1.3 shows the increasing proportion of women in the workforce, which is 24.6 percent in 2022 and Pakistan placed 142 out of 146 in the Global Gender Gap 2023.

1.1.1 Nature of Traditional Job

The traditional job in Pakistan has predominantly consisted of brick-and-mortar establishments such as offices, factories, and retail stores (Gender, 2023). Full-time or part-time employment for a business or organization is referred to as traditional employment. Employees under this kind of arrangement get regular pay checks along with benefits like paid time off and health insurance (Ethan, 2023).

49.1% of the women in the sample were who had long careers in traditional fields, primarily in teaching or related fields. These positions typically required physical presence in certain locations, such as non-governmental organisations, government buildings, private businesses, or classrooms. Traditional teaching positions are characterised by set work schedules, face-to-face interactions with students and colleagues, adherence to curriculum requirements, and administrative responsibilities. Some women also had previous experience working in other industries, such as 15.1% in corporate offices, 7.5% in retail or sales, 11.3% in government or public sector jobs, 7.5% in IT and technology jobs, 1.9% in the hospitality or service industry, 3.8% in banking or finance, 1.9% in NGO and teaching roles, and 1.9% who had never held a job before. These traditional roles often require face-to-face communication, following organisational policies, following standardised processes, and adhering to hierarchical structures.

1.1.2 Nature of Online Job

On the other side, the online job market is a digital marketplace that either commercial or public entities hold. Businesses can publish internal or external job openings on this platform, inviting potential applicants to apply (IvyPanda, 2023). The online job has emerged as a promising platform that offers women greater flexibility, independence, and access to a wider range of job opportunities. This category includes remote work, telecommuting, and freelance work facilitated through online platforms (Lowe-MacAuley, 2017).

A wide range of online jobs, including teaching or online education (34.9%), marketing and digital advertising (11.1%), e-commerce or online retail (11.1%), content writing (17.5%), freelance design or creative services (11.1%), consulting or professional services (6.3%), IT and technology (11.1%), healthcare or wellness (1.6%), database management (1.6%), book reviews (1.6%), and cooking & baking, cake decorating, and jewellery making (1.6%), have seen a shift in employment among women. Remote accessibility, flexibility, and digital collaboration are all made possible by working remotely. They provide women the flexibility to choose their own schedules and the opportunity to work remotely from anywhere in the world—including their homes—with clients and colleagues. Technology and digital platforms are necessary for online work in order to manage projects, enable communication, and complete tasks.

The transition has the potential to challenge traditional gender norms and provide women with the means to overcome societal constraints that may hinder their participation in the labor force (Amber & Chichaibelu, 2023). To establish favorable work environments and promote overall job satisfaction, it is imperative for organizations, governments, and individuals to understand the factors that influence job satisfaction in the context of the shift from the traditional to the online job market.

1.2. Statement of the Problem

The evolving employment landscape, driven by the emergence of online job markets, presents a shifting paradigm for women in the workforce. As opportunities in both traditional and online job markets expand, there is a growing need to understand how women's job satisfaction is influenced by these changes across various contexts. This study seeks to address the multifaceted issue of women's job satisfaction in the context of traditional and online job markets, examining the factors that contribute to their job satisfaction and exploring the significant differences in job satisfaction levels among women in Pakistan.

1.3. Research Problem

When Pakistani women transition from traditional labor market roles to online employment, they face a variety of opportunities and problems that could impact their level of career satisfaction (Redaelli & Rahman, 2021). However, little is known about the specific impacts of this change on women's job satisfaction, the challenges they face, and the opportunities available to them. This gap must be addressed to give policymakers and organizations information on how to help women and increase their participation rate in both traditional and online employment settings feel more satisfied with their jobs.

1.4 Research Objectives

1. Evaluate the impact of the transition from traditional labor market roles to online jobs on the job satisfaction of women in Pakistan.

2. To explore the challenges and opportunities specific to females transitioning to online jobs, and analyzing their influence on overall job satisfaction.

3. To provide actionable insights and recommendations for organizations and policymakers to enhance job satisfaction in traditional and online jobs.

1.5 Research Questions

1. How does the transition from traditional labor market roles to online jobs affect the job satisfaction of women in Pakistan?

2. What are the specific challenges and opportunities faced by females in Pakistan during the transition to online jobs, and how do these factors contribute to or hinder overall job satisfaction?

1.6. Explanation of the Key Terms

1. Job Satisfaction: Job satisfaction refers to an individual's overall contentment, happiness, or fulfillment in their job or employment. It encompasses various factors, such as work conditions, compensation, job security, work-life balance, and relationships within the workplace, that influence a person's perception of their job.

2. Traditional Job Markets: Traditional job markets refer to the conventional employment opportunities that have existed for many years, involving full-time or part-time positions within organizations, both in the public and private sectors, with fixed work hours and locations.

3. Online Job Markets: Online job markets encompass digital platforms and opportunities that allow individuals to find work, offer services, or conduct business transactions over the internet. This category includes remote work, telecommuting, and freelance work facilitated through online platforms.

4. Transition from Traditional Job to Online Job:

The term "Transition from Traditional Job to Online Job" describes the change in work environments that occurs when people go from doing traditional office-based work to working remotely using online platforms. Flexibility, work-life balance, and general job satisfaction are just a few of the factors that are impacted by this shift, which frequently entails adjustments to communication styles, work dynamics, and the usage of digital technologies.

5. Contextual Settings: Contextual settings in this context refer to the various circumstances, environments, and conditions in which women work, considering factors such as geographical location, economic conditions, and industry-specific characteristics. These settings can influence job satisfaction differently for women in different situations.

1.7. Significance of the study

The research "A Comparative Analysis of Job Satisfaction Among Women in the Traditional Job and Online job in Pakistan" has significant potential for enhancing gender equity, policymaking, organizational strategies, educational institutions, economic impact, academic contribution, comparative insights, and future research. It focuses on women's job satisfaction in different employment contexts, providing insights into factors influencing it, and guiding policy development. The findings can also inform organizations and employers to create more inclusive work environments, better prepare women for employment in both traditional and online markets, and shed light on the economic impact of job satisfaction on Pakistan's economic growth. The research contributes to the body of knowledge in gender studies, labor economics, and organizational psychology.

CHAPTER 2

2. Literature Review

In recent years, the participation of women in the labor force has seen significant growth in Pakistan. Women now have opportunities in both the traditional job market, comprising conventional workplaces, and the online market, offering remote work and digital entrepreneurship. This literature review aims to explore the stage for a comprehensive examination of women's job satisfaction in the evolving world of work, highlighting the importance of considering multiple factors and contexts that shape their employment experiences. It paves the way for a deeper exploration of the research questions and objectives that will be addressed in this study.

2.1. Job Satisfaction Definition

The phrase "job satisfaction" basically refers to ideas, sentiments, and attitudes that people have towards the jobs they are now working on (Falkenburg & Schyns, 2007). It is a comprehensive indicator of how individuals feel about their work and all of its aspects (Aziri, 2011). In addition to this it is a positive sensation and emotion that employees have about their work and the fundamentals of a job, such as rewards, working conditions, and atmosphere, as well as communication with coworkers (Gunlu et al., 2010). In simple terms, we can say that job satisfaction refers to the extent to which an individual's needs are met and it is a notion used in the workplace that has a considerable impact on a number of behavioral factors that are connected to an individual's performance.

2.2 Current Trends in Women's Job Satisfaction in Traditional and Online Markets

The flexibility and autonomy offered by the online market are perceived positively by women, contributing to their higher satisfaction levels. However, the traditional job market still attracts a significant number of women due to its stability, established career paths, and formal employment benefits. Women in the traditional job market may prioritize stability and career advancement opportunities over the flexibility and independence offered by the online market.

Recent studies have provided insights into the dynamics of job satisfaction among women in both conventional and online job markets, particularly in the context of the COVID-19 pandemic. A comparative analysis of women's job satisfaction reveals interesting trends between these two realms. Recent research indicates that women engaged in online work tend to report higher levels of job satisfaction in comparison to their counterparts in traditional job settings. This discrepancy is attributed to the appeal of flexibility and autonomy inherent in the

online market. The ability to exert control over work schedules and project choices resonates positively with women in online work, contributing to their elevated satisfaction. Conversely, the traditional job market holds allure for women due to its stability, well-defined career trajectories, and formal employment benefits. In this sphere, women often prioritize job security and prospects for career advancement over the autonomous and independent nature of online work.

The emergence of the COVID-19 pandemic has ushered in significant transformations in work patterns, particularly with the widespread adoption of telework. A study examining the impact of COVID-19 on job satisfaction in telework settings revealed intriguing findings. The research demonstrated that a substantial proportion of teleworkers expressed contentment with their remote work experiences. Interestingly, differences between national and foreign teleworkers were not notably distinct, suggesting a universal positive sentiment toward telework. However, distinctions did emerge; foreign workers who lacked EU citizenship encountered barriers such as job loss and residency restrictions that hindered their engagement in telework. This study underscores the complex interplay of factors that shape job satisfaction within the evolving landscape of remote work (Alassaf et al., 2023).

In light of the surge in virtual work arrangements during the pandemic, investigations have delved into the multifaceted elements influencing job satisfaction in remote work setups. The study highlighted how various dimensions encompassing physical, economic, technological, social, and psychological aspects contribute to workers' overall job satisfaction. Although many workers expressed contentment with their virtual work experiences, specific facets influencing satisfaction were also identified. This insight is pivotal in understanding the intricacies of job satisfaction in remote work scenarios, particularly in the context of the ongoing pandemic (Hemanth Kumar et al., 2020).

Moreover, examining job satisfaction disparities across public and private sectors reveals noteworthy distinctions. Organizational expectations of employee involvement and commitment are underpinned by a myriad of factors impacting job satisfaction. These factors encompass compensation, work tasks, supervision, career advancement prospects, work environment, and relationships with coworkers. This dynamic relationship between employee expectations and actual experiences contributes to overall job satisfaction levels. Notably, research demonstrates discernible discrepancies in job satisfaction between individuals employed in the public and private sectors, with public sector employees often indicating lower satisfaction levels (Abdul & Khan, 2011).

In summation, recent scholarly investigations underscore the divergent trends in women's job satisfaction across traditional and online job markets. This disparity is rooted in factors such as flexibility and stability. The transformative impact of the COVID-19 pandemic on teleworks and its influence on job satisfaction, along with the intricate elements influencing job satisfaction in virtual work settings, has also been scrutinized. A comprehensive comprehension of these contemporary trends in women's job satisfaction is pivotal in shaping policies and practices that foster gender equality and empower women in the ever-evolving landscape of the workforce.

2.3. Economic Opportunities for Women in the Traditional Job Market and Online Market in Pakistan

The traditional job market in Pakistan offers a wide range of opportunities for women, including roles in education, healthcare, administrative positions, and customer service. However, gender disparities persist, with women often facing limited access to leadership roles and lower salaries compared to their male counterparts. On the other hand, the online market presents new economic opportunities for women, enabling them to work remotely, engage in freelance projects, and establish their businesses through e-commerce platforms. Research indicates that the online market has the potential to empower women economically by offering flexibility and independence in their work arrangements.

The employment opportunities for women in Pakistan's patriarchal society have been explored using social role theory and diversity management as frameworks. The study reveals various interconnected components that influence women's career prospects in the country. These components include factors such as "Sifarish" (favoritism or nepotism), sociocultural norms, and theological interpretations. Large-scale obstacles like religious interpretations, sociocultural considerations, and favoritism pose significant challenges for women in the workforce. At the meso-level, segregation, discrimination, harassment, and work-family balance issues act as impediments to women's career growth. Additionally, the queen bee syndrome, ignorance, and personal values have an impact on women's job outcomes. The study emphasizes the need for gender parity measures, workplace accountability, and support for work-family balance to address these challenges effectively (Sarwar & Imran, 2019).

Examining the relationship between women's empowerment, employment possibilities, and higher education in Pakistan, another study emphasizes the importance of women's status, independence, kinship, and economic empowerment. Despite increased access to education and career options, women still encounter barriers in gaining influence and representation in

politics. The study suggests that empowering women in Pakistan requires providing them with access to higher education and employment opportunities (Khan & Ali, 2020).

Gender disparities in Pakistan are deeply rooted in socioeconomic growth, tribal, feudal, and capitalist social formations. These disparities manifest in various aspects of women's lives, leading to gender discrimination and inequality. Insufficient investment in education and healthcare exacerbates women's marginalized status, and macroeconomic policies further impact their economic and social well-being. Women's participation in the labor force is often underreported, and access to formal financial institutions remains limited, hindering their access to credit and financial resources (Asian Development Bank, 2001).

Entrepreneurship presents an avenue for women to provide financial security and enhance their self-perception and decision-making. However, institutional, socio-cultural, and structural limitations hinder women's entrepreneurship, especially in poor nations like Pakistan. Access to financial resources, social acceptance, decision-making power, business skills, and self-perception are among the factors influencing women's entrepreneurship. As personal capacity improves and business environments evolve, women can be drawn into entrepreneurship, benefiting from financial security and increased self-confidence (Ali & Rizwan Ul Haq, 2018).

Another study highlights the potential of freelancing as a strategy for Pakistani economic development and as a means for women to access professional employment and financial independence. The research addresses the challenges faced by women in areas like professional identity, financial freedom, family autonomy, and online information technology. Freelancing is seen as a promising trend in employment and small enterprises, offering both positive and negative aspects. Despite some limitations, the study underscores the importance of freelancing as a crucial field of work in response to changing economic trends (Zaman et al., 2022).

In summary, the literature on women's multi-level career prospects in Pakistan highlights a complex interplay of societal, cultural, and institutional factors influencing women's employment opportunities and outcomes. Gender disparities, limited access to leadership roles, and discriminatory practices continue to persist in traditional job markets. However, the online market, particularly freelancing and entrepreneurship, offers new avenues for women to access economic opportunities and achieve financial independence. Empowering women through education, gender parity measures, and supportive work policies remains essential to advancing their careers and economic empowerment in the country.

2.4. Factors Contributing to Job Satisfaction among Women in the Traditional Job Market and Online Market in Pakistan

Job satisfaction among women in the traditional job market and online market in Pakistan is influenced by various factors. Studies conducted in these domains have identified critical determinants of job satisfaction for women.

2.4.1. Salary Benefits

Compensation and benefits also stand out as significant contributors to women's job satisfaction within conventional employment settings. Adequate and competitive compensation, accompanied by enticing benefits packages, holds the power to significantly elevate job satisfaction levels among women. The feeling of being adequately rewarded for one's efforts and contributions plays a crucial role in bolstering overall job satisfaction among female employees (Mabaso & Dlamini, 2017).

2.4.2. Job Security

In the pursuit of job satisfaction, the element of job security assumes a prominent role. The assurance of job stability provides a sense of comfort and confidence to women in their professional roles. The presence of job security not only reduces anxiety but also enhances the overall satisfaction of women within their positions (Gragnano et al., 2020). Moreover, career advancement opportunities hold considerable sway over women's job satisfaction. The provision of equal and accessible pathways for professional growth and advancement is an indispensable aspect of job satisfaction among women in the traditional job market. The opportunity to climb the career ladder and achieve personal and professional aspirations significantly contributes to their overall contentment (Asrar & Rizwan, 2016).

2.4.3. Work-place Environment and Job Autonomy

A positive and inclusive workplace culture is another pivotal factor that profoundly impacts the job satisfaction of women. A workplace environment that values diversity, fosters gender equality, and promotes an atmosphere of respect and collaboration creates an empowering space for female employees. Such an inclusive culture contributes positively to their job satisfaction, fostering a sense of belonging and fulfilment (International Labor Organization, 2020). Finally, job autonomy emerges as a determinant of job satisfaction among women in traditional job roles. The autonomy to make decisions and exercise control over one's work not only enhances a sense of ownership but also empowers women within their professional

capacities. This empowerment translates into heightened job satisfaction levels, as they feel a greater connection to their roles and responsibilities (Imran et al., 2010).

Additionally, positive client feedback and satisfaction hold substantial weight in determining job satisfaction levels among women in the online job market. The acknowledgment of their skills and efforts through favourable client responses contributes to a sense of accomplishment and fulfilment. Such recognition from clients plays a key role in fostering higher job satisfaction levels among women engaged in online work (Manzoor et al., 2021).

