

# A STUDY ON MARKETING METHODS ADOPTED BY HOMEMAKERS ON PHYSIOLOGICAL NEEDS

**VIGNESHWARAN D**

POST GRADUATE STUDENT (M.COM-FA) JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

**PRANAV KRISHNA .M**

POST GRADUATE STUDENT (M.COM-FA) JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

**DR. PATCHA BHUJANGA RAO**

PROFESSOR & FACILITATOR, JAIN DEEMED-TO-BE UNIVERSITY, BENGALURU

## ABSTRACT

*This study delves into the marketing methods employed by homemakers to address their physiological needs, with a focus on food, clothing, and shelter. Homemakers play a critical role in shaping household consumption patterns, and understanding their preferences and behaviours can provide valuable insights for businesses and marketers. The research employs a mixed-methods approach, combining surveys, interviews, and data analysis to examine the factors influencing homemakers' decision-making in the pursuit of physiological satisfaction. Through this research, we aim to shed light on the strategies and channels that effectively reach and influence this consumer group, ultimately contributing to more informed marketing strategies and product development in the context of fulfilling basic human needs.*

## INTRODUCTION

E-commerce (electronic commerce), is the buying and selling of goods and services over an electronic network primarily through internet. popular platforms in this category are website, facebook, Instagram, youtube etc. in the last decade widespread of ecommerce platform resulted in a huge response from buyers and the sellers thus contributing substantial growth in online trade and services especially in online retail. In 2007 ecommerce accounted for about 5% of the total retail sales. in 2019 ecommerce online retail accounted up to 16%. ecommerce transactions are classified by the nature of the deal under following categories: B2B – business to business, B2C – business to consumer, C2C – consumer to consumer, C2B – consumer to business, B2A – business to administration, C2A – consumer to administration

Major ecommerce companies classified as per according to their activities:

|                |   |  |
|----------------|---|--|
| HOSPITALITY    | - | Oyo, Yatra, Goibibo, Make my trip, Trip adviser              |
| HANDICRAFT     | - | Craft villa, It's hand made, Afday, Saffron art, Craft house |
| FOOD           | - | Zomato, Swiggy, Food panda, Inner chef                       |
| TRANSPORTATION | - | Uber, Ola, Red taxi, Red bus                                 |
| PROPERTY       | - | 99acres, Magic bricks, Rent mantra                           |
| APPARELS       | - | Jabong, mynthra, limeroad, Nyka, shopclues                   |
| ELECTRONICS    | - | Croma, Naaptol, India mart                                   |
| MULTIPRODUCT   | - | Amazon, Flipkart   |

## OBJECTIVES :

1. To study the Marketing methods adopted by individuals for marketing their products online
2. To examine special reference and study shall be done by women entrepreneurs for doing online business while staying at home
3. To analyse that the Study shall also be conducted whether such women engage in online business for profit motive or just a preoccupation and whether these women follow various rules and regulations for such business

4. To evaluate the financial contribution made by such women to family income
5. To identify how such women balance their business and household work or if not how it effects them and finding if there is any special considerations or concessions from the government side for such people

#### STATEMENT OF PROBLEM :

Considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of internet marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. Today, it's hard to believe in having an organisation which doesn't have some kind of online presence. When the internet was first introduced in the early 90s, it wasn't considered to be an advertising medium at all but the internet was treated as a tool for exchanging emails and digital information, and was not considered valuable for reaching customers. Then entered the age of education based invitational marketing, which crystallized with the creation of web 2.0 technologies. Suddenly, billions of "voices" began to rise all over the world, as the internet marketplace became as much a global community as it was an advertising medium. This led to a relational based marketing approach which has led to one of the most lucrative opportunities for solo entrepreneurs and small start ups alike to make a small fortune working from their spare bedroom. Who knows where the internet marketing revolution will lead us, but one thing is for sure: Those who understand the principles upon which the thriving internet marketplace is built will most likely never want for opportunities to create internet marketing business success and to earn solid income. . This research has conducted to study the marketing methods adopted by household entrepreneurs and problems faced by them . This research study also brings out solution to the household entrepreneurs to overcome such problems.

