

## EMPIRICAL STUDY ON VIRTUAL BUYING BEHAVIOUR OF LADY OF THE HOUSE IN SOUTHERN-EASTERN OUTSKIRTS OF CHENNAI AND IMPACT OF SOCIAL MEDIA PLATFORMS

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### ABSTRACT

The way of buying and selling of consumers is changed due to advancement in technology and heavy usage of internet. Analysing the behaviour and preferences of consumer is a challenging and conglomerate for the marketers, as it is influenced by change in marketing condition, economical condition and technological innovation and social group influence. Virtual mode of buying replaced the traditional way buying, as the consumer find it convenient and economical, anytime by sitting at home without personally visiting the retail store. Identification of distinct profitable customer segment is essential for the marketers and manufacturers and it is also important for them to understand their modes of buying in each segment in-order to formulate different strategies for targeting them and to increase their profitability and market share. Marketers need to know understand why consumers prefer to buy online, what kind of products they prefer to buy online, demographic details of the consumers, what prevents them from buying online, what other factors affect their online buying behaviour, does social media have any influence on their buying behaviour and reason why many consumers prefer to purchase offline. Although very few studies have currently been done on Indian consumer-buying behaviour, and especially on the role of gender, income and reference group influence on buyer behaviour but most of the study states influence of western culture on consumer preference.

This paper aims to identify the factors that affect the online buying behaviour of women particularly lady of the house in Southern- Eastern outskirts of Chennai, who are educated, working and they are significant prospect for traditional retailers. An empirical study through online survey was conducted on 112 homemakers in Chennai across the age group of 25-45 yrs. The quantitative and qualitative research aimed to analyse the buying attitudes of homemakers, influence of social media on their buying behaviour and other factors that affect their purchase decision online. It also attempts to explore the brick and mortar buying behaviour vs. online buying behaviour of the target audience. The study has its limitations as the sample size is too small to provide definitive information for marketing strategies to be developed, however it provides cues on which marketers can go into further depth to commission large scale research, given the opportunity that obviously exists.

**Key words:** Buyer behaviour, social media, internet buying, E-commerce, Internet shopping.

## **INTRODUCTION**

Digital buying behaviour also termed as online buying behaviour or internet buying behaviour refers to the pattern of buying of product or services through internet. The buying process through online involves same five steps as in the physical way of buying. It starts from merchandise/service need recognition by the buyer, searching of information through internet about product/service matched with the felt need. Then customers evaluate various alternative and select the best among them which best fit their felt need. After selection process sale is contracted and post- sale services are provided by the seller/marketer. After email usage, instant messaging and web browsing, online shopping is the third most popular activity (Lee & Zang 2002). People's daily life is influenced by internet and social media. Hence this study focuses on social media influence on buying behaviour of consumers.

### **1.1 Female Consumer Behaviour**

For the marketers and businesses, Women, formulating world's half population, are now a critical consumer segment not only for the household products but also for IT and Management related products and services. Lifestyle and other important demographic factors play key roles in making the marketing decisions in case of female segment. Chennai is a multicultural and multilingual city in Tamil Nadu, with a female population having diverse interest and choices. Thus, we can assume that increasing number of product and service purchases are made by Female Segment of the Chennai market.

Research has shown that women now make the majority of purchases in industries that were not traditionally considered "female friendly". Women are responsible for 80% of home improvement purchases, 66% of computer purchases, 55% of consumer electronic purchases, 60% of new car purchases, and 53% of investment purchases (Barletta, 2003).

The success of businesses, in today's competitive market, depends on whether they can recognize this growing market segment and spend the time and effort necessary to create a marketing plan that focuses on the female consumers in order to gain sustainable competitive advantage over their competitors.

### **1.2 Online buying/online shopping**

The issue of trade boundaries and limitations related to distance can no longer be the challenge in today's business and economy as a whole. Business world offers new paradigm through its modern technology and tools helps promoting globalization through the rapid growth of international trade, global corporations and non-local consumption alternatives (Alden et al., 2006). In fact, the mechanisms and approaches to business are more convenient and cheaper with the aid of internet and electronic-commerce or e-commerce.