2.4.4. Work Flexibility

In the realm of the online job market, several key factors have been identified as influential in shaping women's job satisfaction. A prominent element among these factors is works flexibility. The capacity to exercise control over work hours and the freedom to select projects imbue a sense of autonomy that significantly contributes to job satisfaction within the online market. This level of flexibility provides women with the ability to structure their work in a manner that aligns with their personal preferences, resulting in a heightened sense of job satisfaction (Imran et al., 2010).

2.4.5. Motivation to Transition

Furthermore, the variety of projects undertaken plays a pivotal role in enhancing women's job satisfaction in the online market. Engaging in a diverse range of exciting and challenging projects adds a dynamic aspect to their work experiences. This variety not only keeps their roles engaging and stimulating but also contributes to an increased sense of job satisfaction as they embrace new and varied opportunities (Asrar & Rizwan, 2016). The potential to earn a competitive income based on individual performance and project success is another influential factor affecting women's job satisfaction in the online market. This earning potential serves as a motivating force, as the correlation between effort invested and financial rewards can significantly contribute to heightened levels of job satisfaction among women in this market (Khan et al., 2021).

Moreover, research focusing on female employees in the corporate sector in Karachi has emphasized the critical role of several factors in influencing job satisfaction. These factors include work-life balance, diversity management, career development, and leadership style. Similarly, within the banking sector, human resource management practices, job autonomy, teamwork environments, and leadership behavior have been linked to job satisfaction. Notably, these studies underscore the significance of gender-related discrepancies in job satisfaction

ratings, highlighting the importance of addressing these disparities to ensure a more equitable work environment (Asrar & Rizwan, 2016). Furthermore, exploring the rise of female entrepreneurs in Pakistan, the study identifies socio-cultural, educational, professional, personal, and financial aspects that influence their development. The findings have implications for policymakers in addressing issues faced by female entrepreneurs (Nasir et al., 2019).

The above literature shows that various factors play a crucial role in determining job satisfaction among women in both the traditional job market and the emerging online market in Pakistan. Work-life balance, compensation, career advancement opportunities, job autonomy, and workplace culture are important in traditional job settings, while work flexibility, project variety, earning potential, and client satisfaction are significant factors in the online market. Addressing these factors can enhance job satisfaction and overall well-being for women in the workforce.

2.5. Measurements of Job Satisfaction for Women in Traditional Job Market

Job satisfaction among women in their thirties and forties is a crucial aspect of their successful adjustment to the workforce. Several labor market issues, including conflicting home responsibilities, skills obsolescence, readjustment challenges, and gender discrimination, may hinder their successful accommodation (Arditti & Marks, 1979). A study examining job satisfaction during the 1967-72 period revealed a decline in satisfaction levels among women in their thirties and forties, particularly a significant decrease in the proportion of "highly satisfied" women. Notably, black women were significantly less satisfied than their white counterparts, with an 8-12 percentage point difference in their likelihood of being highly satisfied. The research also found that increased tenure with one's employer and formal occupational training had a weak but consistent association with job satisfaction, while conflicting responsibilities between home and work contributed to reduced job satisfaction (Andrisani, 1978).

For female teachers, job satisfaction is a critical factor that influences their sense of fulfillment and alignment of their goals with their work. Various elements such as employer stability, cooperation, holidays, and pay increments impact female representation in the teaching profession. In addition, the issue of work-family conflict (WFC) has become increasingly relevant, particularly in economies where employees struggle to balance their work and personal lives. Research conducted in Pakistan involving 300 government and private female teachers found a negative correlation between job satisfaction and WFC. The study also

observed that permanent female teachers experienced lower levels of conflict. To address these challenges, the research suggested the implementation of social campaigns, conflict resolution workshops, and training programs for teachers (Nadeem et al., 2023).

Figure 2.5: Conceptual Framework in Traditional Job Market
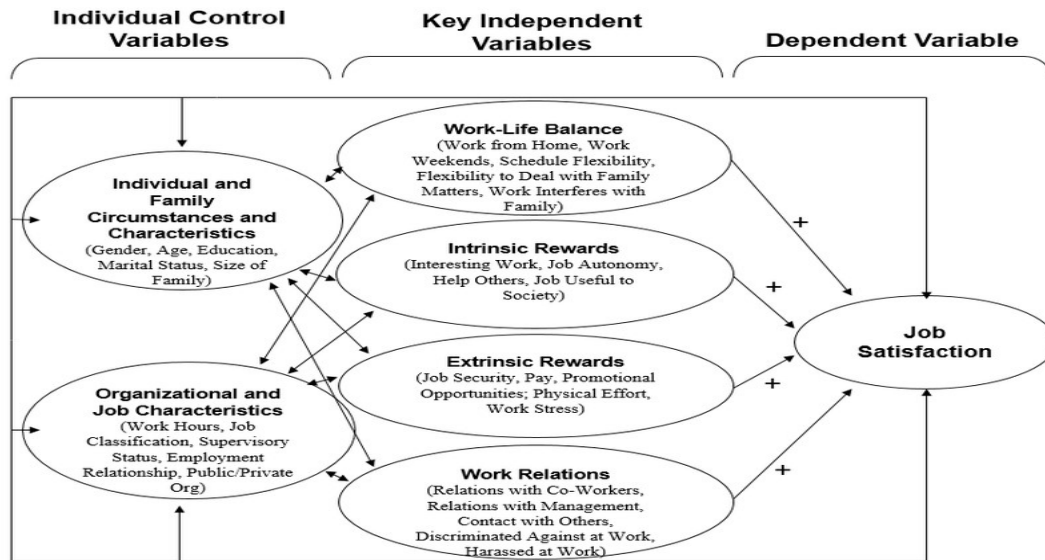
Sources: (Schill, 2021).

Achieving work-life balance is vital for job satisfaction, especially for women juggling multiple responsibilities at home and work. In Pakistan, changing family dynamics, evolving perceptions, and modern technology have led more women to engage in various professions (Iqbal et al., 2019). Factors such as job perception, family dynamics, and technology can impact job satisfaction, potentially resulting in physical and psychological issues, absenteeism, reduced productivity, and poor performance.

Female faculty members in business schools are facing increasing workloads, making work-life balance a critical issue. The research suggests that women tend to be more satisfied with organizations that support work-life balance initiatives. It emphasizes that reducing work-family conflict can enhance job satisfaction. Furthermore, the study highlights that various factor, including colleague support, partner support, job resources, and the availability of facilities like flexible working hours, part-time work, onsite childcare, and social support, can influence work-life balance and, consequently, job satisfaction (Murtaza et al., 2015).

The distribution of "good jobs" and "bad jobs" is a subject of interest, with job satisfaction being a crucial aspect that predicts future labor market behavior. The study introduced a taxonomy of six components of a good job: pay, hours of work, future prospects, job difficulty,

job content, and interpersonal relationships. It emphasized the importance of factors like income, future prospects, and interpersonal relationships at work in influencing job perception. Gender disparities were observed, with women less likely to report high promotion opportunities due to the presence of a "glass ceiling." The report also noted that job satisfaction tends to increase with age, particularly among workers aged 45-65. While high income and promotion opportunities had similar effects on satisfaction, the desire to work fewer hours was less strongly correlated with other measures (Clarke, 1998).

Exploring the conditions of female domestic workers in Pakistan, this research focuses on their role within the informal economy. Applying Herzberg's Two-Factor Theory and Paul Spector's Job Satisfaction Scale, the study found a significant relationship between job satisfaction and exploitation, with higher levels of exploitation associated with reduced job satisfaction. The findings revealed that a majority of respondents worked part-time, with many being paid below the minimum wage. Overtime work was common, and paid leaves were granted to a limited proportion of respondents. The research also indicated a positive correlation between income, assigned tasks, and job satisfaction, highlighting the undervaluation of domestic work and the need for formalization (Zulfiqar, 2021).

Comparing job satisfaction among employees in the banking sector of Islamabad, particularly in public and private banks, revealed variations in factors affecting job satisfaction. While both sectors considered job security as a crucial theme, other factors such as incentives, salary, self-respect, future goals, opportunities, organizational culture, customer care, workload, supervisors, environment, and dressing differed between public and private banks. The research indicated that job security was the most prominent factor, with respondents prioritizing it over higher pay. Recommendations included introducing higher salaries and incentives for private bank employees, addressing nepotism and favoritism in promotion policies, and minimizing behavior and attitude disparities between the two sectors (Rasool, 2020).

Concluding, these studies collectively highlight the multifaceted nature of job satisfaction among women across various sectors and roles. Factors such as work-family balance, job security, exploitation, and workplace conditions significantly influence women's job satisfaction. Addressing these factors can contribute to higher levels of job satisfaction, ultimately benefitting both employees and organizations.

2.6. Measurements of Job Satisfaction for Women in the Online Job Market

Job satisfaction is a multifaceted emotional state that plays a pivotal role in influencing various aspects of employee well-being, including stress levels, job performance, and turnover rates. However, the measurement of job satisfaction varies widely across studies, with some commonly used scales such as the Job Diagnostic Survey and Job Descriptive Index (JDI) being prevalent. This systematic literature review delves into recent research, utilizing social media data analysis to explore workplace well-being and employee behavior, primarily focusing on Twitter posts related to pay and supervision satisfaction. The research employs a theory-driven annotation approach and machine learning classifiers to extract insights into perceived job satisfaction, while also considering variables such as U.S. states, binary sexes, and major racial groups (Saha et al., 2021).

The study brings to light the intricate nature of job satisfaction, emphasizing the importance of examining facet-level job satisfaction rather than merely assessing overall satisfaction. The findings reveal that different facets of job satisfaction have diverse determinants and consequences. Geographical disparities, gender variations, and language distinctions all contribute to varying job satisfaction levels. Moreover, the research highlights the existence of a job satisfaction paradox, where minorities often report favorably on surveys despite facing unique challenges. Gender disparities in perceived job satisfaction continue to persist, shedding light on the need for further investigation and targeted interventions (Saha et al., 2021).

In the context of the digital age, the impact of digitalization on job satisfaction becomes a subject of paramount importance. This study systematically explores the ramifications of digitalization on job satisfaction through four key channels: time pressure, fear of job loss, work-life balance, and the smoothness of transitioning between work and private life. Digitalization introduces the concept of technostress, which can negatively affect work-life balance and overall job satisfaction. However, the study also uncovers positive dimensions associated with new activities facilitated by digitalization. These include the interestingness of tasks, reduced repetitive tasks, enhanced productivity, and increased autonomy.

 Digitalization contributes to making work more engaging and offers the potential for improved wages and job satisfaction. Autonomy, coupled with working time flexibility, enhances worker motivation and control, positively impacting job satisfaction. Additionally, the research highlights the role of social networking sites in fostering organizational commitment and job satisfaction. Overall, the study underscores the significant influence of digitalization on job satisfaction, with the most substantial effects being observed in terms of increased productivity,

simplified interactions, and heightened task engagement. However, it is crucial to acknowledge the adverse consequences, such as exacerbated work-life balance issues and heightened time pressures (Bolli & Pusterla, 2022).

Figure 2.6: Impact of Digitalization on Job Satisfaction
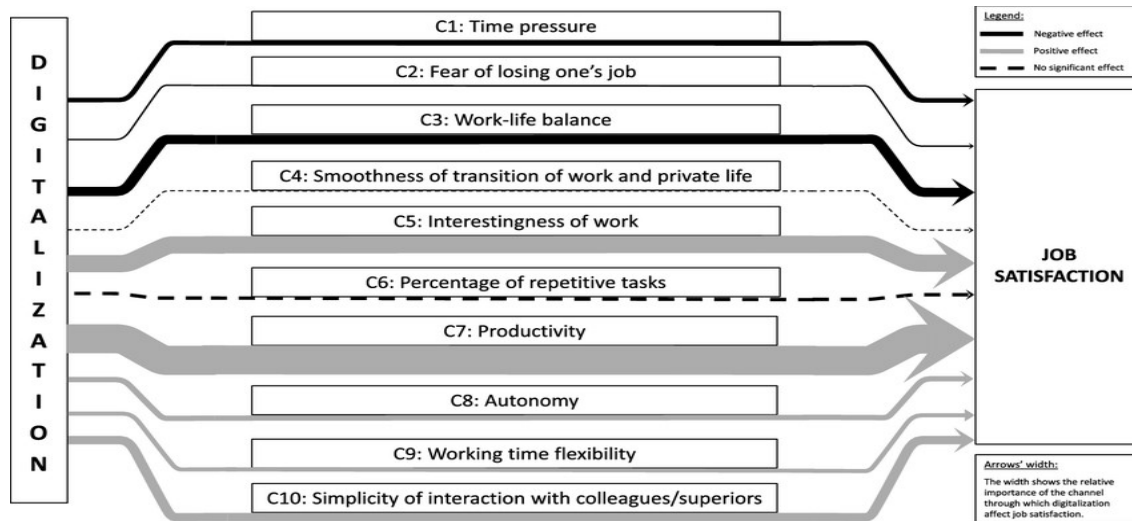
Source: (Bolli & Pusterla, 2022).

This graph illustrates the significance of each of the ten channels in illustrating how digitization influences work satisfaction among employees. The width of the arrows indicates the relative importance of the channel. The color black stands for channels that are detrimental to job satisfaction. Grey illustrates beneficial impacts. The dashed arrow indicates that there is no statistically significant effect of digitalization through this channel on job satisfaction (Bolli & Pusterla, 2022).

To further develop into the nuanced impact of digitalization on job satisfaction, the study conducts a decomposition analysis based on various demographic factors. It scrutinizes the influence of digitalization on job satisfaction by categorizing the sample by gender, age, management position, and field of study. This granular approach helps shed light on how different segments of the workforce are affected differently by digital transformation. The study provides valuable insights into the multifaceted implications of digitalization for job satisfaction. It is imperative that future research extends its focus to encompass additional job characteristics and encourages individuals to self-assess the influence of digitalization on their job satisfaction (Chowdhury et al., 2022)

2.6.1. Work-life Balance

Work-life balance is recognized as a pivotal determinant of job satisfaction, particularly for working women who often shoulder significant responsibilities in both their professional and personal lives. This study examines the interplay between work-life balance and job satisfaction among employed women in Yogyakarta, Indonesia. The research unveils a positive relationship between job satisfaction and work-life balance, with the latter making a substantial 12.3percent effective contribution to overall job satisfaction. Factors influencing women's work experiences encompass economic and social factors, family welfare, and prestige. The study reveals three notable positive correlations with job satisfaction in the context of work-life balance: interference in personal life, interference in work, and the enhancement of personal life through work. It becomes evident that the more balanced the alignment between work and personal life, the higher the reported levels of job satisfaction (Ghazalah Thifal & Fitri Ayu Kusumaningrum, 2021).

In summary, this systematic literature review underscores the intricate nature of job satisfaction and its diverse determinants and consequences. It highlights the relevance of studying facet-level job satisfaction and the ongoing disparities in job satisfaction across demographic groups. Moreover, it emphasizes the critical impact of digitalization on job satisfaction, revealing both positive and negative effects across various channels. The importance of considering demographic factors in understanding these effects is evident. Finally, the review underscores the pivotal role of work-life balance in shaping job satisfaction outcomes for women, further underlining the multifaceted nature of this essential employment-related construct.

2.7. Research Gap

An intersectional and comparative perspective is missing in the wealth of research on women's job satisfaction in Pakistan's traditional and online job marketplaces. Although previous research has recognised the effect of digitalization on job satisfaction, nothing has been discovered about its long-term effects. Understanding how continuous technological advancements affect women's job satisfaction over time is crucial for developing policies that will last. The socioeconomic and cultural factors that affect job satisfaction require more research. It's important to look into how exogenous events, like pandemics, affect women's job satisfaction in the years following of them. In order to ascertain how specific policies either enhance or detract from women's job satisfaction, more research on the role of organisational practices is required. By completing these research gaps, we can better understand how women are satisfied with their jobs in Pakistan's evolving traditional and online job markets. This will

help policymakers and organisations create more inclusive and rewarding work environments. The paucity of study suggests that the complexities associated with women's transitions between various markets may not be sufficiently addressed by existing studies.

2.8. Conceptual Framework

The conceptual framework for women's job satisfaction is a thorough research approach that lists important factors and aspects that affect workers' happiness in different work environments.