#### REVIEW OF LITERATURE :

Akhila Pai H(2018) - In the present scenario, 'male-only' curse in entrepreneurship don't bother Indian women who are passionate towards their career and business goals. The increased use of internet, technologies and ease in communication is opening up new platform for women in digital business market. Digital media, is not just the medium to raise voice and get heard, but it is also the safest avenue to convert big ideas into powerful brands for women entrepreneurs around the world, including India.

Supreet Juneja Wahee, Vaishali Garg and Shashank Gupta (2016) - study found that cyber world can play very important role in empowering the women as it gives a platform to females to handle their business from home giving them an opportunity to maintain proper work life balance. Their study states that the drivers of women cyber entrepreneurship can be identified which could help in increasing the success rate of startups as well as women empowerment.

Prakash, Goyal(2011) - the researchers in their study aimed to understand the reasons behind women becoming successful entrepreneurs, like in education, support of family member, successful stories of family and friend etc. Still they also face lots of hurdle like family obligation, lack of self-confidence and old and outdated social outlook to stop women to enter into entrepreneurship. Schemes of promotion and development of women entrepreneurship also floated by the government for the growth of women entrepreneurs in India.

Nehru and Bhardwaj (2013), - analysed the factors which motivate women to start their own venture and problems faced by them they ventured out to shape their own position in the competitive world of business environment.

Meeta Jethwa and Chhaya Mishra(2016), - described the status of women entrepreneurs in e-commerce environment and also the factors which encourages them to become e-entrepreneurs such as Global Reach, Cost Saving, Ease of Communication etc. The study mentioned the list of successful women entrepreneurs in India and also the issues and challenges faced by women in e-commerce sector.

Emmanouilides and Hammond, (2000) - Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users

Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of

privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over their purchasing process from initiation to completion

Mayra S. Cerda(2011) - One of the biggest challenges that small businesses and immigrant entrepreneurs face is limited access to capital. U.S. microfinance organizations are trying to close this gap by targeting their financial products to those who do not qualify for a conventional banking loan. Opportunity Fund, a microfinance organization located in San José, California, was trying to reach out to two categories of clients and identify potential partners in Alum Rock without having to use too much manpower.

Chandra, S.(1996) - while studying women and economic development in 2001, reported that growth rate of female employment in urban areas was better than in rural areas, in 1971-81 and 1981-91. The female participation rates had increased in almost all states except Himachal Pradesh and Kerala. Male participation rates were four times greater than that of female participation rates not only at national level but also at sub national level.

Rao (2002) - on the basis of a national sample survey showed that women shared only 14.1 % of total employment. Only 5.6 % of them were employed in government jobs. In rural areas, 56 % of males and 33 % females were in labour force. 66% of females in rural sector were idle or unutilized. This was due to existing social customs, putting men and women on different footings. It was also reported that women were usually not able to take benefit of employment schemes, especially those of self employment because of huge unemployment in male youth.

Ganeshan, S(2002) - while describing the status of women entrepreneurs in India in 2003 pointed out that a majority (66.9%) of respondents started their business with an initial investment of below Rs. 25000. This corresponded with the compulsions of women to go small with respect to business they started. The respondents who had initial investment between Rs 25,001 and 50,000 were only 109 12.9%. 30.6% of the respondents solely depended on borrowed sources for investment. 46.% of them invested less than Rs 25,000 from their own sources. 68.6% invested only their funds for their enterprises. The first year turnover of 77.4% was less than Rs 25,000. The entrepreneurs who claimed that their ventures were profitable in first year were 32.3%

Chowdhury (2008)- while studying the women's work and family interference reported that more and more women were joining the labour force. But it was found that they were lacking strong internal commitment to work and deliver the services as expected. Women contributed to two thirds of work hours to the world economy without being properly remunerated. There were evidences of working women's experiences at work and in family, which had given enough reasons to view family as problematic.

Evangeline F Morris(1974) The purpose of the study was to determine if college educated homemakers differed in personality traits and psychological needs from college educated homemakers with careers as well. Personality traits were measured by the 16 PF and Psychological needs were measured by the Edwards Personal Preference Test. Differences because of age were also measured.