E-commerce or online shopping is the terms used to describe the activity of selling, buying and paying via shopping websites. The activity is facilitated by the use of technology and gadgets such as personal computers, I-pad, and even a smart phone with internet embedded with online shopping consumers have the possibility to purchase almost everything from clothes to cars and computers and in fact to choose on services they want to use or subscribe. Besides that, factors such as falling

broadband investment costs and the savings that can be made by shopping online, makes conventional business transaction or face-to-face trading unpopular and decreased.

### **1.3 Online shopping – Indian scenario.**

The number of active Internet users in India is expected to increase by 45% in the next five years and touch 900 million by 2025 from around 622 million in 2020 (IAMAI-Kantar ICUBE 2020 report). The report defines an active user as someone who has accessed the Internet at least once in the past month. This increase will be driven by higher adoption in rural India, which has clocked a 13% growth to 299 million internet users over the past year, or 31% of India's rural population, the report said. "The growth will be led by smaller towns that account for four out of five new shoppers. In addition to small towns, women and older shoppers have gained prominence in the online shopper base over the last year, and this trend is expected to continue," it said. (Economic Times 2021).

### **1.4 Impact of covid 19 on online shopping**

While the outbreak of the coronavirus pandemic and a strict lockdown to curb the spread of infections disrupted daily life in the country, online shopping emerged as the clear winner as people, forced to remain indoors, took to ordering daily necessities online. The Indian e-retail market saw a 25 per cent growth in FY21 despite the two-month national lockdown and multiple prolonged disruptions in regional pockets over the year, as per a report titled 'How India Shops Online 2021' by consulting firm Bain and online retailer Flipkart. During the same period, India's \$810-billion retail market shrunk by 5 per cent, along with a 7.3 per cent contraction in GDP. The pandemic led to a 12-month acceleration in e-retail penetration in India, taking its share to 4.6 per cent by end of FY21. "This acceleration was even higher in the top eight metro cities, where online shopping is more common: one in three people shopped online at least once last year in the top eight metro cities," the report said. While India has the third-largest online shopper base of 140 million, the market is still massively untapped and there is immediate potential to reach India's large internet user base of approximately 625–675 million people. The e-retail market is expected to grow to \$120–140 billion by FY26, increasing at approximately 25–30 per cent per annum over the next 5 years, the report said. (Business Today August,2021). Among the categories which saw growth in online sales, the report said select categories, like mobiles, electronics, appliances, saw a massive one-time spurt that then cooled off due to longer replacement cycles and recovery of offline retail. These categories did not see as substantial a jump during the second wave over April–May 2021. However, frequent-use categories, like groceries, household, personal care, saw rapid growth and are likely to continue seeing accelerated growth post-pandemic. on the behaviour of shoppers, an e-retail visitor spends fewer than 10 minutes per visit on a platform. Besides, one in 10 platform users adopt voice search, and one in three new e-retail users visit through a vernacular platform interface. These features will increasingly become mainstream going ahead. Going ahead, content creators and influencers will play an important role in driving online sales as approximately 40 per cent of online shoppers made at least one purchase through social media channels, like Facebook, Instagram, WhatsApp, in 2020. (Business Today August,2021).

### **1.5 Social Media Influence**

Today business is being transformed from a transactional relationship to a social relationship. The advent of social platform has opened a new avenue of marketing for corporations. The traditional “word-of-mouth” publicity has been replaced by the “word-of-web”, as consumers are increasingly referring to social platform sites before making a purchase, which has great influence on buying behaviour. Most companies these days have an official website which has complete information about their products, price, availability etc., Consumers usually engage with a company after going through reviews and feedback given by existing customers online. Before buying a product, every consumer wants to make sure that the product is the best in its class, and offers good value for money. At this stage social websites plays an important role in defining consumer behaviour. People who have already experienced the product consumption through online, share their experience like its strengths, weaknesses etc., and this helps in disseminating information. Social proof is the new currency of credibility. Now a days 92% of people globally trust word of mouth recommendations from friends and family 85% of consumers say that they refer to online reviews before making a purchase at a local business. (Nielsen Survey 2012). Social media enables people from all over the world to form a community of consumers, giving them the power to harm or herald a company.