Fig 2.8: Conceptual Framework Women's Job Satisfaction
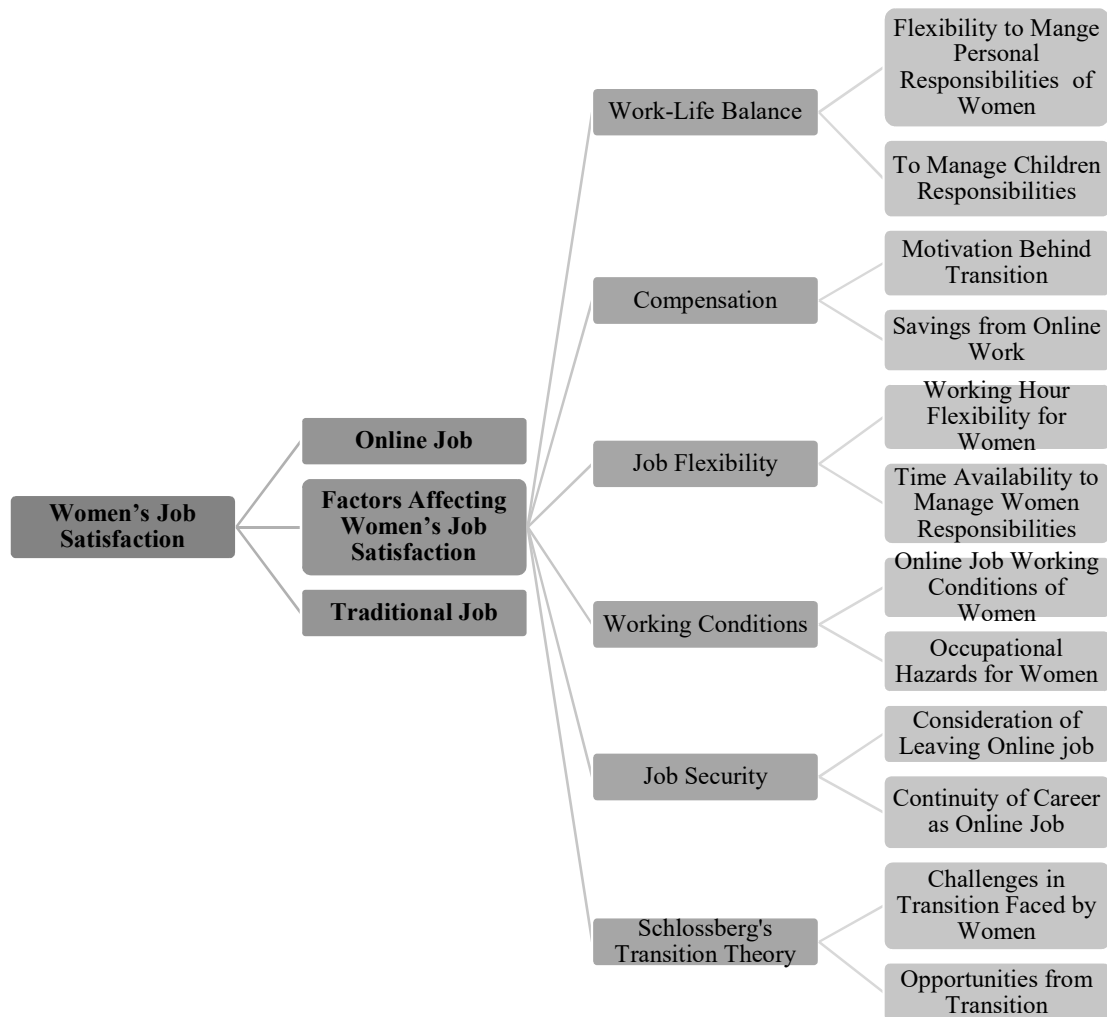
Sources: Author's contribution

The framework highlights the complex interactions between these elements and how they affect women's job satisfaction as a whole.

CHAPTER 3

3. Research Methodology

3.1. Theoretical Framework

3.1.1. Schlossberg's Transition Theory

A framework for understanding the experiences of Pakistani women transitioning from traditional labor market roles to online jobs is provided by Schlossberg's Transition Theory (Ravelo, 2023). The idea is centered on assessing the effects of transition and looking at the situational elements, women's self-awareness, support networks, and coping mechanisms (Freire et al., 2020). It also looks at the opportunities and difficulties that women encounter, like adjusting to new technology, shifting job roles, and navigating virtual workplaces. The idea offers tactics for overcoming these obstacles and seizing chances as well. Researchers can develop a sophisticated understanding of women's experiences and provide useful recommendations for institutions and policymakers by incorporating the idea into their work.

By highlighting coping mechanisms, Schlossberg's adult transition theory highlights the significance of transitions in understanding an individual's behavior. Changes in roles, relationships, habits, and assumptions can occur from transitions, and how they are perceived can have an impact on their kind, context, and impact. The ability of an individual to manage change is influenced by the four S's: situation, self, support, and strategies (Schlossberg, 2005). These four S's are used in this study through questionnaires, which include questions about the participant's demographics for self, working environment, flexibility, and stress level for situation. Questions about the environment, the reasons behind the transition, and the savings from the transition for support. For strategic inquiries regarding challenges, opportunities and uncertainties. Study-abroad advisors are essential in helping students get used to living in different cultures (Lyness, 2003). A Virginia Polytechnic Institute and State University study looked at the relationship between plan fulness and job satisfaction for temporary workers. The most strongly correlated criteria, according to the study, were coworkers, job happiness, and the caliber of supervision. Employees at the organization expressed greater contentment with their present positions, colleagues, and overall job satisfaction. Career counsellors and anyone looking for temporary jobs to acclimatize to a career transition may find these insights useful as defined by Schlossberg (Preston, 1995).

3.2. Research Design

Google Forms is being used to create the online survey questionnaire (Annexure 2), which collected information from female employees who have switched from traditional professions to online work on aspects connected to job satisfaction. A systematic questionnaire survey is utilized in the study to collect quantitative data regarding opportunities, problems, and job satisfaction. The survey uses existing job satisfaction scales to inform its multiple-choice, open-ended, and likert scale questions. The 5-point likert scale was taken from (Bhatnagar et al., 2011) and adapted.

It covers a wide range of topics in table 3.2, including demographic information, problems, motives, and job satisfaction. Age, marital status, education level, subject of study, and prior experience in traditional occupations are examples of demographic characteristics. While participants rate and share their opinions on factors like salary, flexibility, stress levels, work-life balance, and working environment, job satisfaction is determined by their answers to open-ended narratives and likert scale questions.

Table -3.2: Description of Variables

Category	Variables description	Type
Demographic Information	Age	Ordinal
	Marital status	Categorical
	Educational Level	Categorical
	Field of Study	Categorical
	Years of Experience in Traditional Employment	Ordinal
Transition to Online Jobs	Type of traditional job before transitioning and Current service area in the online job	Categorical
	Motivational factors for transitioning to an online job	Categorical
	Ways of experiencing savings by working online	Categorical
	Monthly income from the current online job	Ordinal

Salary and Benefits	Revenue earned in traditional job before transitioning	Ordinal
	Comparison of current online job income with the previous traditional job	Categorical
Work-life Balance	Impact of online job on family responsibilities and work-life balance	Categorical
	Influence on work-life balance considering responsibilities towards children	Categorical
	Rating of work-life balance in the current online job compared to the previous traditional job	Ordinal
Distance and Commuting	Impact of online job on commuting distance	Categorical
	Perception of security while commuting for the online job	Categorical
	Time and money saved by not commuting	Ordinal
Work Flexibility and Time Management	Flexibility of working hours in both jobs' context	Categorical
	Stress levels and work hours in both jobs' context	Ordinal
	Time management and work-life balance in the online job	Ordinal
Working Conditions	Overall rating of working conditions in online job	Ordinal
	Importance of positive working relationships with clients	Ordinal
Job Security	Consideration of transitioning to an online job as a government employee	Categorical
	Concerns related to job security in the traditional job	Categorical
	Contemplation of leaving the traditional job before transitioning	Categorical

Qualitative Insights	Specific experiences contributing to job satisfaction in the online work environment	Qualitative
	Challenges or negative aspects of the online job affecting satisfaction	Qualitative
Future Considerations	Future career plans in the online job market or traditional setting	Categorical
	Recommendation for other women, regarding transitioning to the online job market	Categorical
Job Satisfaction	Overall satisfaction with the transition to online work	Ordinal

3.3 Sampling Approach

Purposive sampling is an organised approach used in this study to find participants who have made the switch from traditional to online employment. The voluntary willingness of the participants to take part in the study is the basis for participant selection. Convenience sampling is also used on different internet platforms to reach freelancers with a range of backgrounds. To provide a complete and diverse representation, engagement with the Hyderabad Chamber of Commerce, Sarhad Chamber of Commerce, and Industry and Islamabad Chamber of Commerce has been established. The goal of these collaborations is to make it easier to find suitable female volunteers who have gone through the relevant transition.

Fifty-three (53) people are included in the overall sample size for this investigation. This approach makes it possible to create a targeted yet adequately diverse dataset that captures the different experiences and points of view of people who have successfully made the transition from traditional employment to online labour. Utilizing convenience and purposive selection techniques improves the study's capacity to obtain insightful information from a variety of participants who can add to the range and complexity of the research findings.

3.4 Data Analysis

In this study, data analysis refers to a range of methods used to derive significant insights from both quantitative and qualitative data. Using Stata Software, the analytical toolkit comprises

Chi-square analyses, paired T-tests, comparative analysis, correlation analysis, and descriptive statistics. The entire procedure is supported by ethical concerns, which guarantee participant confidentiality, anonymity, informed consent, and the preservation of validity and reliability.

1. **Using Descriptive Statistics**

   Effective data organization and summarization depend heavily on descriptive statistics. Without making unjustified generalizations, these statistics which include measures of central tendency, dispersion, and distribution shape offer a concise summary of the important elements included in the dataset (Bhandari, 2020).

2. Correlation Analysis

Correlation analysis, a statistical tool applied to reveal correlations and quantify the strength of associations between variables, is crucial to comprehending detailed patterns within the dataset (James, 2021). Qayyum and Ch (2013) measured levels of satisfaction across various experience categories using correlation analysis and descriptive statistics.

3. **Paired T-Tests**

The paired t-test serves as a valuable tool when studying differences between two variables for the same subjects, particularly when these variables are separated by time (Boston University School of Public Health, 2016). To compare pay, stress levels, flexible work schedules, and leisure time across traditional and online jobs, use the paired t-test formula;

$$t = \frac{\sum d}{\frac{\sqrt{n \sum d2 - \sum d2}}{n - 2}}$$

To meet the assumption of paired t-test, normally distributed histograms for each variable attached in (Annexure 1).

4. **Chi-Square Analysis:**

When examining possible correlations and differences in job satisfaction between women in traditional and online job markets, the chi-square statistical test which is skilled at examining links between categorical variables is used (Singh, 2020). This approach, which may be represented by the formula;

$$X^2 = \frac{\sum(O_i - E_i)^2}{E_i}$$

enables a thorough investigation of the differences in job satisfaction levels between industries and employment situations.

5. Validity and Reliability

It is crucial to make sure the study is both valid and reliable. The survey's clarity and participant understanding are improved when it is piloted before it is widely implemented, which improves the reliability of the research findings.

By using these data analytic tools, it is possible to conduct a thorough investigation into the various dimensions of women's job satisfaction and gain a thorough comprehension of the complex dynamics that exist in both traditional and online labour markets.

3.5 Limitations

The study "A Comparative Analysis of Job Satisfaction Among Women in Traditional Job and Online Job in Pakistan" provides valuable insights into women's employment experiences in different contexts. However, it has some limitations, including a restricted sample size and the potential for the findings to be generalizable to other cultural or geographical settings. The reliance on self-reported data via surveys also poses risks of response biases or inaccuracies. Temporal factors, intersectionality, and technological limitations also need to be considered. Given the small number of females who have undergone this transition, it might be challenging to increase the sample size; however, this limitation should be taken into consideration for future studies.

CHAPTER 4

4. Results and Analysis

In this chapter, we examine the study's findings and highlight the slight variations in women's job satisfaction between traditional and online work. We are able to assess how this career shift impacts many components of satisfaction by using an in-depth and insightful study. The results provide valuable context for the complex experiences of these women and contribute new and helpful knowledge to the ongoing discussion on the dynamics of contemporary work.

4.1 Descriptive Analyses

4.1.1. Descriptive Analyses of Demographic

The demographic information of the Pakistani women group surveyed is presented in Table 4.1.1, which provides valuable insights in a number of categories. Regarding age distribution, 22.64percent of women are between the ages of 18 and 25, and 64.15percent of people are between the ages of 26 and 35. 9.43percent of the population is made up of women who are between the ages of 36 and 45, while just 3.77percent are between the ages of 46 and 55. When it comes to marital status, the majority of female respondents, a noteworthy 62.26percent identify as unmarried. The high proportion of unmarried women are consistent with the features of the internet job market, that are attractive to younger women. For young women looking for active, independent career paths, online jobs are an attractive choice due to their flexibility, technology adoption, and prospects for pursuing a career. In this moment, 37.74percent of the population polled is married.

The group's educational achievements are varied. A significant proportion of women 32.08percent own a Bachelor's degree, however the majority, or 58.49percent, have a Master's degree. 9.43percent of the population has not pursued a PhD. The participants' typical roles demonstrate a wide range of professional backgrounds. Remarkably, 22.64percent women have experienced less than a year, 35.85percent women have experienced between one and two years, and 24.53percent women have experienced between three and five years. Of this group, 7.55percent women have six to eight years of experience, while 9.43percent women have more than eight years of experience in traditional roles.

The subjects that each female member is pursuing further diversifies the group. Social Sciences is the most popular option, attracting 56.60percent of participants. A significant 24.53percent are interested in the humanities and arts, compared to 9.43percent in computer sciences. The combined percentage of 9.43percent women from the fields of engineering and health reflects

the diverse range of academic interests among the women in the study. The predominance of social sciences and the inclusion of other academic disciplines highlight the variety of options available in the online employment market.

Table-4.1.1: Demographic Breakdown of the Sample (Women)

Age	Frequency	Percent
18-25	12	22.64
26-35	34	64.15
36-45	5	9.43
46-55	2	3.77
Marital Status		
Unmarried	33	62.26
Married	20	37.74
Education		
Bachelor's Degree	17	32.08
Master's Degree	31	58.49
PhD	5	9.43
Area of Study		
Social Sciences	30	56.60
Arts and Humanities	13	24.53
Computer Sciences	5	9.43
Engineering and Health	5	9.43
Experience		
Less than 1 year	12	22.64
1-2 years	19	35.85
3-5 years	13	24.53
6-8 years	4	7.55
More than 8 years	5	9.43
Total	**53**	**100.00**

Sources: Study Survey

4.1.2 Compared Descriptive Analysis

Women' impressions of traditional and online occupations differed across various elements, as shown in table 4.1.2 of the comparison analysis. In terms of income, the mean income from online jobs was higher than the mean income from traditional occupations (47,830.19). However, standard deviations indicate that reported incomes from traditional jobs were more inconsistent. In terms of time management and flexibility, females said that traditional occupations had a mean of 2.02 and online jobs had a mean of 3.13, with standard deviations showing more variation in reported flexibility for traditional jobs. In terms of stress levels, women reported reduced stress on average in online occupations mean of 2.60 compared to traditional jobs mean of 3.38. Standard deviations indicated higher variability in reported stress levels for conventional occupations, even though mean leisure time ratings were nearly identical for both job types (3.09 for traditional and 3.34 for online jobs).

Participants revealed somewhat higher ratings for paid time-off in online jobs (mean of 3.47) compared to traditional jobs (mean of 2.92) for paid time-off and plan cancellations. Traditional employment scored higher (mean of 3.51) than online jobs (mean of 2.85) for plan cancellations brought on by work overload; the standard deviations of reported paid time off and plan cancellations for both job types showed moderate heterogeneity. According to these results, respondents generally thought that their working environments were better in online jobs than in traditional ones. Online jobs have a higher mean score (4.17) for the working environment than traditional jobs (3.60). The standard deviation also shows the level of response variability, with online jobs exhibiting marginally less variability in the workplace than traditional jobs.