Eri Maeda et al. Environ Health Prev Med( 2019) Self-rated psychological health in women was associated with domestic work stress regardless of employment status. To promote women's health, we need to take into account the effects of domestic work, work-family conflicts, and social support from families, as well as occupational factors.

Paul C Stern(1992) Psychological research in the 1970s and early 1980s contributed to understanding the determinants of energy use and energy conservation, particularly in households. This article reviews these contributions and sketches some implications for research in the 1990s. Psychological studies show that information and money, 2 of the major policy tools for conservation, are more complex and multidimensional than standard technical economic policy analysis assumes and that money is not the only important motive for conservation.

Charlie Wilson, Hadi Dowlatabadi(2007) Research traditions across the social sciences have explored the drivers of individual behavior and proposed different models of decision making. Four diverse perspectives are reviewed here: conventional and behavioral economics, technology adoption theory and attitude-based decision making, social and environmental psychology, and sociology. The individual decision models in these traditions differ axiomatically. Some are founded on informed rationality or psychological variables, and others emphasize physical or contextual factors from individual to social scales.

Justin Paul, Sunil Sahadev(2018) The issues of elderly consumers remain under researched despite a rapidly aging population in most countries across the globe. We examine the service failure and complexity of problems of a nursing home for seniors and seek to contribute to the field of research in terms of exploring internal marketing solutions based on two theoretical frameworks- Service Profit Chain and the Relational Third Place theory. We aim to provide insights about why elderly people are not treated as consumers.

Carolyn Arnold, Jean Marzone.(1981) As part of its five-year state plan for vocational education, the California State Department of Education and the Chancellor's Office of the California Community Colleges commissioned a study of the needs of displaced homemakers. Information was gathered by literature review, mail questionnaire, and direct communication with displaced homemakers and their service providers. These three information bases showed that displaced homemakers had a large number of needs that could be grouped into five major categories: informational needs about the services available to them; financial needs, both long- and short-term; personal counseling needs to aid in becoming emotionally stable and self-sufficient; vocational needs--for employment at a level sufficient to support their families; and education and training needs to prepare for a first or a better job.

Davit Marikyan, Savvas Papagiannidis, Eleftherios Alamanos(2019) A smart home is a residence equipped with smart technologies aimed at providing tailored services for users. Smart technologies make it possible to monitor, control and support residents, which can enhance the quality life and promote independent living. To facilitate the implementation and adoption of smart home technology it is important to examine the user's perspective and the current state of smart homes.

Dr G Anuradha, Mr R SELVARAJU(2022) The role of women in families are enormous and inevitable. Women make efficient use of goods and finance and also considered to be pillars of the family. Traditional home makers planned to utilize the things that available in their local stores but modern homemakers make the choice of goods from various websites through online shopping. Online shopping is preferred mostly by Indians in recent years especially women who are more specialized in purchase of goods be it in online or offline. At this juncture the present study is conducted to identify the awareness level, factors influencing to purchase online, the satisfaction level of home makers and the problems faced by them while purchasing products online.

## **SOURCES OF STUDY**

The required data for this research work has collected from two sources, Primary data and Secondary data.

### **1. PRIMARY DATA**

The major source of data used to carry out the analysis was the primary data. Field survey has conducted to collect the primary data from 100 respondents through well-structured questionnaire. The questionnaire has designed to elicit necessary data and details from the customers regarding their awareness. The respondents with varying backgrounds in palakkad City on their demographic aspects like age, educational qualification, occupational status, and family monthly income has selected for the study. It is an endeavor to discover answers to problems through the application of scientific method to the knowable to enable them to express their knowledge status freely and frankly.

### **2. SECONDARY DATA**

The secondary data required for the study have been collected from the books and websites. The secondary data namely literature relating to the study was gathered from the national and international journals, newspapers, magazines, articles and various other records.