### **1.6 Statement of the problem**

Individuals and businesses of similar interests come together for social interactions through social media, an online platform. Sometimes these interactions may be only for casual purpose but many times it is also for earning profit. This technology advancement made it easy for everyone to transform information one another and penetrates the hearts of the people. Today female members of the family whether they are homemakers or working want to become a member of the social group to share their views, to get opinion, suggestion relating to various issues relating to product or services. Everyone with a smartphone influenced by a social media where they are a part. Hence it is highly essential to know how the female buying behaviour influenced by social media and what are the factors influencing them to make a purchase through online.

### **1.7 Aim of the study**

1. To examine the various factors influencing online buying behaviour of consumers.
2. To Know the perception of lady of the house towards online buying.
3. To identify the usage of social platform and its influence on buying behaviour of lady of the house in southern-eastern outskirts of Chennai.

### **1.8 Research Methodology**

The study based on review of literature on related topic and collection of data through structured questionnaire and analysis and interpretation of data through statistical tools. Based on findings suggestion are arrived.

### **1.9 Research Design**

The researcher used both exploratory research design and descriptive research. The data collection was done by using non probability judgement and snowball sampling method. The descriptive information collected through various journals, research articles, books and newspaper publications.

### **1.10 Area of the study**

The present study was related to homemakers in southern -eastern suburbs of Chennai. The area covered is Chembakkam, Singaperumal koil, Maraimalai Nagar, Urappakkam.

### **1.11 Research tool used**

Statistical tool like Percentage analysis and Linkert scale is used for the study.

### **1.12 Limitation of the study**

There are few limitations of the study which are stated below:

1. The present study based on sample units selected from population having multi-dimensional characteristics of large group.
2. The researcher has taken only limited area for study due to lack of time.
3. The data collected through questionnaire and opinion of the respondents can be bias.
4. Sample units are selected on random basis and study subject to limitations of random sampling

## **2.LITERATURE REVIEW**

### **2.1 Consumer behaviour**

Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. (Schiffman and Kanuk, 1996). To satisfy the needs and wants of the target customer is the main objective of marketing. Consumer behaviour is a subject that deals with the factors that affect the buying behaviour of a consumer. It gives a clear idea that how consumer select, buy, use and dispose of product, service, ideas or experiences to satisfy needs and desires (Kotler, 2003). There are many factors influencing buyer behaviour Social (cultural. Socio-culture. Reference group, family), technological, Political, economic and personal factors (Motivation, personality, perception, learning, beliefs and attitudes). (Stephen & Grant, 2005). Peoples likes and dislikes towards a product or service, ideas, organisations and people represent their attitude. In decision making process buyers attitude is very influential factor. attitudes are shaped by many factors, including education, economic circumstances, family, age, experience, the law and social background. Much consumer behaviour is performed under the influence of others (Grant & Stephen). Learning from others is the basic foundation of consumer behaviour. Today people from different cities, states, countries come together through a common platform through social media and sites.

### **2.2 Online buying and factors influencing online behaviour**

Online shopping has unique characteristics. Huseynov and Yildirim (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioural pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet (Zuroni & Goh, 2012).

Online shopping now days is catching among women in India as a new trend of shopping also called as digital shopping. People of India are more concerned about time and energy saving, without going out people wants to know about latest fashion and lifestyle. Online shopping give them a platform for being updated (Deepti Kshirsagar 2015). online shopping provides convenience factors like-delivery of product at home, effortless and time saving way for Shop, flexibility to buy anything from anywhere without thinking about time. Buy 24\*7 (Richa. D, 2015). The faster growth of internet made a good entry in our day -to -day life. Customers are embracing this newer means of technology for obtaining product related information. At the same time, marketers are utilizing this tool to fetch information about customers. This both way exchange of information has created a new arena for the marketers. As cyber space behaviour is comparatively new concept, many research works already been followed to understand customers engaged in online shopping.

The study of Alreck, P. and Settle, R. B. (2002) finds women 's preferences to have a family member do shopping for them. Women appear to find satisfaction or pleasure in shopping far more than men, while men have significantly more disdain for shopping than do women. While fewer women than men had home computers (34 per cent versus 45 per cent, respectively), those women who did have Internet access were certainly far from sanguine about shopping online. This study suggests that consideration of the gender of the market to be served would be a better approach in most cases. While the shopping gender gap may constitute a complicating factor for consumer marketers, it would be better to recognise the gender differences and accommodate them than to remain ignorant of them, operating under a set of false assumptions regarding the diminishment of sex roles and gender difference.

