

Internet usage and experience in online shopping influences the attitude of people about e-market

■ S. LOGESWARI AND A. MRUNALINI

Received: 10.03.2017; Revised: 25.04.2017; Accepted: 12.05.2017

■ **ABSTRACT** : Shopping on various brands and things has become entirely easy across the world through internet. Trade and business works hand in hand with the development of internet usage. Consumers purchase online majorly for new and innovative products which can be compatible for their budget. Sixty respondents were selected for the study using random sampling method in Hyderabad city. A detailed interview schedule was used for collection of information about the internet usage and online shopping attitude among the respondents. Sixty per cent of the total study population has done online purchase. Majority (78%) of the respondents expressed themselves as intermediate in proficiency level of internet usage. Non online shoppers have also reported that they check to online products and their price before they go to retail stores for purchase. There is a significant variation among the proficiency level and attitude of the students, towards positive correlation. Thus, internet usage has influenced the respondents to involve in online shopping and creates a positive attitude towards the purchase of online goods.

■ **KEY WORDS**: Online shopping, E-market, Marketing, Students, Internet usage

■ **HOW TO CITE THIS PAPER** : Logeswari, S. and Mrunalini, A. (2017). Internet usage and experience in online shopping influences the attitude of people about e-market. *Asian J. Home Sci.*, 12 (1) : 213-216, DOI: 10.15740/HAS/AJHS/12.1/213-216.

See end of the paper for authors' affiliations →

S. LOGESWARI

Department of Resource Management and Consumer Sciences, College of Home Science, Professor Jayashankar Telangana State Agricultural University, HYDERABAD (TELANGANA) INDIA
Email : mydadmyfav@gmail.com

Today the world is connected with the cloud of networking and business done in international level. A person can access products even while being at home with the internet facility. This development is possible since, the people are educated well and they are aware about the internet usage. Working population in our country are not able to spend more time in shopping and they prefer to do online shopping. Indians are going wireless shopping and are reaching the international brands easily because of the internet facility and their proficiency level. The study explains the influence of online shopping knowledge and their proficiency level

on internet usage with the attitude about online shopping among the people.

According to Mbaskool (2013), the consumers indulging in online shopping consider many factors. If companies analyse the factors affecting consumer behaviour towards online shopping and the relationships between these factors and the type of online buyers, then they can devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of

a youth population aged 18-40 in the urban area. Wi-Fi and Wimax system has also started in India. This will increase the usage as it goes more on wireless internet. Indians are proving every time that they can beat the world when it comes to figures of online shopping. More and more Indians are going to online shopping and the frequency of India's online buying is crossing the overall global averages (Upadhyay and Kaur, 2006).

■ RESEARCH METHODS

Sample:

The study was conducted in College of Home Science, PJTSAU. The sample size was sixty respondents in which thirty were students and remaining thirty respondents were teachers. The respondents were selected by random sampling method.

Data collection:

A detailed interview schedule was formulated in English to information about the respondents, such as social status, use of internet details and online shopping experience Likert Scale (1-5) has used for measuring respondent attitudes towards e-marketing, 16 statements were given to respondents to measure their attitudes towards online buying.

Variables of the study:

Online purchase experience of the respondents and their proficiency level on internet usage and people attitude were taken as the variables for the study. The proficiency level of the students and teachers were identified as low, intermediate and advanced. These variables were chosen to know whether there is any relationship between the attitude on online shopping and their experiences.

Statistical tools:

Spss was the tool used for analysis of the data. Data analysis was done using ANOVA and correlation between the attitude and the other two dependent variables.

Thus the results about the study and discussions are in the following sections.

■ RESEARCH FINDINGS AND DISCUSSION

The mean age of the study population was 33 ± 14.6 years. Majority (80%) of them were female. The following table will explain the experience of the respondents in doing online shopping

Table 1 represents the experience of the respondents who have performed online shopping. Sixty per cent of the total study population has done online purchase. Fifty six per cent of the respondents have not faced any problem on doing online shopping but remaining forty four per cent of them have reported that they have faced some problems during online shopping. Forty five per cent of them reported that damaged products had been delivered, thirty per cent of the respondents experienced online were not good and twenty per cent have reported that there is delay in delivery of the product.