## **SCOPE OF THE STUDY**

Modern technology has made people's life easier and more convenient. Today e shopping play an important role, most of the people prefer to use e shopping for purchasing the products. And also another category is household entrepreneurs especially women . they prefer to work from home in order to earn money . today this sector also has become more popular.and also it has reached to a great extent,Hence, this study helps to make understand about the them and also our study put focus on the products, nature, pattern, success rate and problems faced by such people.



## DATA ANALYSIS

In order to ensure accurate results, its essential to use both quantitative and qualitative approaches while doing analysis. For the purpose of analysing the survey data and doing research on the survey itself, it is recommended that you use statistical procedures. For the purpose of gathering quantitative questionnaire data, you should make use of questionnaire.

### DEMOGRAPHIC FACTORS

#### FREQUENCY TABLE:

|                 |               | FREQUENCY | PERCENTAGE |
|-----------------|---------------|-----------|------------|
| AGE             | BELOW 25      | 45        | 90         |
|                 | ABOVE 25      | 5         | 10         |
|                 | <b>TOTAL</b>  | <b>50</b> | <b>100</b> |
| GENDER          | MALE          | 30        | 60         |
|                 | FEMALE        | 20        | 40         |
|                 | <b>TOTAL</b>  | <b>50</b> | <b>100</b> |
| EDUCATION LEVEL | UNDERGRADUATE | 15        | 30         |
|                 | POSTGRADUATE  | 35        | 70         |
|                 | <b>TOTAL</b>  | <b>50</b> | <b>100</b> |
| MARITAL STATUS  | MARRIED       | 2         | 4          |
|                 | UNMARRIED     | 48        | 96         |
|                 | <b>TOTAL</b>  | <b>50</b> | <b>100</b> |
| CURRENT STATUS  | STUDING       | 40        | 80         |
|                 | OCCUPATION    | 10        | 20         |
|                 | <b>TOTAL</b>  | <b>50</b> | <b>100</b> |

The cross-tabulation or contingency table you gave illustrates how people are distributed according to age, gender, education level, marital status, and current status. There are 50 people in the sample; 45 are under 25 and 5 are over 25. 60% of the population is male and 40% is female. 30% of the population has undergraduate degrees, and 70% have graduate degrees. 96% of people are single and 4% of people are married. Currently, 40% of the population is enrolled in school, and 10% works. To better understand the distribution of characteristics within the population, this table offers a quick overview of the sample's makeup across demographic and categorical variables.

### ANALYSIS

#### 1.MOST OF THE PURCHASING DECISIONS ARE BASED ON BASIC NECESSITIES

|                | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| STRONGLY AGREE | 25        | 50         |
| AGREE          | 19        | 38         |
| NEURAL         | 6         | 12         |
| <b>TOTAL</b>   | <b>50</b> | <b>100</b> |

#### INTERPRETATION:

The majority of respondents (88% - 50% strongly agree + 38% agree) strongly agree that basic necessities play a significant role in their purchasing decisions. This indicates a significant portion of the population believes in the

importance of basic needs in their buying choices. A smaller proportion (12%) responded neutrally, suggesting mixed views or uncertainty about the influence of basic necessities on their buying choices. The absence of data on disagreements leaves some ambiguity regarding the diversity of opinions in the surveyed population. The total number of respondents is 50, indicating a specific sample size.

## 2. THIS GENERATION GOT INFLUENCED ON HEALTH BENEFIT PRODUCTS

|                | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| STRONGLY AGREE | 14        | 28         |
| AGREE          | 21        | 42         |
| NEURAL         | 12        | 24         |
| DISAGREE       | 3         | 6          |
| TOTAL          | 50        | 100        |

### INTERPRETATION:

In a study with fifty participants, twenty-eight percent strongly agreed that health benefit items have a big impact on what the present generation buys. There is a majority agreement when 42% of respondents say they agree. Nonetheless, 24% gave a neutral response, suggesting ambivalence or uncertainty. A smaller percentage, 6%, disagreed, demonstrating that some respondents do not think health benefit items have a significant impact on decisions about what to buy. Information on respondents who strongly disagree is not included in the table. The majority of respondents (70% - 28% strongly agree + 42% agree) seem to have a good attitude on health benefit products; nevertheless, there may be some variation within the group based on the neutral responses and tiny percentage of dissent.