The mean score for uncertainties in online jobs (2.94) was greater than that of traditional occupations (2.26) in terms of career continuity and uncertainties. Females indicated a moderate mean score (mean of 1.91) with moderate variability for the continuity of their career in online jobs, and a low consideration of abandoning online jobs (mean of 0.25), with low variability. Finally, by highlighting differences in pay, flexibility, stress, free time, and working environment, this comparison research sheds light on females' complex impressions of traditional versus online jobs. The standard deviations highlight the respondents' varied experiences in both sorts of jobs. Women emphasize the difficult and unique aspect of transferring between traditional and online employment, and overall, they tend to view online positions more favorably in terms of paid time off, work overload, availability of spare time, and working atmosphere.

Table-4.1.2: A Compared Descriptive Analysis of Women's Job Satisfaction

Variables	Traditional Job		Online Job	
	Mean	Standard Deviation	Mean	Standard Deviation
Income	47830.19	41712.26	66509.43	52087.07
Flexible Time	2.018868	1.232424	3.132075	1.019761
Stress Level	3.377358	0.837267	2.603774	0.9269392
Leisure Time	3.09434	1.11397	3.339623	1.090931
Paid Time-Off	2.924528	0.9374486	3.471698	0.9324033
Plan Cancellation due to Work Overload	3.509434	1.030732	2.849057	1.183155
Working Environment	3.603774	0.8624567	4.169811	0.7779621
Uncertainties	2.264151	1.146079	2.943396	1.446682
Consideration of Leaving Job	-	-	0.245283	0.4343722
Continuity of Career	-	-	1.90566	0.8828309

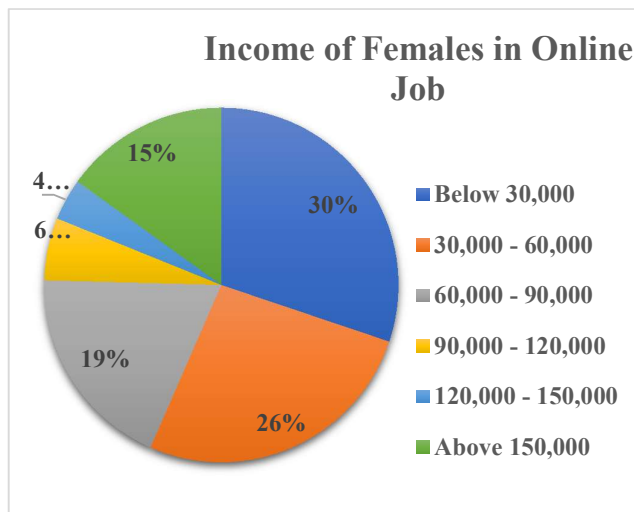*Sources: Study Survey*

4.2 Graphical Analysis

4.2.1 Salary Benefits

It seems that a sizable percentage of women believe their income from their current online work is either somewhat higher, much higher, or equivalent to their compensation from their previous traditional job, based on the responses given in table 4.2.1(c). This shows that moving to online employment has not, for the majority of respondents, significantly decreased their income. The distribution of the estimated monthly income from the current online employment is not uniform, as figure 4.2.1 (b) illustrates. While some respondents report making less than 30,000 per month, others make between 30,000 and 60,000,60,000 and 90,000, or even more than 150,000. The varied nature of online work opportunities and the differing degrees of success and profitability are reflected in this range of income levels.
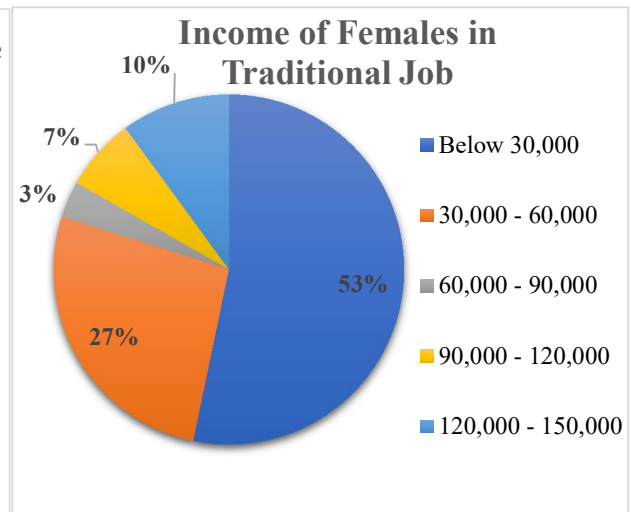
There appears to be an evident shift in 4.2.1(a) when comparing the average monthly income from the online employment with the income obtained from the traditional job prior to switching to online work. The bulk of women respondents made between 30,000 and 60,000 in their traditional jobs. Nonetheless, women in the present online employment span a wider wage range; some report earning between 60,000 and 90,000, 90,000 and 120,000, and more than 150,000. All things considered; these findings indicate that a sizable portion of women have reported increased revenue as a result of switching to online employment. Women who work online seem to have the same or even greater opportunity to make the same kind of money as they did in their previous traditional occupations. It's important to take note of the wide range of income levels, though, as this suggests that respondents' experiences with online job success and financial results differ (Rasool, 2020).

Figure4.2.1(a): Income of Females in Online Job   *Figure4.2.1(b): Income of Females in Traditional Job*

Income of Females in Online Job

- Below 30,000 — 30%
- 30,000 - 60,000 — 26%
- 60,000 - 90,000 — 19%
- 90,000 - 120,000 — 6…
- 120,000 - 150,000 — 4…
- Above 150,000 — 15%

Income of Females in Traditional Job

- Below 30,000 — 53%
- 30,000 - 60,000 — 27%
- 60,000 - 90,000 — 3%
- 90,000 - 120,000 — 7%
- 120,000 - 150,000 — 10%

Sources: Study Survey   *Sources: Study Survey*

Figure 4.2.1(c): Change in income of Females due to Transition

Change in Incomeof Females due to Transition

- Significantly Lower — 17%
- Slightly Lower — 8%
- Comparable — 21%
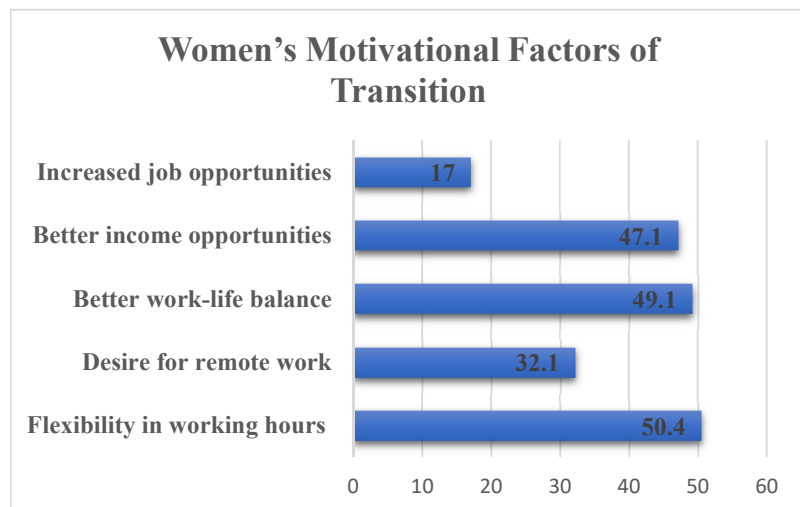- Slightly Higher — 26%
- Significantly Higher — 28%
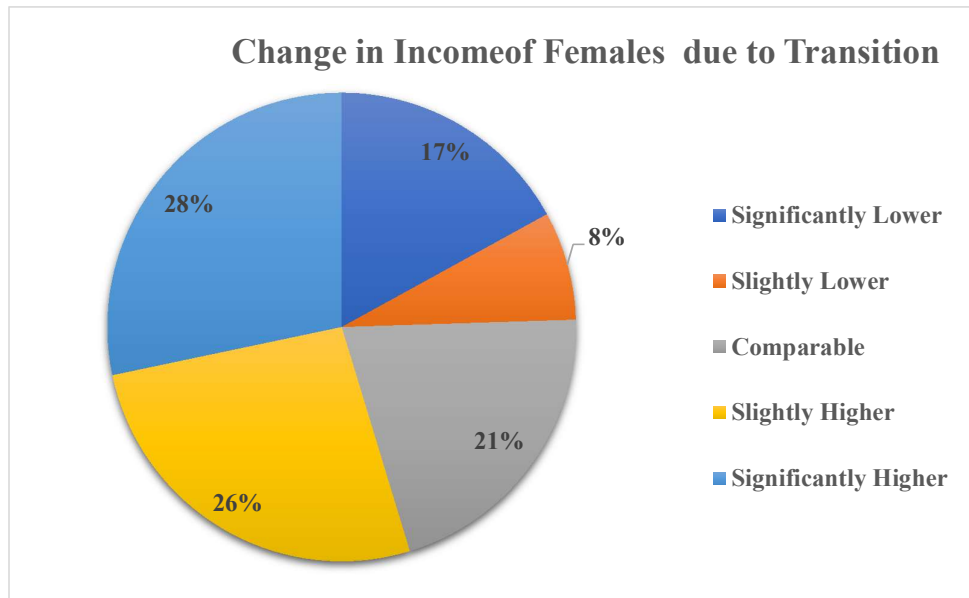
Sources: Study Survey

4.2.2 Women's Motivation to Transition

Females who move to the online labour market often mention flexibility in their working hours as a motive (see Figure 4.2.2). The desire for remote work is another prominent factor, though it is not as often selected. Another characteristic that women select most frequently is an improved work-life balance, suggesting that they place a

Figure 4.2.2: Women's Motivational Factors of Transition

Women's Motivational Factors of Transition

- Increased job opportunities: 17
- Better income opportunities: 47.1
- Better work-life balance: 49.1
- Desire for remote work: 32.1
- Flexibility in working hours: 50.4
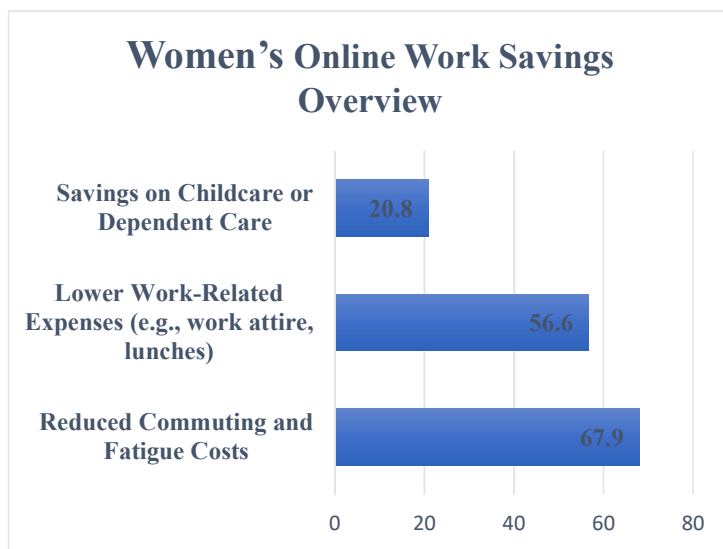
Sources: Study Survey

high value on it when they move to the online job market. More flexible scheduling and a better work-life balance are more prevalent than more job opportunities. Better revenue potential is also chosen, although less frequently. A small percentage of women mix these variables, indicating that other factors influenced their decision. In conclusion, greater career possibilities, a better work-life balance, the desire for remote work, and flexible work schedules are the main factors driving women to the online job market. The study backs up other research on the value

of flexibility in the online job market (Bolli & Pusterla, 2022; Imran et al., 2010). It was discovered that having flexible work hours encourages people to move to working remotely since it increases employee autonomy and motivation, which raises job satisfaction.

4.2.3 Savings due to Transition

The information shown in Figure 4.2.3 indicates that working online can save females money on transportation, child care, and other work-related costs. These qualities are usually chosen once commute costs and associated fatigue are taken out. Working online may have financial benefits in this area, as savings on childcare or dependent care are often selected. The fact that less money is spent on work-related expenses like lunches and office supplies further supports the financial advantages of working online. Some women indicate that they save money in multiple ways by choosing a combination of these characteristics. However, responses differ, with some choosing to save only once and others choosing to save in several ways.

Figure 4.2.3: Women's Online Work Savings Overview

Sources: Study Survey

4.2.4 Work-life Balance

The study demonstrates in figure 4.2.4(a) that the move to an online job has generally positively influenced females' capacity to manage family duties and create a work-life balance. A sizable portion of women believed that handling parental responsibilities was made easier by the flexibility and distant nature of online work. Certain women selected the "Very Positive Impact" option, signifying that the transition to an online work environment has not only improved but also substantially improved their capacity to manage work and family commitments.

A small negative impact was also observed, indicating that the shift to an online work may have presented certain difficulties for a minority in balancing responsibility to their families, but generally the effect was not very serious. Some small group of women expressed that there was no noteworthy influence, suggesting that the shift did not substantially alter their capacity to handle familial obligations and attain a work-life balance.

*Figure4.2.4(a): Transition's Effect on Family Responsibilities*
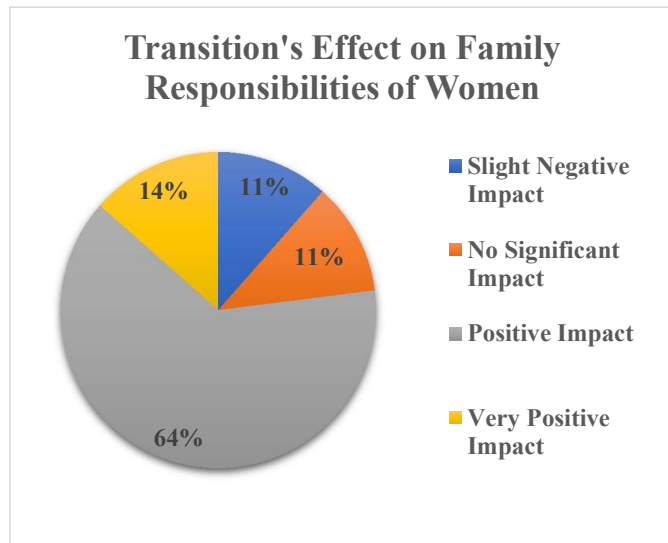
Sources: Study Survey

In conclusion, after switching to online occupations, most women indicate good or extremely positive impacts on their capacity to handle family duties and establish a work-life balance.

Figure 4.2.4(b) demonstrates that a sizable portion of women believe they have a far better work-life balance at their present online employment than they did at their previous traditional one. Many women selected the "Slightly Better" option, indicating an obvious rise in work-life balance. Due to the nature of their work or personal preferences, some women selected the "About the Same" option, indicating that their work-life balance remained mostly same after switching to

Figure 4.2.4(b): Compared Work-life Balance

Sources: Study Survey

an online employment. Due to particular preferences or obstacles unique to online work, a small percentage of women thought their current online job was significantly worse than before. Despite these variations, the majority of women appear to report that switching to online employment has improved their work-life balance.
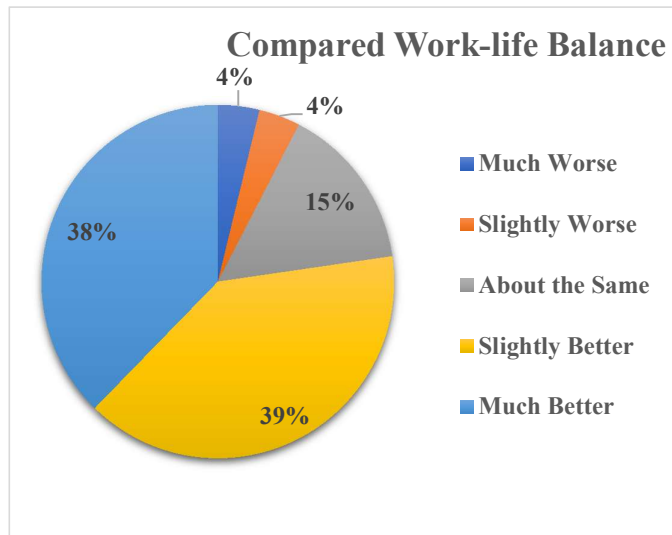
The variation in responses further implies that, depending on variables like the nature of one's job and personal preferences, women may have different experiences with and perceptions of work-life balance. These results are in line with research on women's job satisfaction and work-life balance (Ghazalah Thifal & Fitri Ayu Kusumaningrum, 2021; Murtaza et al., 2015). The majority of women in this study stated that switching to online occupations had a favourable impact on their capacity to balance work and family obligations. This is consistent with the idea that a key factor influencing job satisfaction is work-life balance. The results show that handling family duties is positively impacted by the flexibility and distant aspect of online work, which aligns with the factors that have been identified in research that influence work-life balance.