The Table 2 represents the level of usage of internet among the respondents. Majority of the respondents use internet for not less than three hours everyday. Among them thirty five per cent of them use internet for 1-2 hours a day. Twenty five per cent of them use more than four hour internet everyday. The respondents have categorized their level of proficiency in use of internet as novice, intermediate and advanced. Majority (78%) of the respondents expressed themselves as intermediate in proficiency level of internet usage. Nineteen per cent of them have reported as advanced users of internet. Similar results were found other studies (Majhi *et al.*,

Table 1 : Experience in online shopping

Sr. No.	Particulars	No. of respondents(n=60)	Percentage
1.	Online purchase experience	36	60
2.	Problem faced in online shopping (n=36)		
	Yes	16	44
	No	20	56
3.	List of problems (n=16)		
	Delay in delivery	4	25
	Cheap quality products	5	30
	Product damage	7	45

2012), that the level of proficiency reported by the people was intermediate and advanced in internet usage.

Table 3 represents the purchasing habits of people using internet, phone call ordering and through retail store purchase Online shopping was majorly done among fifty two per cent for airplane and railway reservations, bookings of movie tickets by thirty eight per cent people. Twenty nine per cent of them used internet shopping for mobile recharge and twenty per cent for purchase of

computer products. Only eight per cent and less of them preferred to do mobile recharge and movie tickets through phone calls. Overall there was more response of all the people were purchasing to the maximum in the retail stores as first priority.

Table 4 represents the analysis of variance proves that there is a significant difference between the attitude of the respondents and their proficiency level in internet usage. Two variables describes that there is positive

Table 2 : Proficiency in use of internet

Sr. No.	Proficiency in use of internet	No. of respondents (n=60)	Percentage
1.	Duration in use of internet everyday		
	Less than 1 hour	12	20
	1-2 hours	21	35
	2-3 hours	9	15
	3-4 hours	3	5
	More than 4 hours	15	25
2.	Level of proficiency		
	Novice	2	3
	Intermediate	47	78
	Advanced	11	19

Table 3: Purchasing habits of people

Sr. No.	Particulars	Over internet (%)	Phone (%)	Retail store (%)
1.	Groceries	2	-	98
2.	Cosmetics	10	-	90
3.	Books/CDs	7	-	93
4.	Clothes	17	-	83
5.	Furniture	5	-	95
6.	Electronic gadgets	13	3	84
7.	Computer accessories	20	-	80
8.	Mobile recharge	29	8	63
9.	Cinema ticket	38	8	54
10.	Air/train ticket	52	-	48

Table 4 : Analysis on attitude towards online shopping with proficiency and experience in online

ANOVA for attitude towards other variables		Sum of squares	df	Mean square	F	Sig.
Proficiency level	Between groups	164.788	18	9.155	2.047	.029
	Within groups	183.395	41	4.473		
	Total	348.183	59			
Experience	Between groups	7.733	18	.430	2.642	.005
	Within groups	6.667	41	.163		
	Total	14.400	59			

Variable	Correlation	Attitude	Proficiency level	Experience
Attitude	Pearson correlation	1	.016	.091
	Sig. (2-tailed)		.903	.492
	N	60	60	60

correlation (0.016), as the proficiency level is more the attitude towards online purchase increases. There is a high significance ($P < 0.01$) between the experience and education level and the direction of correlation is positive (0.091). Respondents attitude about e-market acts as an important factor for actual buying behaviour.

Conclusion:

This study was accomplished to determine the consumers proficiency level about internet usage towards online shopping. Sixty respondents were selected using random sampling method. Sixty per cent of the total study population has done online purchase. Majority (78%) of the respondents expressed themselves as intermediate in proficiency level of internet usage. Majorly people prefer to buy in retail stores, followed by online shopping and only a few give preference for phone call purchase. The education about internet usage of the people has a major influence among them to buy products in online. This is mainly due to the growing technology of internet usage in our country that accounts as a development in

e-market.

Authors' affiliations:

A. MRUNALINI, Department of Resource Management and Consumer Sciences, College of Home Science, Professor Jayashankar Telangana State Agricultural University, HYDERABAD (TELANGANA) INDIA

■ REFERENCES

Majhi, R., Majhi, B. and Panda, G. (2012). Development and performance evaluation of neural network classifiers for Indian internet shoppers. *Expert Systems with Applications*, **39**(2) : 2112-2118.

Upadhyay, P. and Kaur, J. (2006). Analysis of online shopping behavior of customer in Kota city. *Internat. J. Multi disciplinary & Academic Res.*, (SSIJMAR) **2** (1) , January-February (ISSN 2278 – 5973).

■ WEBLIOGRAPHY

Mbaskool (2013). Marketing and Strategy Articles. <http://www.mbaskool.com/business-articles/marketing/7695-is-online-shopping-booming-in-india-an-empirical-study.html>.

12th
Year
★★★★★ of Excellence ★★★★★