

# Internet based Shopping among Women consumers with special reference to Household Women in Chennai City

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## 1. INTRODUCTION

Internet based shopping has become a recent trend of shopping in the current years, and it is quickly becoming an important part of lifestyle of every woman. Due to widespread internet access by people and e-commerce usage by traders, internet-based shopping has shown a massive growth in recent years. Most of the household women or housewives have been the majority shoppers online among the women consumers and thus this study finds out the attitude of household women towards online shopping. Internet based shopping had impressed the women consumers more than the men consumers. The Internet based shopping specially attracts the household women consumers to purchase their needs over internet and they feel more comfortable to buy online according to their taste and preference. This research paper attempted to find out whether there is any impact of various factors like internet literacy, educational qualification, website usability and internet-based product price on online shopping. The study was undertaken among the household women of Chennai city. The results of the study highlighted that there is a significant relationship of online shopping with the factors mentioned above.

## 2. OBJECTIVES OF THE STUDY

1. The main objective of this study is to examine the impact of the factors like age, internet literacy, educational qualification, Internet usability and web-based product price online shopping on a specific group of population consist of household women.
2. This study is to evaluate the various factors motivating household women consumers to go for Internet based shopping.

## 3. METHODOLOGY

### 3.1 Data collection and sample description

A sample survey was undertaken among the household women in Chennai city for studying about the factors influencing internet-based shopping. The sample size of 200 respondents was selected for the study based on convenience sampling.

Statistical tools such as Tabulation, percentage analysis and chi square test for independence has been conducted to compute the findings.

## 4. HYPOTHESIS OF THE STUDY

Since the study relates with finding the relationship of age group, educational qualification, internet literacy with internet-based shopping leads to the hypothesis of the study can be taken as

Null Hypothesis Ho: Internet based shopping has no significant relationship with age group and qualification.

Null Hypothesis Ho: Educational qualification has no significant relationship on Internet based shopping

Null Hypothesis Ho: Computer literacy has no significant relationship with internet-based purchase.

## 5. ANALYSIS AND FINDINGS

### 5.1 Demographic Profile of the respondents

Demographic profile has been obtained from the responses and it was found that majority of the respondents are in the age group of 20-40 years of age, which is obvious since the target population are the household women. Education levels of the respondents are 73% under graduate, 16% are graduate and 11 % are post graduate.

## 6 ATTRIBUTES OF ONLINE SHOPPERS

Out of total 200 respondent household women it was found that 70.5% of the respondents do shop online and the rest 29.5% do not prefer internet-based shopping. Household women who shop over internet, majority and 70% shop through internet monthly followed by 30% shop through internet occasionally followed by weekly and thrice a week. Most of the household women respondents who do not shop over internet were asked the reason of not purchasing through internet.

Some of the respondents said that they highlighted their non-purchase of product over internet due to inability to touch the products, followed by few respondents are not familiar with internet-based purchase, some of them refer to product quality. Other reasons cited were privacy and security, shipment fees and non-interaction with shop assistants. Internet based shopping leads to time saving and 24/7 accessibility has been considered as major benefit. Most of the respondent’s purchase apparel, make up items, beauty products followed by household articles, gifts etc.

7. HYPOTHESIS TESTING

1) To test whether there is any relationship between Age group and internet-based shopping among the target group, the hypothesis being Ho: Internet based shopping has no significant relationship with Age group.

Table No.1 Age-wise Distribution of the respondents

S.No	Age Group	No. of Respondents	Percentage
1.	Below 30 Years	35	18
2.	31-40 Years	134	67
3.	41 and above	31	15
	Total	200	100

Source: Primary Data

Inference

The calculated value of chi square is 18.13 which is greater than the table value 3.840 at 1 df and 5% level of significance and thus the null hypothesis is rejected. Hence, internet-based shopping has significant relationship with the age group.

2) To test whether there is any relationship between education and internet-based shopping among the target group, the hypothesis being Ho: Internet based shopping has no significant relationship with educational qualification. The following table 2 shows the responses from the respondents.

Table No.2 Qualification of the Respondents

S.No	Qualification	No. of Respondents	Percentage
1.	Under Graduate	147	73
2.	Graduate	32	16
3.	Post Graduate	21	11
	Total	200	100

Source: Primary Data

Inference

The calculated value of chi square is 0.756 is smaller than the table value 5.991 at 2df and 5%level of significance and thus the null hypothesis is accepted. Hence, internet-based shopping has no significant relationship with educational qualification.

3). To test whether there is any relationship between Internet literacy and internet-based shopping among the target group, the hypothesis being Ho: Internet Literacy has no significant relationship on internet-based shopping.

Table No.3 Computer Literacy of Respondents

S.No	Opinion	No. of Respondents	Percentage
1.	Yes	157	79%
2.	No	43	21%
	Total	200	100

Source: Primary Data

The calculated value of Chi Square is 110.17 which is greater than the table value 3.841

at 1df of 5% level of significance and thus the null hypothesis is rejected. Hence, Internet

Literacy has significant relationship over internet-based shopping.

8. FINDINGS OF THE RESEARCH

1. There is no significant relationship between the age group of the respondents and the internet-based purchase among the household women
2. There is no significant relationship between the educational qualification of the respondents and the internet-based purchase among the household women
3. There is significant relationship between the internet literacy of the respondents and the purchase over internet among the household women
4. Majority of the respondents are undergraduate who perform internet-based shopping
5. 73% of the respondents perform shopping through internet

#### 9. SUGGESTIONS

1. Household women can be motivated to perform internet-based shopping by their family members
2. Household women can shop through internet after getting the opinion given by their friends
3. Household women can do internet-based shopping by getting adequate computer literacy

#### 10. CONCLUSION

Thus shopping over internet is an important venue for the household women to perform shopping sitting at home. Household women can get competitive offers for all types of products at competitive prices through internet shopping. They should be precautious while performing shopping over internet to avoid misguiding advertisements. The household women consumers must be aware computer and internet literacy to perform good and effective shopping over internet.