4.2.5 Uncertainties in Traditional and Online Job

According to Figure 4.2.5, a significant proportion of women with both traditional and online occupations express particular issues. Concerns over inconsistent income are voiced by the majority of women (53.5percent) to online occupations, which is crucial when considering online or freelance work. This is marginally less than the 38.5percent found in traditional jobs. Comparably, 30.2percent of women with online jobs express doubts regarding project durations, underscoring the unreliable and unpredictable nature of project timetables in the online workplace.

Similarly, a widespread sense of difficulties in obtaining solid, long-term agreements is indicated by the 24.5percent of women in typical jobs who express concerns about restricted access to long-term contracts. Finally, 24.5percent of women to an online employment survey expressed worries about the need for freelancers in their business going forward, indicating doubts about the long-term viability of freelancing prospects. This implies that concerns regarding demand in the future may exist for both industries, but they may be deeper for freelancers in the context of online jobs. These results shed light on women's relative concerns about traditional and online work environments, which is helpful knowledge for understanding the perceived difficulties and uncertainties in these disparate work environments.

*Figure 4.2.5: Uncertainties in Traditional and Online Job for Women*
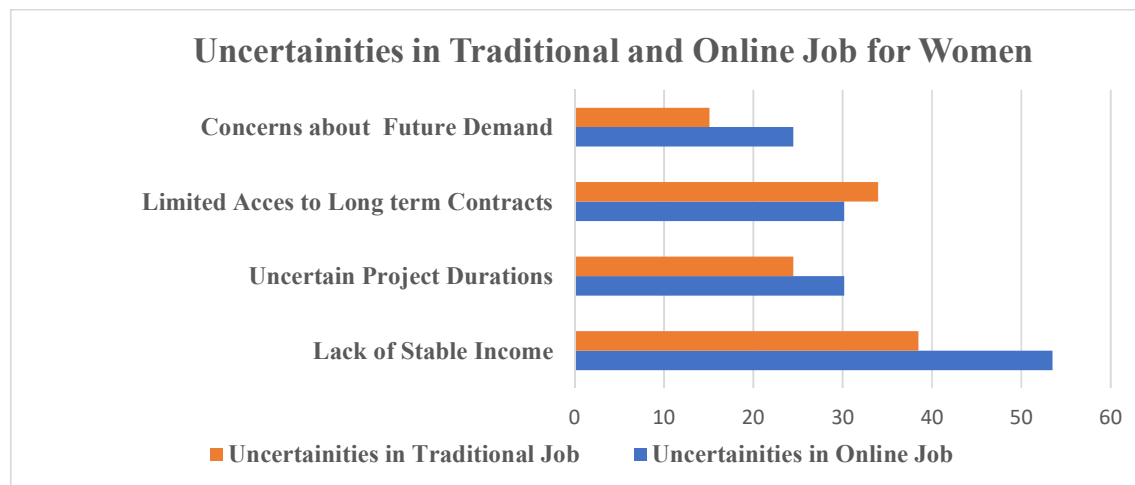
Sources: Study Survey

4.2.6 Job Satisfaction from Transition

Figure 4.2.6 from the survey shows that many women who switched from traditional to online occupations report feeling highly satisfied with their careers. The findings indicate that a minority of women are not happy with their jobs after the transition, as evidenced by the small percentage of women who fall into the "Very Dissatisfied" group. 4.1percent more women are not satisfied. Twenty-two percent of women fit into the "Neutral" group, indicating that a sizable portion of women are neither highly nor adversely pleased with their jobs after the shift. 44.9percent of women fit into the "Satisfied" group, which suggests that most women have a positive degree of satisfaction. Notably, a high percentage of satisfaction—24.5percent—also fits into the "Very Satisfied" group. The generally favorable mood in the "Satisfied" and "Very Satisfied" categories implies that a considerable number of individuals report a positive adjustment or improvement in work satisfaction

Figure 4.2.6: Women's Job Satisfaction from Transition
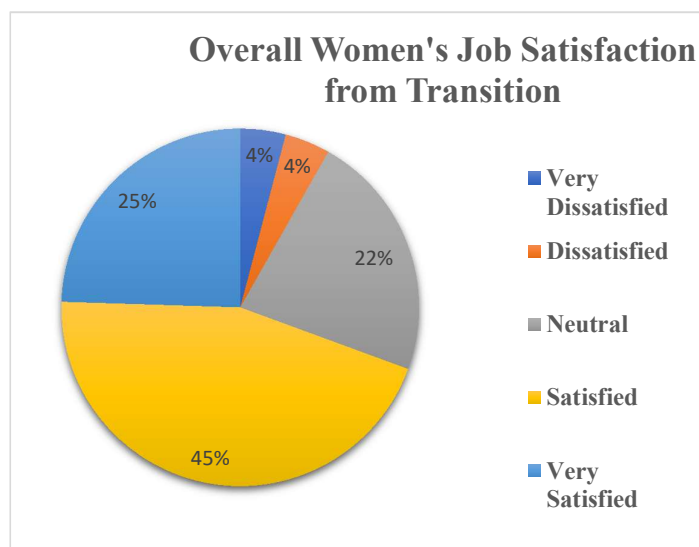
Sources: Study Survey

after switching. Understanding the elements influencing a more pleasant transition experience may depend on addressing the worries and difficulties raised by those in the "Neutral" category.

These results provide an overview of the landscape of job satisfaction following a transition and can direct future research into particular aspects affecting the degree of satisfaction among those switching from traditional to online employment. The majority of women showed positive sentiments following their transition, following a consistent pattern of overall job satisfaction like more work flexibility, improved work-life, low stress level and higher income in online job. This is consistent with research on the relationship between digitalization and job satisfaction of Pakistani females (Zulfiqar, 2021; Chowdhury et al., 2022), highlighting the complex effects of changing careers and how important it is to address a range of issues affecting workers' levels of satisfaction in changing job environments.

4.3 Correlation Analysis

Table 4.3 presents a correlation matrix that illustrates the complex interactions between different variables, providing detailed insights into the dataset. Age and experience show a moderately positive association (0.6359), meaning that women' professional experience tends to rise with age. Additionally, there is a slight positive connection (0.2631) between age and work-life balance, indicating that older women may think that work and personal life are better balanced. On the other hand, an average of -0.2706 modest negative connection with job satisfaction suggests that older workers may be less satisfied with their jobs.

When examining income, it is found to have a weakly positive association with both experience (0.3820) and age (0.2721), suggesting that those with more years of experience and age may earn slightly more. Amazingly, there is a slight weak correlation (0.0121) between income and stress level, indicating a weak influence of income on stress level. However, a weakly negative connection (-0.1286) between job satisfaction and experience raises the possibility that, generally speaking, more seasoned workers may have somewhat lower job satisfaction.

There are marginally negative relationships between age (-0.2706) and experience (-0.1286) with job satisfaction. However, there are only marginally positive associations found between work-life balance (0.3262) and income (0.2747), suggesting that women who have greater work-life balance also tend to report higher levels of job satisfaction. Additionally, there are marginally negative relationships between job satisfaction and stress level (-0.3214), indicating that women who are more satisfied with their jobs typically have lower stress levels. This is in line with general assumptions because happy and fulfilled women typically have a positive perception of their workplace, which lowers stress levels. On the other hand, women who are less satisfied with their jobs might be under more stress because of these characteristics of their

jobs. The study discovered weak negative connections between flexible time (-0.1377) and stress level, given that stress level and flexible time are negatively correlated, indicating that people who have more time flexibility typically have lower stress levels. This is brought about by increased job satisfaction, improved work-life balance, decreased stress from commuting, and workplace autonomy. These data, however, do not provide enough information to definitively indicate the direction of influence.

There are slightly favorable relationships between work-life balance and experience (0.1781), income (0.3458), and age (0.2631). Better work-life balance is associated with a less positive correlation (0.3262) between job satisfaction and one's ability to maintain a healthy work-life balance. Age (0.1607) and income (0.0121) show weak positive relationships with stress levels, indicating that, on average, older women and those with greater incomes may have somewhat higher stress levels. However, there is a slight negative connection between stress level and work-life balance (-0.1079) and job satisfaction (-0.3214), suggesting that higher stress levels are linked to worse perceived work-life balance and worse job satisfaction. Additionally, there is a little positive association between flexible time (0.1691) and work-life balance, suggesting that women who feel they require more time for flexibility may also have slightly better higher work-life balance.

The data indicates that there may be a stronger perceived need for flexible working hours among persons with higher incomes and better work-life balance, since flexible time exhibits weak positive associations with, job satisfaction (0.3900) work-life balance (0.1691) and income (0.1491). In summary, these connections show complex patterns in the dataset. While older and more experienced workers could make more money, they might not be as happy in their jobs. Improved work-life balance is correlated with both experience and higher pay. Stress level and experience have a negative correlation with job satisfaction, suggesting that in online job females have low stress level and more satisfied with their jobs.

Table-4.3: Results of Correlation Analysis of Women's Job Satisfaction

	Age	Income	Experience	Job Satisfaction	Work-life Balance	Stress level	Flexible time
Age	1.0000						
Income	0.2721	1.0000					
Experience	0.6359	0.3820	1.0000				
Job Satisfaction	-0.2706	0.2747	-0.1286	1.0000			
Work-life Balance	0.2631	0.3458	0.1781	0.3262	1.0000		
Stress level	0.1607	0.0121	0.0387	-0.3214	-0.1079	1.0000	
Flexible time	0.0345	0.1491	-0.0913	0.3900	0.1691	-0.1377	1.0000

Sources: Study Survey

4.4 Time Management and Future Consideration

4.4.1 Paired T-test

The paired t-tests used to investigate the shift from traditional to online labor offer insightful information about particular facets of this change. In Table 4.4.1, the mean values for flexible time, stress levels, and leisure time at work in both traditional and online environments were compared. About flexible time, the findings indicated a statistically significant difference ($p < 0.05$) between traditional and online flexible time, as well as a notable increase in perceived flexibility in the online work environment. The fact that the mean for online flexible time (3.13) was greater than the mean for traditional flexible time (2.02) indicates that, upon switching to online employment, women' capacity to organize and control their working hours significantly improved.

When it came to stress levels, the paired t-test showed that working online significantly reduced felt stress, with a statistically significant difference ($p < 0.05$) between stress levels when working traditional and online. The fact that the mean online stress level (2.60) was lower than the traditional stress level (3.38) suggests that women generally felt less stressed when working online. This decrease in stress could be ascribed to things like better work-life balance, more flexibility, or a more comfortable working atmosphere in an online context. On the other hand, there was no statistically significant difference ($p > 0.05$) between the traditional and online settings in the paired t-test for leisure time at work. The comparable means for online (3.34) and traditional (3.09) leisure time at work indicate that, generally speaking, women did not feel

that their leisure time had changed significantly when they switched from traditional to online employment. This suggests that the online work environment had no significant impact on the reported leisure time at work compared to the traditional setting.

Notable conclusions were drawn from the use of the paired t-test to compare the mean pay values of traditional and online jobs. For those in traditional employment, the mean income was found to be 2.04, whereas for those in online jobs, it was 2.62, meaning that, on average, women made more money from online employment than from traditional jobs. The standard error measurements shed more light on the variability of the data; traditional jobs had a standard error of 0.17 and online jobs had a standard error of 0.20. These figures provide an idea of how income data is distributed among each employment category.

The study compared the mean salary of online and traditional jobs using a paired t-test. The range for the genuine mean difference in income was provided by the 95percent confidence interval for the mean difference, which went from -0.95 to -0.22. There is no discernible difference in mean income between traditional and online jobs, according to the null hypothesis (H0). Alternative theories, however, pointed to possible distinctions, like a preference for online or traditional employment. The computed t-statistic of -3.2573 showed a substantial difference in pay between online and traditional employment. As a result, the null hypothesis is disproved, and it is clear that traditional and online jobs differ significantly in terms of income, with traditional jobs having a lower average salary.

The study examined the disparity in means between two groups: those with traditional jobs and those with internet employment. The findings revealed a mean difference that was negative, roughly -0.566, meaning that employees in traditional occupations perceived a worse working environment than those in online jobs. The mean difference is on the left side of the distribution, as indicated by the negative t-value. The null hypothesis can be rejected because the p-values were less than 0.05. The p-values were greater than 0.05, which suggests that there is insufficient evidence to reject the null hypothesis, and less than 0.05, which indicates that the mean difference is not equal to 0. The findings indicate that, in comparison to online jobs, women' ratings of the working environment in traditional occupations were noticeably worse.

In summary, these paired t-tests offer a nuanced understanding of the particular benefits that women who switch from traditional to online work experience. They highlight the notable improvements in flexible work schedules and stress levels, income, and working conditions, as well as the stability of reported leisure time at work during this shift.

Table-4.4.1: Results of Paired t-test Analysis of Women's Job Satisfaction

Variable	Obs.	Mean Difference	Standard Error	Std. Deviation	95percent Conf. Interval (Lower)	95percent Conf. Interval (Upper)	t-Value	D.F.	p-Value
Income	53	-.5849057	.1795696	1.307287	-.9452385	-.2245728	-3.2573	52	0.0010
Flexibility	53	-1.113208	.2199426	1.601206	-1.554555	-.6718605	-5.062	52	0.0000
Stress Level	53	.7735849	.1917029	1.395618	.3889049	1.158265	4.0353	52	0.0001
Free Time	53	-.245283	.2085016	1.517914	-.663672	.173106	-1.1764	52	0.1224
Working Conditions	53	-.5660377	.1360585	.9905211	-.8390592	-.2930163	-4.1603	52	0.0001

Sources: Study Survey

4.4.2 Dynamics in Women's Online Job Considerations: A Chi-Square Analysis

A pair of sets of categorical variables were evaluated with chi-square tests, which provide insightful information about possible relationships between the variables and illustrate the complex dynamics present in the dataset. A significant correlation with a p-value of 0.013 is found in the first analysis involving the variables "transition consideration for permanent government employee" and "consideration of leaving current job." This result suggests a significant correlation between the perception of moving to a permanent government position and the consideration of quitting the existing online employment. The strong correlation indicates that those who are considering making the switch to government work are more likely to be thinking about quitting their current online job at the same time.

The second analysis, which looked at "continuity of career" and "recommendation to others," also found a significant correlation (p-value of 0.024). This important finding suggests a relationship between a tendency to suggest online employment to others and the assumed continuation of one's career in the online job market. The conclusion is that those who believe their online employment is more consistent are more likely to encourage their peers to pursue this type of work. Essentially, these chi-square tests indicate significant correlations between categorical variable pairs that are relevant to the factors and experiences that women have in the online labor market. The findings make a significant contribution to an increased awareness of the complex interactions between variables, including thoughts about switching to

government work, decisions about leaving one's current position, and the relationship between career continuity and the likelihood of recommending online work to others. According to research on women's employment difficulties in Pakistan (Asrar & Rizwan, 2016; Sarwar & Imran, 2019), there is a greater degree of uncertainty in online occupations than in traditional ones.

Table-4.4.2: Results of Chi Square Analysis of Women's Job Satisfaction

Variable 1	Variable 2	Pearson chi2	P-value
Transition consideration for Traditional Permanent Job	Consideration of leaving online job	6.2144	0.013
Continuity in online job as career	Recommend Transition to others	7.4948	0.024

Sources: Study Survey

4.5 Open-ended Questions

4.5.1 Challenges in Online Job

Are there any challenges or aspects of your online job that negatively impact your satisfaction?

Answer:

A majority of respondents (51%) find working online generally satisfactory, with no major challenges in figure 4.5.1. However, 15% struggle with time constraints, which can increase stress. Internet issues (11%) cause problems with internet connectivity, while 11% face income uncertainty[2], which could result in stress or discontent with their profession. Work-life balance (6%) is also a concern, with 6% finding it difficult to balance work and personal life. Communication gaps (4%) occur when digital communication tools cause miscommunication or hinder efficient communication, negatively impacting job satisfaction. Understanding these thematic patterns can help identify the specific components of online work that may negatively impact job satisfaction.