Demographic variables such as age, gender, and level of income play a facilitating role because they influence consumer perception and consumer behavior that drives them towards online shopping (Kim, Zhao, & Yang, 2008; Laforet & Li, 2005; Sabbir Rahman, 2012). Koufaris (2002) identified that both shopping enjoyment and perceived usefulness (website) strongly predict the intention to re-purchase over online. On the contrary, Lee and Lin (2005) found shopping enjoyment can increase the intent of new customers but does not influence customers to return. In Malaysia, information quality and purchase quality linked with the post-purchase quality are statistically significant in the case of customer satisfaction (Vegiayan, Ming, & Harun, 2013). However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products (Haque et al., 2015). Most of the respondents in Chittoor district prefer to shop online shopping because of low price. Easy delivery, attractive website. The factors such as income, occupation and most importantly education plays a key role in determining the perception and satisfaction level of customers towards online shopping (Sudhakar et.al (2016).

### **2.3 Social Media Influence**

Consumer came to know about brands through advertisement in social media. They find that short advertisements in social media were informative as well as interactive (Motwan I Dharmesh et.al (2014).

Business today is being transformed from a transactional relationship to a social relationship. The advent of social media has opened a new avenue of marketing for corporations. The traditional “word-of-mouth” publicity has been replaced by the “word-of-web”, as consumers are increasingly referring to social media sites before making a purchase, greatly influencing buying behaviour. Though most companies these days have an official website which has complete information about their products, consumers usually engage with a company after reading reviews and feedback from existing customers. Before buying a product, every consumer wants to make sure that the product is the best in its class, and offers good value for money. This is where social media plays an important part in defining consumer behaviour. People who have already used the product describe their experience – its strengths, weaknesses etc., and this helps in disseminating information. Social proof is the new currency of credibility (Indira Goswamy Varma et.al 2014).

### 3. RESULTS AND DISCUSSION

The information was collected through structured questionnaire from 105 female respondents in selected area. Secondary data was collected through various research articles, published report and conference proceedings.

#### Data Analysis

##### Q1: What is the age group do you belong to?

Age Intervals (in years)	No. of responses	Percentage
25-30	11	10.48
31-35	30	28.57
36-40	46	43.81
40-45	10	9.52
45 & above	08	7.62
<b>Total</b>	<b>105</b>	<b>100</b>

#### Source: Primary data

The survey depicts that 43.81% of respondents belong to 36 to 40 years followed by 31-35 age group with 28.57% and 45 and above forming only 7.62% out total respondent.

### Q2: Average Annual Income of the family

Income Intervals	No. of responses	Percentage
Below 5,00,000	18	17.14
Between 5,00,000 -10,00,000	53	50.48
Above 10,00,000	34	32.38
<b>Total</b>	<b>105</b>	<b>100</b>

Source: Primary data.

The above study reveals that more than 50% of the sample belongs to 5,00,000 to 10,00,000 income group followed by respondent with income group of 5,00,000 to 10,00,000 was 32.38%. only 17.14% of the sample population having annual income below 5,00,000. This further adds that most of the home makers belongs to middle class and they are educated and they are aware of internet usage.

### Q3: Reason to choose purchase online

Factors	No of respondent	%
Price	74	70.48
Convenience	85	80.95
Advertisements in Media	09	8.57
Availability of variety	45	42.85
Peer group, friends Influence	08	7.62
Impulsive buying	10	9.52
<b>Total respondents 105</b>		

Source: Primary data

The survey emerges that women consumers choose to purchase online due to convenience first with 80.95% and for price with 70.48% followed by availability of variety while making purchase online followed by impulse buying, advertisement in media and social group influence with percentage of 9.52, 8.57 and 7.62% respectively.



**Q4: What is your biggest concern while buying online**

Concerning factor	No of respondent(frequency)	%
Right product delivery	44	41.90
Returnable policy	64	60.95
Delivery period	36	34.28
Safety	34	32.38
Privacy	32	30.48
<b>Total respondents=105</b>		

**Source: Primary Data**

As per the above table it is understood that main problem faced by the home makers when purchase through online is returnable policy with 60,95% followed by product delivery with 41.9%. other problems faced by women buyers are lack of safety for online payment (32.38%), they also expressed there is a delay in delivery of product and delivery of wrong or defective product through online. Further they added there is danger of revealing their personal details while make purchase online.