## 3. CONSUMERS PRIORITIZE PRODUCTS THAT CLAIM TO ENHANCE PHYSICAL WELL-BEING

|                   | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| STRONGLY AGREE    | 19        | 38         |
| AGREE             | 13        | 26         |
| NEURAL            | 17        | 34         |
| STRONGLY DISAGREE | 1         | 2          |
| TOTAL             | 50        | 100        |

### INTERPRETATION:

The table indicates a high belief in improving physical health, with 38% of respondents strongly agreeing that they prioritize products that claim to increase physical well-being. Another 26% concur, showing that a sizable portion of customers prioritize products that improve physical well-being. An important portion of respondents—34 percent—answered in the negative, suggesting some ambivalence or doubt about giving products that purport to improve physical well-being priority. A minority of those surveyed strongly disagreed with the idea of prioritizing such products, as seen by the 2% who strongly disapproved. The sample size is 50, which is the total number of responders. A minor portion of the surveyed sample appeared to be ambivalent or uncertain about the results, as evidenced by the neutral replies and low percentage of severe disagreement.

## 3. CONSUMERS CHOOSE A PRODUCT BASED ON ITS IMPACT ON MENTAL HEALTH

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 13        | 26         |
| AGREE            | 18        | 36         |
| NEURAL           | 13        | 26         |
| DISAGREE         | 5         | 10         |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

According to the statistics, 26% of respondents strongly agree that they base their product decisions on how items affect their mental health. This suggests that a sizable number of the questioned population thinks that factors like mental health impact should be taken into account when choosing products. 36% concur, indicating a majority opinion that factors related to mental health are taken into account when choosing products. A quarter of respondents gave a neutral response, indicating some hesitation or doubt regarding the influence of mental health on product preferences. A lower proportion of respondents disagreed, indicating that some people may not give the influence of items on mental health first priority when making decisions. A minority firmly rejected the assumption that a product's impact on mental health influences consumer choice, as only 2% strongly disagreed with the theory.

4. **HOMEMAKERS PUSH THEMSELVES TO FIND SOURCE OF INCOME IN ONLINE BUSINESS JUST TO PRE-OCCUPY THEMSELVES AT HOME**

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 16        | 32         |
| AGREE            | 16        | 32         |
| NEURAL           | 14        | 28         |
| DISAGREE         | 3         | 6          |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

According to the statistics, homemakers aggressively pursue revenue from internet enterprises in order to keep themselves occupied at home, as indicated by the strong agreement of 32% of respondents. An further 32% of people concur, suggesting that a larger percentage of people also find the proposal to be acceptable. A sizeable percentage of respondents (28%), reflecting a degree of ambivalence or ambiguity regarding the interaction between homemakers and online business for preoccupation, gave neutral responses. Just 6% of respondents disagreed, indicating that some do not think homemakers actively pursue online businesses as a means of making money. Just 2% strongly disagreed, showing that only a very small minority finds the idea to be very objectionable. The sample size is represented by the 50 responders in total. To sum up, a considerable proportion of participants convey a favorable opinion on the concept.

6. **HOMEMAKERS KNOWS ABOUT PHSIOLOGICAL NEEDS THAN THE MARKETING TEAM OF THE BUSINESS**

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 12        | 24         |
| AGREE            | 15        | 30         |
| NEURAL           | 16        | 32         |
| DISAGREE         | 6         | 12         |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

According to the data, a sizable majority of respondents (24%) strongly agree that homemakers are more knowledgeable about physiological needs than a company's marketing team. This implies that a sizable percentage of those polled have a strong belief in the understanding and awareness of physiological needs that homemakers possess. While 32% are neutral, indicating some degree of ambivalence or uncertainty, the majority (30%) agree with this statement. A smaller percentage (12%) disagrees, indicating that some people do not think homemakers are more knowledgeable about physiological needs than the marketing team. Just 2% of respondents strongly disagree with the idea, suggesting that only a very small minority of people find it objectionable. The sample size is represented by the 50 responders in total. To sum up, a considerable proportion of participants convey a favorable opinion on the concept.