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[2] This covers revenue earned from projects, market fluctuations, payment delays, client dependency, saturation of the market, and world economic crises.

*Figure 4.5.1: Challenges in Online Job*
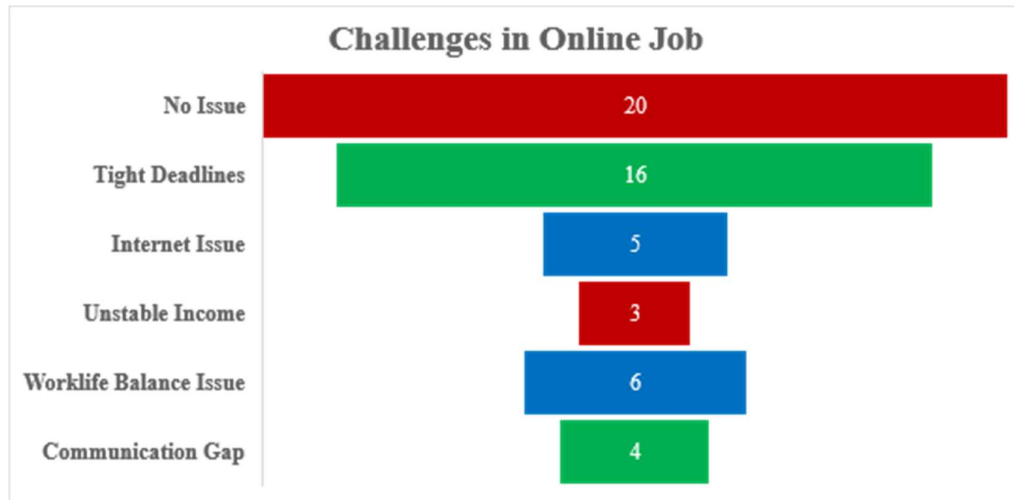
Sources: Study Survey

4.5.2 Opportunities in Online Job

Can you share a specific experience that significantly contributed to your job satisfaction in the online work environment?

Answer: Figure 4.5.2 revealed that effective communication and teamwork are crucial for job satisfaction. The majority of respondents (38%) found no specific experience, but acknowledged the importance of flexibility (30%), work-life balance (9%), and autonomy (6%). A positive overall environment (11%) was also cited as a key factor. Learning and collaboration (7%) were also emphasized as essential for job satisfaction. Overall, the most fulfilling aspects of online work environments include flexibility, autonomy, work-life balance, a pleasant workplace atmosphere, and opportunities for learning and teamwork.

Figure 4.5.2: Opportunities in Online Jon for Females

Opportunities in Online Job for Females

Flexibility	30
Work-life Balance	9
Autonomy	6
Good Experience	11
Learning	7
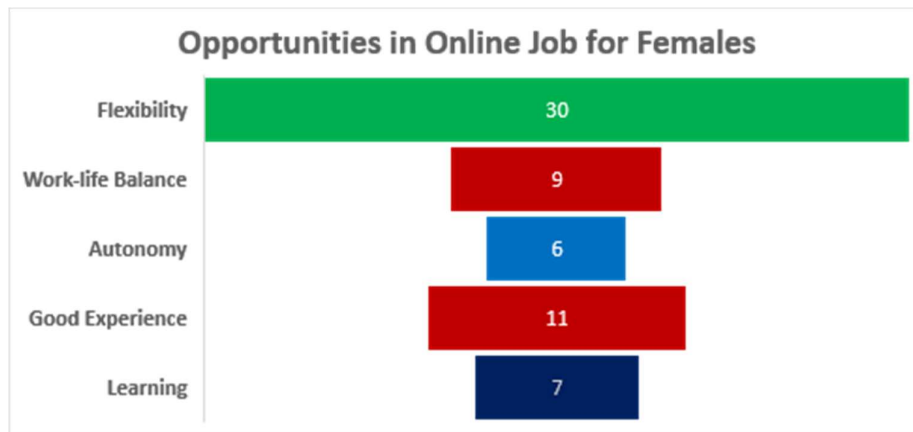
Sources: Study Survey

One individual stands out for relating his own experience. He said that;

one experience that really improved his job satisfaction in an online work environment was working on a difficult project with a multicultural team spread across several time zones. Despite living far apart, we were able to communicate well, and each person's area of expertise was perfect for the project. My confidence in working online increased by witnessing how our combined efforts yielded remarkable results, and it also reinforced the team's sense of accomplishment and unity. Because this experience made me realize how important effective communication and teamwork are in an online work environment, it significantly boosted my job satisfaction.

4.6 Consistency of Open-ended Questions with Empirical Findings

A thorough analysis integrating both empirical findings and open-ended questions is necessary to comprehend women's job satisfaction in traditional versus online jobs. The goal of this synthesis is to present a comprehensive understanding of the variables affecting women's job satisfaction in various work environments.

4.6.1 Job Satisfaction and Online vs. Traditional Job Comparison

We examined a number of aspects of women's job satisfaction in traditional and online work environments in our quantitative analysis. Interestingly, we discovered that the mean income earned by women in online jobs was higher than in traditional occupations, and that the income consistency in online roles was higher. In addition, women stated that working online provided them with greater flexibility, less stress, and better working conditions.

Our open-ended questions provide additional context for the various factors associated with job satisfaction in online work, which complement the quantitative findings. These included the following themes: improved work-life balance, decreased stress, flexibility, autonomy, and effective communication. The respondents indicated that they were happy with the flexibility and independence that came with working from home, emphasising the beneficial effects on their general health, especially in terms of stress levels and work-life balance.

In conclusion, compared to their counterparts in traditional occupations, women in online jobs reported higher levels of satisfaction, according to both quantitative and open-ended questions analyses. Positive aspects of working online were highlighted by the recurring themes of flexibility, lower stress, better work-life balance, and efficient communication. This synthesis highlights the advantages of working online while providing a thorough understanding of the variables affecting women's job satisfaction.

4.6.2 Challenges and Negative Impacts of Working Online

Females' open-ended questions observations shed light on a variety of difficulties that arise in virtual work settings, such as lack of time, poor internet service, erratic income, worries about work-life balance, and communication breakdowns. These difficulties were found to be important roadblocks that had a detrimental effect on women working online general well-being and level of job satisfaction. Quantitative information gave important context for understanding these difficulties, especially when considering variables like stress and flexibility. Even though the quantitative analysis showed that online jobs were more flexible and had lower mean stress levels than traditional jobs, there were still ongoing issues like time constraints and uncertain income. These results highlighted the intricate interactions between different elements influencing job satisfaction in virtual work environments.

Ultimately, the amalgamation of open-ended questions and quantitative data produced a refined comprehension of the obstacles encountered by females in virtual work settings.

4.6.3 Positive Experiences and Factors Contributing to Satisfaction Levels of Online Working

The positive experiences that respondents had with working remotely were highlighted by open-ended questions insights; these experiences included flexible work arrangements, good teamwork, effective communication, and a positive work atmosphere. Furthermore, chances for education and career advancement were found to be important factors in determining job satisfaction. These open-ended questions results were further supported by the quantitative analysis, which showed higher mean scores in areas like flexibility, stress management, and the general working environment that were linked to these positive experiences.

In conclusion, the significance of factors influencing job satisfaction in online work was highlighted by the integration of open-ended questions and quantitative data. Organisations and legislators can foster work environments that improve the general well-being and satisfaction of women employed online by recognising and promoting these positive experiences.

4.6.4 Motivations for Transition

The graphical analysis clarified the primary factors such as flexibility, enhanced work-life balance, and higher revenue potential that are pushing women to shift to online employment. These reasons emphasised the significance of elements like flexibility and autonomy in the decision-making process regarding online employment, and they were highly consistent with the positive experiences noted in the open-ended questions responses. Overall, the combination of open-ended questions insights and graphical analysis confirmed how important these factors are in influencing women's decisions and experiences in the online labour market.

4.7 Schlossberg's Transition Theory and Online Job Satisfaction

The difficulties of switching from a regular work to an online career are explained in this study using the Schlossberg Transition Theory. It examines the contextual elements influencing individuals' experiences and perceptions of the shift. It also considers the attributes of individuals, such as age, marital status, level of education, area of study, and more. The study examines how individuals handle the shift and provide support for one another. It examines elements like stress levels and job satisfaction in addition to women's attitudes towards their jobs and work-life balance. It examines coping mechanisms, which are discussed in passing in both qualitative and quantitative analysis. It looks at the factors, like flexibility and a better work-life balance, that have led women to switch to online employment. The emphasis on job satisfaction and stress is in line with Schlossberg's theory, which holds that changes can have a number of detrimental effects on an women general health.

The qualitative observations that describe difficulties and happy moments align with Schlossberg's emphasis on the complex character of transitions. The study also emphasizes how critical it is to overcome uncertainty in traditional and online employment through well-considered policy proposals. In general, the research proficiently employs Schlossberg's Transition Theory to comprehend the intricacies of shifting from traditional to online labor, offering a refined comprehension of how women manage this momentous shift in their profession and its consequences for their welfare. The research on the shift to remote work and

the job satisfaction of temporary employees is consistent with Schlossberg's Transition Theory, emphasizing the intricacy of shifts and the value of assistance (Preston, 1995).

To conclude this chapter, the study investigates how women move from traditional to online employment, presenting a wide range of experiences. Many women, primarily single and between the ages of 26 and 35, came from a variety of educational backgrounds. A wide range of experiences were evident in the online job market, with the social sciences being the most sought-after field. When compared to traditional professions, women' perceptions of online jobs were more favourable, and elements like salary disparities, flexibility, stress levels, and work environments all contributed to job satisfaction. Significant factors influencing employment satisfaction included cost savings, desire for a job move, and salary benefits. The study also demonstrated the intricate relationship that exists between job-related characteristics and demographics, showing that stress levels and flexibility are positively impacted by online employment. It was noted that there were obstacles like poor communication, unstable internet, time constraints, fluctuating money, and instability. The results provide useful guidance for females, employers, and policymakers navigating the changing nature of the workplace.

CHAPTER 5

5. Conclusion and Policy Recommendations

5.1 Conclusion

Women now have more flexibility and autonomy in the workplace as a result to the shift to online employment. Numerous career opportunities, such as telecommuting, remote work, and freelance labour, have been made possible by this transformation. Work-from-home policies are becoming more popular as a result of the COVID-19 pandemic, as many independent contractors have expressed satisfaction with their remote work experiences. Women, who have traditionally faced obstacles to entry and advancement in traditional employment due to cultural norms, limited access to education, and gender-based discrimination, will be greatly impacted by this change.

A study that looks at the experiences of Pakistani women switching from traditional to online labour uses Schlossberg's Transition Theory to illuminate the implications of this change. It is clear from data collected through an online survey questionnaire that women view online jobs more favourably overall, especially when it comes to factors like income, work-life balance, flexibility with regard to time, and stress levels. Online work's flexibility and remote nature help people better balance their personal and professional obligations while also lowering stress levels. But issues like uneven compensation, protracted projects, and poor communication still arise in both offline and online work environments.

Complex relationships between factors like age, salary, experience, stress level, and flexible time, all of which have a big impact on job satisfaction, can be found through correlation analysis. It is noteworthy that people who switch from traditional to online employment report lower stress levels and more schedule flexibility. Nonetheless, people's decisions to switch careers or stay in traditional employment are influenced by factors like career continuity and the possibility of growth in the online job market. Qualitative insights draw attention to a number of difficulties that come with working remotely, such as lack of time, poor internet service, erratic income, and poor communication. Positive experiences like autonomy, flexibility, work-life balance, and chances for learning and collaboration, in spite of these difficulties, greatly increase job satisfaction in online environments.

In conclusion, women in Pakistan face both opportunities and challenges as a result of the shift to online employment. It's critical to address problems with time constraints, internet connectivity, income volatility, and communication breakdowns in order to improve job

satisfaction and advance gender parity in the workforce. In order to create inclusive workplaces that empower women and promote economic growth, stakeholders must collaborate and supportive policies are necessary. Policymakers can create a more inclusive and equitable labour market for all by putting into practice comprehensive strategies that address the needs of women in both traditional and online employment settings.

5.2 Policy Recommendations

The research on Pakistani women who are switching from traditional labour market roles to online employment highlights a number of policy implications that are critical to the advancement of economic empowerment and gender equality. The results emphasise the significance of tackling multiple facets, including but not limited to work-life equilibrium, familial concerns, gender parity, financial self-determination, workforce flexibility, cultural obstacles, policies pertaining to education and skill enhancement, encouraging work settings, and digital integration.

In Pakistan, where women make up 48.4% of the population, only 14% of them have completed higher education. Therefore, policy interventions are crucial to assist women in removing obstacles that prevent them from entering the workforce. Facilitating women's transition from traditional to online employment by increasing the number of online job opportunities and enabling a seamless shift is one important strategy that the study identified. This calls for extensive policy interventions aimed at improving access to education, removing barriers based on culture, guaranteeing the better availability of the internet system, and encouraging digital inclusion. Policy implications for the poor internet issue emphasise the critical role that telecommunications play in the development of a country and call for the creation of a comprehensive digital policy to support the IT industry. Together with initiatives to switch to 5G technology for better service quality, measures to improve network accessibility include dynamic spectrum allocation and rewarded infrastructure sharing (Anwar & Qayyum, 2021).

In order to help women in the online labour market, policymakers should give priority to supporting female entrepreneurs and encouraging digital skill training. Partnerships between businesses, social organisations, and educational institutions can help make digital literacy and skill development programmes more accessible. Women's economic empowerment can also be promoted by rewarding female entrepreneurs in the online sphere with financial rewards, connections, and mentorship initiatives. Another important suggestion that the findings emphasise is the need for flexibility in work policies. To meet the varied demands and responsibilities of women, national policies should encourage flexible scheduling, remote work

opportunities, and family-friendly legislation. It is also crucial to address income instability in the online labour market, which calls for the creation of policies for income protection mechanism, fair compensation, provide financial literacy programs, and safe and equitable payment systems.

Legislation that safeguards workers' rights, guarantees fair compensation, and creates a safe workplace must be enacted and enforced with the help of internet platforms and the government. Increasing female participation and job satisfaction also requires promoting diversity and inclusivity in the workforce through inclusive policies and support for diverse employees. It recommends setting up a monitoring and assessment system to determine how policies affect women's participation, job satisfaction, and general well-being in the online labour market. As a result, stakeholders will be able to monitor developments and decide how best to advance a more diverse and equitable digital workforce. Stakeholders can proactively support women in the online job market and contribute to a more inclusive and supportive professional landscape by following these recommendations, which are tailored to the study findings.