**Q 5. What is your choice of product to be purchased on line?**

Product item	Responses(frequency)	Percentage
Groceries	11	10.47
Books	25	23.8
Mobile phones	36	34.29
Electrics and Electronics	44	41.9
Apparels and Accessories	75	71,42
Jewellery	8	7.62
Health supplements	3	2.86
Other items	2	1.9
<b>Total Respondent= 105</b>		

**Source: Primary Data**

Home- makers preferred to buy apparels and accessories most (71.42%) through online and health supplements (2.86%) and other items (1.9%) such as novelty item is least preferred by them. 34.29% of home makers interested to buy mobile phones through online, as they feel that availability of large varieties and it is easy to select based on price and features. They are not willing to buy Jewellery online because they like to check quality and suitability of the product. Purchase of electronics and electric goods like washing machine, Mixer, Grinder etc are also preferred by them as they are of the opinion that the price of these products is cheaper in online compared to purchase offline (421.9%).

**Q6. How often do you buy product online?**

Time period	Responses (frequency)	Percentage
Once in a week	3	2.86
Once in fortnight	7	6.67
Once in a month	21	20
Once in 3three months	68	64.76
Once in six months	4	3.81
Once in a year	2	1.9
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary Data.**

From the above table it is understood that 64.76% of respondents buy online once in three months and they are not frequent purchaser of goods through online. Though, women are highly educated, have high disposable income because of their employment, they are not willing to buy online due to their character of highly cautious, price sensitivity and value addition.

**Q7 Your choice of online retailers for purchase.**

Name of the retailer	Responses(frequency)	Percentage
Amazon	42	40
Flipkart	28	26.67
Snap deal	07	6.67
Myntra	14	13.33
Geo Mart	05	4.76
Home shop 18	05	4.76
Infibeam	04	3.81
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary Data.**

Home makers of Chennai prefer Amazon (40%) for online purchase, followed by Flipkart (26.67%), and the Myntra for dresses with 13.33%. other online retailers like snap deal, geo mart, home shop, Infibeam are least preferred.

**Q8. What payment method do you choose when you do purchase online?**

Payment Method	Responses	Percentage
Cash	72	68.57
Net Banking	07	6.67
Debit card	08	7.62
Credit card	18	17.14
Mobile Banking	Nil	00
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary Data.**

As per the research 68.57% of total respondents prefer to purchase for cash on delivery. They have a fear that if they do payment online, they will be disclosing their personal details and sometimes payment may be lost. Their second choice of payment mode is credit card with 17.14%.

**Q9. As per your opinion does Social Media influence you to do purchase online?**

Choices	Responses	Percentage
Always	12	11.43
Sometimes	14	13.33
Occasionally	43	40.95
Rarely	21	20
Never	15	14.29
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary Data.**

40.95% of the respondents agree that they are influenced by social media like twitter, face-book, you tube to do purchase online and 14.29% of them expressed that they never influenced. Only 11.43% of them feel that they are always do purchase based on the reviews in social media relating to the goods they want to buy. 13.33% and 20% of the respondents are of the opinion that they are sometimes or rarely influenced to purchase online respectively.

**Q10. The role played by social media in purchase decision (Offline vs. online)**

Choices	Responses	Percentage
Collecting information but buy offline	23	21.90
Collecting information and buy online	32	30.48
Collecting information offline and buy online	23	21.90
Triggers buying decision	04	3.81
Making purchase decision after reviews in social media	38	36.19
After purchase post reviews in social media	06	5.71

**Total Respondent: 105**

Above study reveals that home -makers use social media for gathering information and knowing reviews posted by customers about the product, brand and usage and finalise their decision. 36.19% of them feel that social media helps them in collecting reviews and 30.48% of the respondent feel that it helps them in collecting information. It shows that social media does not trigger them to make buying decision.

**Q11. What is the single purchase value when you purchase online?**

Choices (in Rupee value)	Responses	Percentage
Less than 1,000	12	11.43
1,000-2,500	16	15.24
2,500-5,000	40	38.1
5,000-10,000	29	27.62
10,000 and above	08	7.62
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary data.**

As per the study home makers on an average spent 2,500 to 5,000 on a single purchase while purchasing online followed by 27.62% of the respondent spent 5.000 to 10,000 and then 15.24% spent 1,000 to 2,500 on online and only 7.62% spent more than 10,000 on online purchase.