## 7. PRESENT MODERN LIFESTYLE SWITCH BRANDS FOR BETTER PHYSIOLOGICAL NEEDS

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 13        | 26         |
| AGREE            | 15        | 30         |
| NEURAL           | 16        | 32         |
| DISAGREE         | 4         | 8          |
| STONGLY DISAGREE | 2         | 4          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

Responses to a statement regarding people in the modern lifestyle switching brands in order to better meet their physiological needs are displayed in the table. A sizable percentage of respondents (26%) firmly concur that people actively switch brands in the modern lifestyle in order to satisfy better physiological needs. While 32% are neutral, indicating some ambivalence or uncertainty regarding the relationship between brand switching and physiological needs, a sizable majority (30%) agree with the idea. Only 8% of respondents disagree, indicating that some do not think brand switching is motivated by the desire for improved physiological results. Just a small minority (4%) strongly disagree, suggesting that the idea is only strongly rejected by some. The sample size is represented by the 50 respondents in total.

## 8. WOMEN THESE DAYS CAN BALANCE THEIR BUSINESS AND HOUSEHOLD WORKS

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 23        | 46         |
| AGREE            | 12        | 24         |
| NEURAL           | 11        | 22         |
| DISAGREE         | 3         | 6          |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

According to the data, 46% of respondents firmly believe that women can successfully juggle work and home responsibilities. There is a considerable split among respondents—24% agree and 22% disagree—which suggests some hesitancy or doubt regarding the claim that women are capable of juggling these obligations. Only 6% of respondents disagree with the statement, and 2% strongly disagree, suggesting that there is a minority of people who do not think women can successfully balance these responsibilities. Fifty percent of the participants hold a favorable opinion regarding women's ability to manage these obligations. A small percentage of strongly disagree indicates that only a minority of the surveyed group had strong opinions, while the neutral responses and disagreement indicate some diversity in opinions within the group.

## 9. GOVERNMENT IS FINDING IF THERE IS ANY SPECIAL CONSIDERATIONS OR CONCESSIONS FOR HOMEMAKERS

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 13        | 26         |
| AGREE            | 9         | 18         |
| NEURAL           | 20        | 40         |
| DISAGREE         | 7         | 14         |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

**INTERPRETATION:**

In a study with fifty participants, twenty-six percent strongly agreed that the government actively pursues special treatment or breaks for stay-at-home moms. This suggests that a sizable proportion of respondents have faith in the government's resolve to meet the needs of stay-at-home moms. A further 18% concur, suggesting that the idea has some minority support. 40% of respondents gave a neutral response, which suggests some ambivalence or uncertainty. Just 2% strongly disagreed, compared to a tiny 14% who disagreed. The sample size is represented by the 50 respondents in total. The vast majority of respondents have positive things to say about the government's efforts to find special



accommodations or benefits for stay-at-home moms. But a sizable percentage still has mixed feelings or doubts regarding the government's actions.

#### 10. INDIA WILL COUNT HOUSEHOLD CHORES AS A PART OF ECONOMIC BOOSTING

|                  | FREQUENCY | PERCENTAGE |
|------------------|-----------|------------|
| STRONGLY AGREE   | 17        | 34         |
| AGREE            | 15        | 30         |
| NEURAL           | 17        | 34         |
| DISAGREE         | -         | -          |
| STONGLY DISAGREE | 1         | 2          |
| TOTAL            | 50        | 100        |

#### INTERPRETATION:

The table displays answers to a question regarding whether India's economic growth should include household chores. A considerable proportion of those surveyed acknowledge the financial benefits of doing household chores, as evidenced by the strong agreement expressed by one-third of respondents. With 30% of respondents agreeing, this idea is supported by most respondents. A third give a neutral response, suggesting some ambivalence or doubt regarding the inclusion of household chores in economic computations. Only a small portion strongly disagree, suggesting that the idea is only strongly rejected by a minority. The sample size is represented by the 50 respondents in total. In conclusion, a sizable percentage of respondents have positive feelings about the notion of including domestic tasks in efforts to boost India's economy.