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Zulfiqar, A. (2021). Invisible Labor: Job Satisfaction and Exploitation Among Female Invisible Labor: Job Satisfaction and Exploitation Among Female Domestic Workers in Pakistan Domestic Workers in Pakista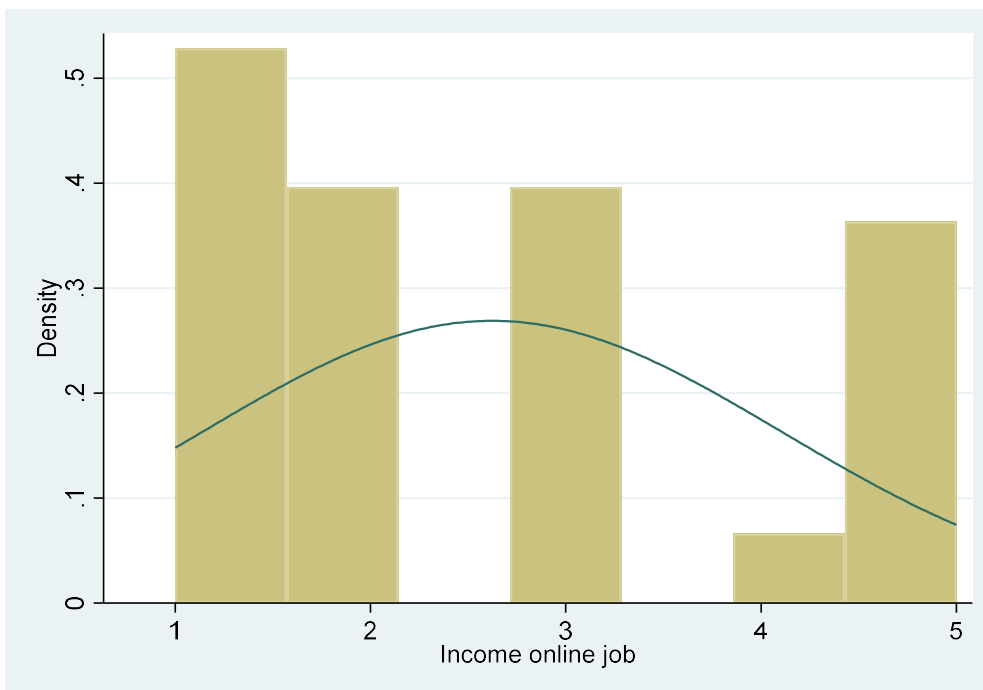n. *Gettysburg Social Sciences Review*, *5*. https://cupola.gettysburg.edu/cgi/viewcontent.cgi?article=1077&context=gssr
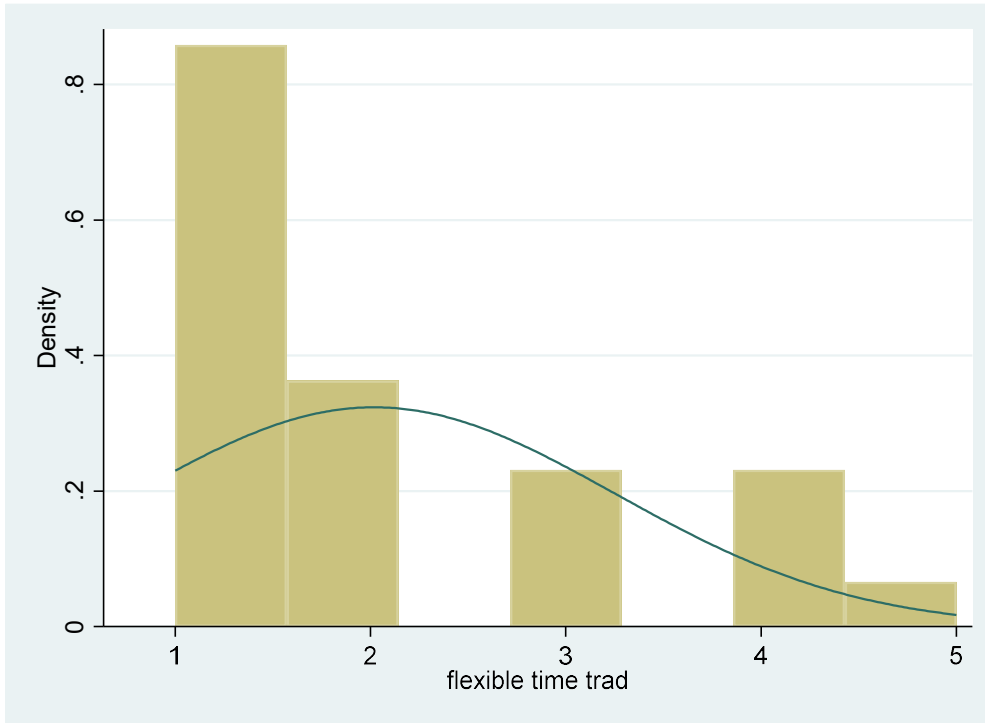
Annexure 1

Normally Distributed Histogram

a) Income from Traditional Job
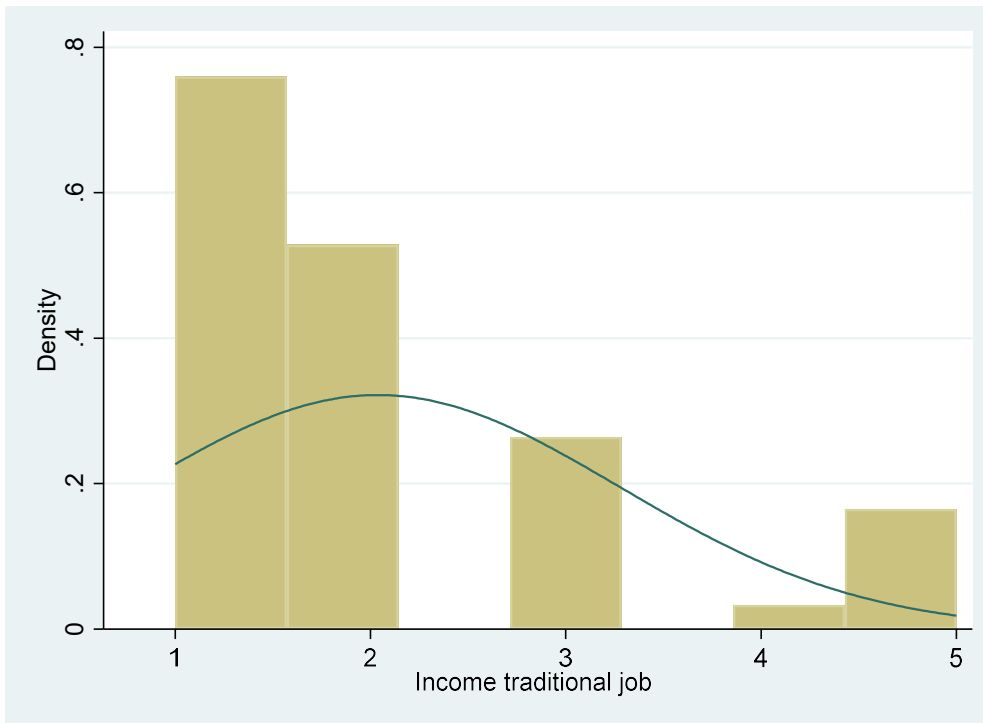
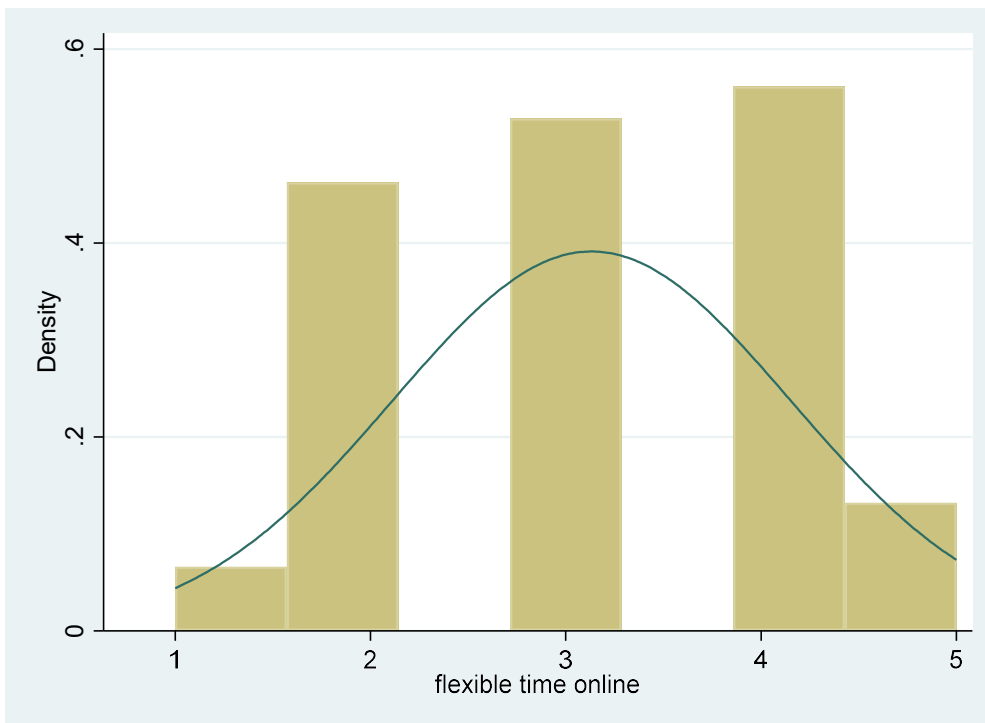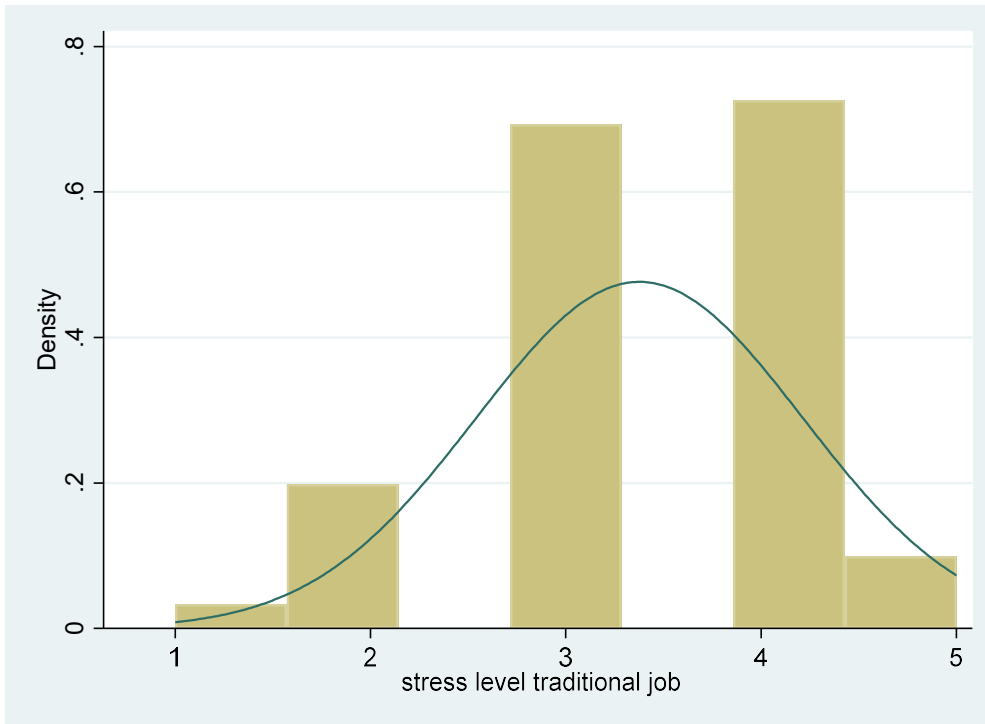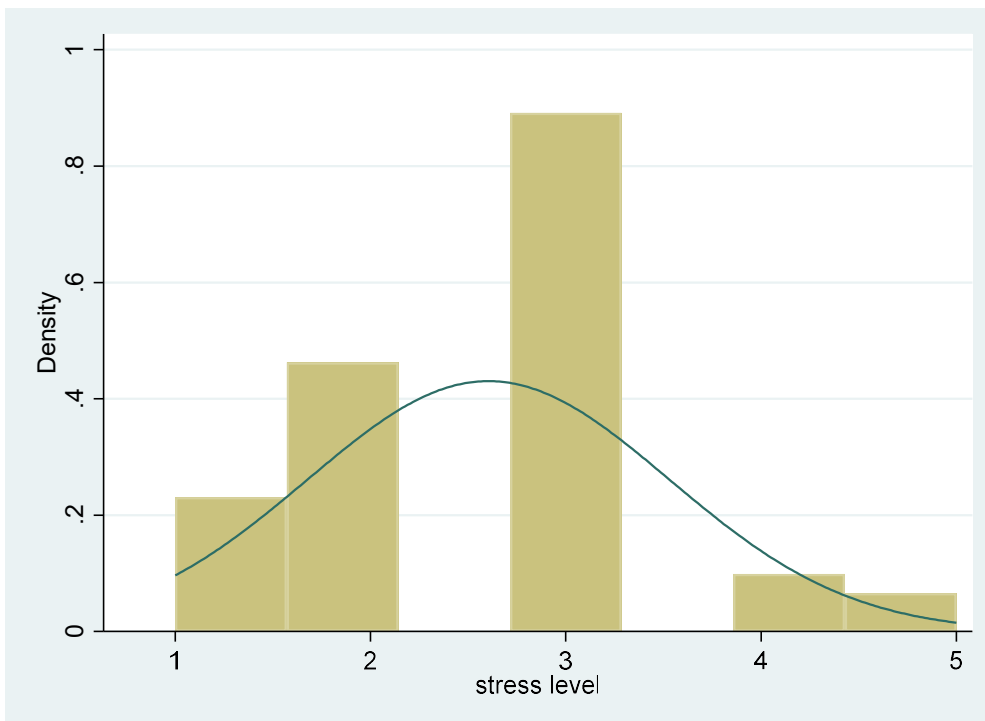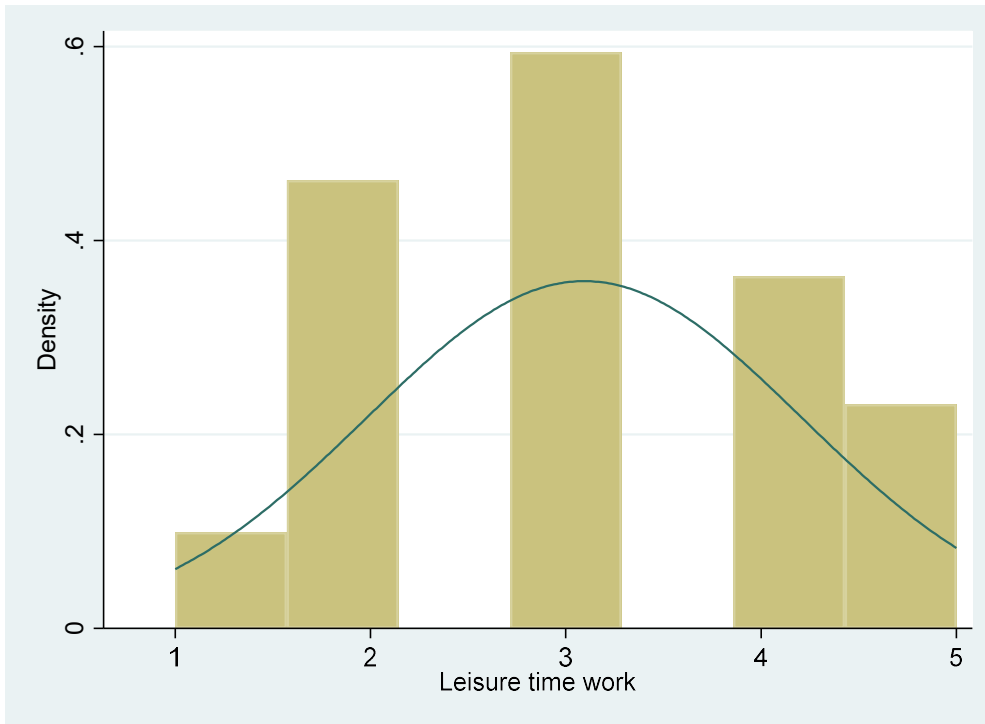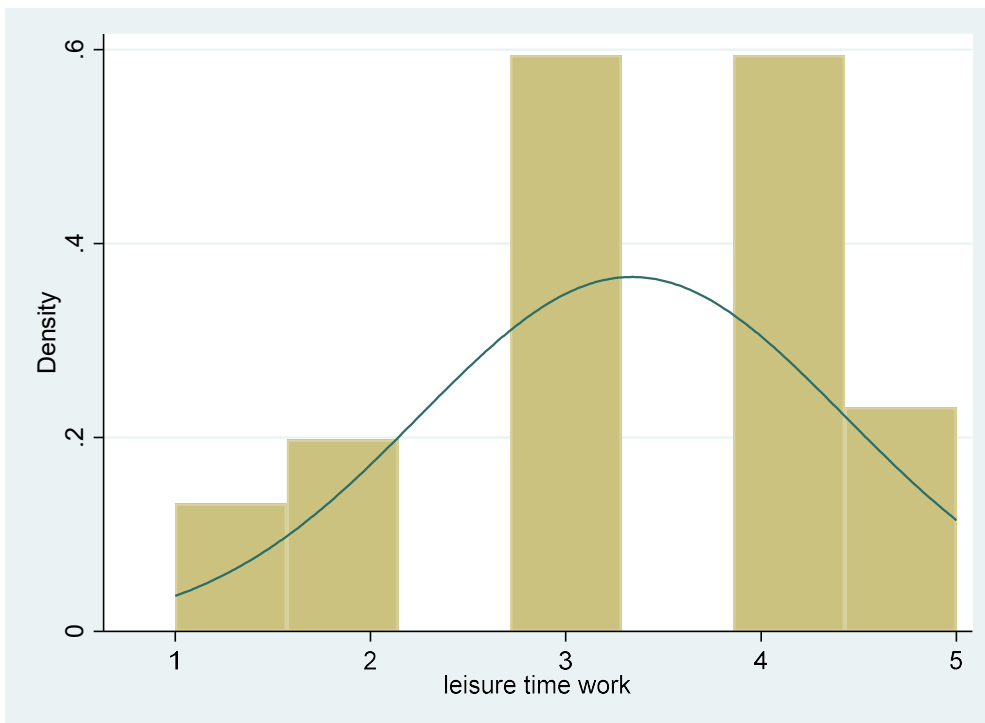**b) Income from Online Job**