**Q12. What is the value of single purchase when you purchase offline?**

Choices	Responses	Percentage
Less than 1,000	12	11.43
1,000-2,500	16	15.24
2,500-5,000	25	23.81
5,000-10,000	34	30.48
10,000 and above	13	12.38
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary data.**

The above research emerges that 30.43% of home makers spent on an average 5,000-10,000 on a single purchase through offline followed by 2,500 to 5,000 with 23.81% and then 15.24% of respondents spent 1,000 to 2,500 on a single purchase, 12.58% spent 10,000 and above and 11.43% spent less than 1,000. It shows that women buyers interested in shopping offline.

**Q13. Information regarding products and services provided on social media have a high creditability than on mass media. Do you agree?**

Choices	Responses	Percentage
Strongly agree	11	10.48
Agree	40	38.01
Neutral	48	45.71
Disagree	3	2.86
Strongly disagree	3	2.86
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary data.**

With regard to the creditability of information provided social media vs. mass media home makers are of the view that both has equal weightage and they are not fully depending on information provided by one source. This was shown in the above table that 45.71% are neutral relating to creditability information provided on online. But 38.01% of the respondents agree that information in online media has high creditability compared to mass media and 2.86% strongly disagree and 2.86% disagree with the statement.

**Q14. Which stage of your buying decision is affected most by social media? List your experience based on your preference. (YES/NO)**

Statement	Yes (Responses)	No (Responses)	%-Yes	%-No	Rank
Exposure to product use information	55	50	52.38	47.62	II
Problem Recognition	68	37	64.76	35.24	I

Search for the alternatives	42	63	40	38.10	IV
Evaluation of information	48	57	45.71	54.29	III
Post-Purchase evaluation	23	82	21.90	78.10	V
<b>Total respondent 105</b>					

**Source: Primary data.**

Home makers agree that Social media helps them in identifying their need with 64.76% which rank I, followed by exposure to product use with II rank(52.38%), Evaluation of information with III rank(57%), Search for alternative with IV rank(40%), and post purchase evaluation with V rank(21.9%).

**Q15. How much time to spent on social media/online per week.**

Choices	Responses	Percentage
0-1 hour	5	4.76
1-3 hour	67	63.81
3-6 hour	19	18.01
6-10 hour	10	9.52
10 hour or more	4	3.81
<b>Total</b>	<b>105</b>	<b>100</b>

**Source: Primary data.**

The above table shows that the women consumers spent nearly 1 to 3 hours in a week on online social media with 63.81% and 18.01% of respondent spent 3 to 6 hours in a week online followed by 9.52% of respondent spent nearly 6 to 10 hours, 4.76% spent 0to 1 hour in a week and 3,81% spent more than 10 hours in a week. The study reveals that women consumers due to their work life balance they spent minimum time on online social media.

**Q16. Which social media sites do you visit on a daily basis (Select all the choices visited by you)**

Choices	Frequency	Percentage
Social networking site	98	93.33
Blogs/forums	05	4.76
Social book- marking sites	12	11.43
Micro blogging	06	5.71
Photo/video sharing sites	95	90.48
<b>Total respondent=105</b>		

**Source: Primary data.**

Based on the study, 93.33% of Home- makers use social net working site most, followed by Photo/video sharing site with 90.48%. other social media sites are least preferred by the home makers.

#### 4.CONCLUSION

In India shopping is a family event, women consumers prefer to do shopping with their family. Home makers consider shopping is an experience, leisure activities, enjoyment and directed to reduce their boredom. They love to visit malls, physical stores and spent their time rather to do shopping online. They still don't have trust in online retail stores and it act as a hindrance to online shopping. Touch and feel of merchandise, physical store ambience, social touch with sales person, good returnable policy, personal care are the factors for the home makers in Chennai to prefer offline shopping. Though social networking growing fast and it brings entire world at home, still women consumer gives importance to traditional shopping than to modern shopping. The study reveals that social media helps the home makers in creating product awareness, availability of alternatives, choosing of particular brand and product but it does not influence them to buy.

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