#### SUGGESTIONS

##### To the vendors

1. After sales service can be provided to the consumers in order to satisfy the consumers highly.
2. Vendors can come up with the extensions of warehouses on the main cities so that the orders from the cities can be followed by respective warehouse so the delayed delivery problem can be controlled.
3. If the consumers return the goods, the vendors have to refund their money very quickly.
4. To make the business more attractive the vendors can focus on the branded products.
5. Advertisement on the media makes it more familiar, so they can concentrate on it.
6. Schemes, discounts, offers on festive seasons are recommended.
7. Deductions & reduction of shipping charges & delivery charges can be applied.
8. The vendors in order to maintain the reputation and goodwill among the consumers they have to deliver the proper goods what the consumers have ordered in a good condition.

##### To the customers

1. The respondents have to optimize their PC's security settings to avoid online swindles.
2. They can politely deal with the person who deliver the product
3. They can give consideration mostly to household women entrepreneurs
4. The respondents should Share payment information only with known or reputable vendors
5. They can use a credit card instead of a debit card.

6. The respondents have to make sure the order checkout area has been encrypted.
7. The respondents while ordering the product they have to Print or save a copy of their orders.
8. They have to use strong passwords while they making payment through electronic fund transfer.

### CONCLUSION:

Many research studies suggest that the online marketers have to attract customers and at the same time provide better products or services to benefit the consumers. Today, India's Digital Startup ecosystem is in a better position, wherein women's participation in the field of entrepreneurship is increasing at a substantial rate.. In this fast moving economy, there has always been a choice for women to have a successful career with independency or stay back due to the society's pull. Since multitasking is a trait women are born with, it is helping them to maintain a balance between their career and responsibilities simultaneously. It is has become old believe that women become entrepreneurs because of push factors like poverty, husband's death and need of additional income etc, but now they are venturing into business because of risk taking ability, innovative thinking and passion for achievement.

### REFERENCE

1. Akhila Pai H. (2018). Digital startups and women entrepreneurship: A study on the status of women entrepreneurs in India.
2. Supreet Juneja Wahee, Vaishali Garg, and Shashank Gupta. (2016). Women empowerment through cyber entrepreneurship: Implications through caselets.
3. Prakash, Goyal. (2011). Women entrepreneurship in India-problems and prospects.
4. Nehru and Bhardwaj. (2013). Problems and challenges faced by women entrepreneurs in India.
5. Meeta Jethwa and Chhaya Mishra. (2016). A study on the status of women entrepreneur in the e-commerce environment in India.
6. Emmanouilides and Hammond. (2000). Internet usage: predictors of active users and frequency of use.
7. Bellman et al. (1999). Consumer buying behaviour on the internet: findings from panel data.
8. Mayra S. Cerda. (2011). Small business and entrepreneurship: A microfinance project in Santa Clara county.
9. Chandra S. (1996). Women and economic development: A study of the role and participation of women in the economy.
10. Rao. (2002). Women entrepreneurship in India.
11. R. Ganeshan. (2002). Women entrepreneurs: Problems and prospects.
12. Chowdury. (2008). Microcredit programs contribute to the development of women entrepreneurship at the household level.
13. Evangeline F Morris. (1974). The personality traits and psychological needs of educated homemakers and career women.
14. Eri Maeda et al. (2019). Domestic work stress and self-rated psychological health among women: A cross-sectional study in Japan. National Institutes of Health (.gov).
15. Paul C Stern. (1992). What psychology knows about energy conservation.
16. Charlie Wilson, Hadi Dowlatabadi. (2007). Models of decision making and residential energy use.
17. Justin Paul, Sunil Sahadev. (2018). Service failure and problems: Internal marketing solutions for facing the future.
18. Carolyn Arnold, Jean Marzone. (1981). Needs of Displaced Homemakers. National Library of Australia.
19. Davit Marikyan, Savvas Papagiannidis, Eleftherios Alamanos. (2019). A systematic review of the smart home literature: A user perspective.
20. Dr G Anuradha, Mr R SELVARAJU. (2022). Online Shopping Experience among Home Makers. IJNRD.