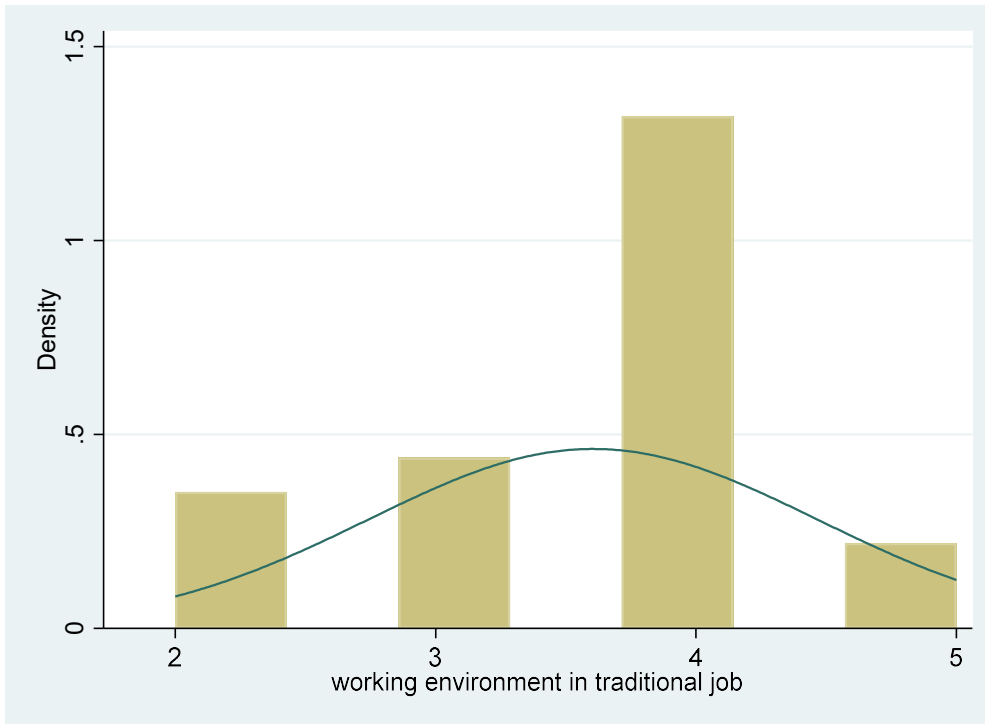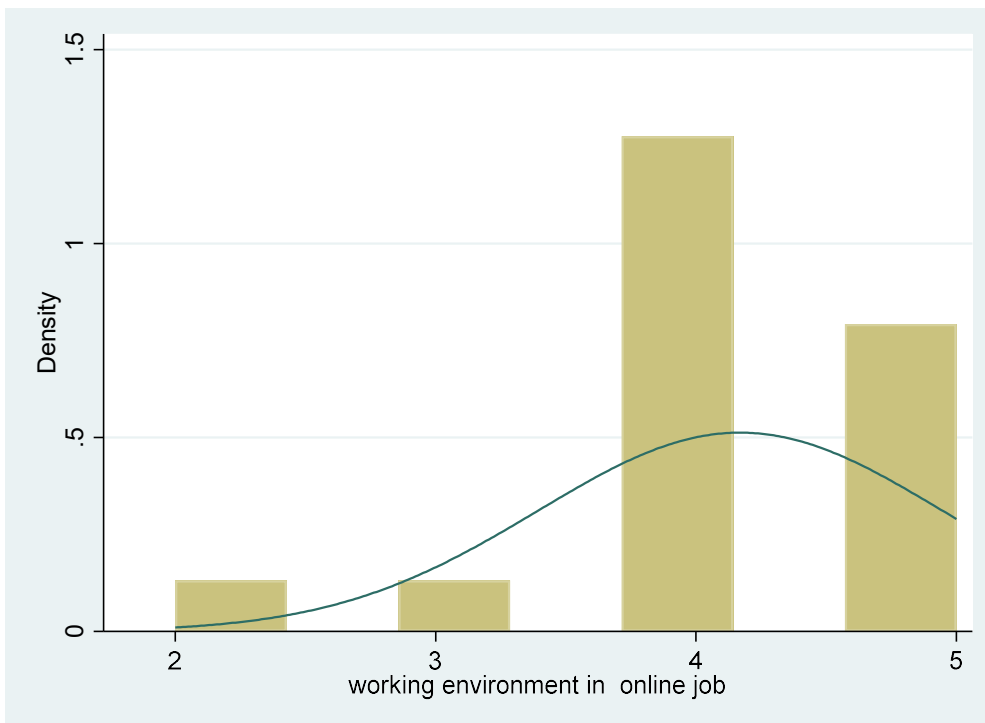**c) Flexible time traditional job**

d) Flexible time online job

e) Stress level Traditional Job

f) Stress level online job

g) Leisure time in traditional job

h) Leisure time online job

i) Working environment in traditional job

j) Working environment in online job

Annexure 2

Questionnaire

Introduction

Thank you for participating in this study. Your insights are valuable in understanding job satisfaction among women who have transitioned from traditional to online jobs. Please answer the following questions honestly and to the best of your knowledge.

Demographic Information

1. Age:

    18 25

    26 35

    36 45

    46 55

    55+

2. City

3. Marital status:

    Married

    Unmarried

4. Educational Level:

    High School (12 Years)

    Bachelor's Degree (16 Years)

    Master's Degree (18 Years)

    PhD

5. Field of Study:

Please specify the area or subject in which you completed your highest level of education. Choose from the following options:

Computer Science

Marketing

Psychology

Engineering

Business Administration

Education

Health Sciences

Arts and Humanities

Social Sciences

Natural Sciences

Other (please specify)

6. Years of Experience in Traditional Employment:

Less than 1 year

1 2 years

3 5 years

6 8 years

9 10 years

More than 10 years

Transition to Online Jobs

7. Please specify the type of traditional job you had before transitioning:

1. Corporate Office Job
2. Retail or Sales Position
3. Teaching or Education related Job
4. Healthcare Profession

5. Manufacturing or Industrial Job

6. Banking or Finance Sector

7. Hospitality or Service Industry

8. Government or Public Sector Employment

9. IT and Technology Job

10. Other (please specify)

8. Approximately, how much revenue did you earn on average per month in your traditional job before transitioning to online work?

- Below - 20,000
- 20,000 - 40,000
- 40,000 - 60,000
- 60,000 - 80,000
- 80,000 - 100,000
- Above 100,000

9. Before transitioning to an online job, did your traditional job offer the option for remote work or telecommuting?

- Yes, I had the option for remote work.
- No, remote work was not available as an option.
- Partially, I had limited flexibility for remote work on specific occasions.
- I was not aware of any remote work options in my traditional job.

10. In which area or category do you currently provide your services in your online job? (Select one or more that apply)

IT and Technology

Content Writing

Teaching or Online Education

Freelance Design or Creative Services

Healthcare or Wellness

E commerce or Online Retail

Marketing and Digital Advertising

Virtual Assistance

Consulting or Professional Services

Other (please specify)

Salary and Benefits

11. What is your approximate monthly income/revenue/earning from your current online job?

Below 20,000

20,000 - 40,000

40,000 - 70,000

70,000 - 100,000

Above 100,000

12. Compared to your salary in your previous traditional job, how does your current online job income fair?

Significantly Lower

Slightly Lower

Comparable

Slightly Higher

Significantly Higher

13. What motivated or influenced your decision to transition to an online job market? (Select all that apply)

Flexibility in working hours

Increased job opportunities

Desire for remote work

Better work life balance

Better income opportunities

Other (Specify)

14. In what ways have you experienced savings by working online? (Select all that apply)

Reduced Commuting Costs

Lower Work-Related Expenses (e.g., work attire, lunches)

Savings on Childcare or Dependent Care

Reduced Transportation Costs

Other (Specify)

15. Have you been able to meet or progress towards your financial goals more effectively with your current online job?

Yes, I am achieving my financial goals more effectively.

No significant change in my ability to meet financial goals.

I am facing challenges in meeting my financial goals.

I have not set specific financial goals.

Work life Balance

16. How has the transition to an online job impacted your ability to manage family responsibilities and achieve a work life balance?

Negative Impact (Struggling to manage family responsibilities)

Slight Negative Impact

No Significant Impact

Positive Impact (Improved work life balance)

Very Positive Impact

17. Considering your responsibilities towards children, how has the shift to an online job influenced your work life balance?

Worsened (Difficulty in balancing childcare and work)

Slightly Worsened

No Change

Improved (More flexibility with childcare)

Significantly Improved

18. How would you rate the work life balance in your current online job compared to your previous traditional job?

Much worse

Slightly worse

About the same

Slightly better

Much better

Distance and Commuting

19. How has the transition to an online job impacted the distance you have to travel for work?

Greatly Reduced

Slightly Reduced

No Change

Slightly Increased

Significantly Increased

20. Compared to your previous traditional job, do you feel that your security has improved while commuting for your online job?

Much Safer

Somewhat Safer

No Change

Less Safe

Much Less Safe

21. In terms of time, how much do you estimate you save daily by not commuting to a physical workplace?

        Less than 30 minutes

        30 minutes to 1 hour

        1 to 2 hours

        More than 2 hours

22. Considering expenses related to commuting (e.g., transportation costs), how much money do you estimate you save monthly by working online?

        Negligible Savings

        500 – 10,00

        1000 - 2500

        2500 - 5000

        More than 5,000

Work Flexibility and Time Management

23. How flexible were your working hours in your previous traditional job?

Not Flexible   I had fixed and rigid working hours.

Somewhat Flexible   I had limited flexibility in choosing my working hours.

Moderately Flexible   I had a reasonable degree of flexibility in setting my working hours.

Very Flexible   I could adjust my working hours according to my preferences.

Extremely Flexible   I had complete control over my working hours.

24. What was your typical stress level during a workday in your previous traditional job?

1. Very Low

2. Low

3. Moderate

4. High

5. Very High

25. Did you find yourself working at night or on weekends in your previous traditional job to meet deadlines?

1 (Strongly Disagree)

 2 (Disagree)

 3 (Neutral)

 4 (Agree)

 5 (Strongly Agree)

26. How did you manage paid time off in your previous traditional job? Was it sufficient for your needs?

1 (Strongly Disagree)

 2 (Disagree)

 3 (Neutral)

 4 (Agree)

 5 (Strongly Agree)

27. Did you ever have to cancel plans of a personal nature in your previous traditional job due to the workload?

1 (Strongly Disagree)

 2 (Disagree)

 3 (Neutral)

 4 (Agree)

 5 (Strongly Agree)

28. How likely were you to get free time when you needed it in your previous traditional job?

1.   Very Likely

2.   Likely

3.   Neutral

4.   Unlikely

5.   Very Unlikely

29. In your previous traditional job, to what extent did your work align with your area of interest and field of qualification?

Not Aligned at All

Slightly Aligned

Moderately Aligned

Aligned

Highly Aligned

30. How flexible are your working hours as a freelancer?

Not Flexible   I have fixed and rigid working hours.

Somewhat Flexible   I have limited flexibility in choosing my working hours.

Moderately Flexible   I have a reasonable degree of flexibility in setting my working hours.

Very Flexible   I can adjust my working hours according to my preferences.

Extremely Flexible   I have complete control over my working hours.

31. My typical stress level during a workday as a freelancer:

1. Very Low

2. Low

3. Moderate

4. High

5. Very High

32. I find myself working at night or on weekends to meet   online job deadlines:

1 (Strongly Disagree)

2 (Disagree)

3 (Neutral)

4 (Agree)

5 (Strongly Agree)

33. How do you manage paid time off as a freelancer? Is it sufficient for your needs?

1 (Strongly Disagree)

2 (Disagree)

3 (Neutral)

4 (Agree)

5 (Strongly Agree)

34. Have you ever had to cancel plans of a personal nature due to the workload in your online job projects?

1 (Strongly Disagree)

2 (Disagree)

3 (Neutral)

4 (Agree)

5 (Strongly Agree)

35. How likely are you to get free time when you need it in your online job projects?

1. Very Likely
2. Likely
3. Neutral
4. Unlikely
5. Very Unlikely

36. In your current online job, to what extent does your work align with your area of interest and field of qualification?

- o Not Aligned at All

o   Slightly Aligned

o   Moderately Aligned

o   Aligned

o   Highly Aligned

Working Conditions and Environment

37. Compared to your traditional job, how satisfied are you with your ability to manage tasks and assignments in your current online job?

Much Less Satisfied

Less Satisfied

Neutral

More Satisfied

Much More Satisfied

38. Describe your satisfaction with the online working environment, including interactions with colleagues, relationship with your boss, and your physical workspace.

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

39. How would you rate the overall working conditions and environment in your   online job assignments?

1. Excellent
2. Good
3. Neutral
4. Poor
5. Very Poor

40. How do you handle or manage complaints from clients regarding the working environment or conditions?

I actively address and resolve client complaints to enhance the working environment.

I consider client feedback and make improvements when necessary.

I try to understand client concerns but may not always make changes.

I rarely receive complaints from clients about the working environment.

I have not encountered any complaints from clients in this regard.

41. To what extent do you think a positive working relationship with clients and collaborators contributes to your job satisfaction?

Not at all

To a small extent

Moderately

To a large extent

Extremely

42. How do you perceive the impact of lack of internet speed on your   online job work? (Select all that apply)

Unable to meet deadlines.

Frequent disruptions in communication with clients.

Difficulty in uploading or downloading large files.

Increased frustration and stress during work.

Internet speed has occasional fluctuations but generally manageable.

Rare or no issues with internet speed.

Job Security

43. If you were a permanent government employee with job security in your traditional job, would you still have considered transitioning to an online job?

Yes, I would have considered it for the benefits of online work.

No, I would have preferred the stability and job security of government employment.

I am uncertain; it would depend on other factors.

I had not considered transitioning even with online job opportunities.

44. What were your concerns or uncertainties related to job security in your traditional job before transitioning to an online job? (Select all that apply)

1. Lack of stable income sources.

2. Uncertain project durations.

3. Limited access to long term contracts.

4. Fierce competition in the traditional job market.

5. Difficulty in securing consistent clients.

6. Economic instability affecting job opportunities.

7. Concerns about the future demand for employees in your industry.

8. Other (please specify).

45. Did you ever consider leaving your traditional job position before transitioning to an online job?

Yes

No

46. What factors, if any, contributed to your thoughts about leaving your traditional job before transitioning to an online job? (Select all that apply)

1. Lack of stable income sources.

2. Uncertain project durations.

3. Limited access to long term contracts.

4. Fierce competition in the traditional job market.

5. Difficulty in securing consistent clients.

6. Economic instability affecting job opportunities.

7. Concerns about the future demand for employees in your industry.

8. Inadequate professional development opportunities.

9. Challenges in maintaining a healthy work life balance.

10. Limited access to benefits such as health insurance or retirement plans.

11. Burnout from constant workload and tight deadlines.

12. Lack of mentorship or support within the traditional job community.

13. Prefer a more structured work environment.

14. Other (please specify).

Qualitative Insights

47. Can you share a specific experience that significantly contributed to your job satisfaction in the online work environment? (Open ended response)

48. Are there any challenges or aspects of your online job that negatively impact your satisfaction? (Open ended response)

Conclusion and Future Considerations

49. Overall, how satisfied are you with your transition from traditional employment to online work?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

Future Considerations

50. Do you foresee continuing your career in the online job market, or do you anticipate returning to a traditional job setting in the future?

Plan to continue in the online job market

Considering returning to a traditional job setting

Uncertain at this point

51. Would you recommend transitioning to the online job market to other individuals, particularly women?

Yes

No

It depends (Specify conditions)