

A Study on Internet Usage Trends in Tiruchirappalli Corporation

*Dr. V. Josephine Lourdes De Rose

*Assistant Professor, Department of Commerce, Holy Cross College, Tiruchirappalli - 620 002, Tamil Nadu, India.

Abstract

Around 40% of the world population has an internet connection today. In 1995, it was less than one per cent. The number of internet users has increased tenfold from 1999 to 2013. The first billion was reached in 2005, the second billion in 2010 and the third billion in 2014. Among the top 20 countries, India is the one with the lowest penetration: 19% and the highest yearly growth rate. At the opposite end of the range, United States, Germany, France, U.K., and Canada have the highest penetration: over 80% of population in these countries has an internet connection. The researcher has made an attempt to study the trends in internet usage in Tiruchirappalli Corporation. The study adopted a descriptive survey method to investigate the hours of internet usage and the purpose of internet usage in Tiruchirappalli. The study sample of 60 respondents was selected using purposive sampling method within the Corporation limit. This study identifies the profile of the internet users and identifies the association level between age and the purpose for which the internet is used, occupation and the purpose for which the internet is used, gender and the daily usage of internet and occupation and the daily usage of internet.

Keywords: daily usage, internet users, profile, purpose of usage, Thiruchirappalli Corporation.

Introduction:

The number of Internet users in India is expected to rise 18.53 per cent in the coming eight months to reach 24.3 crore by June 2014, on the back of higher adoption of mobiles as a means to access the Internet, a report today said. Entertainment is the primary driver of internet use in India. Almost 75% of the users use internet for entertainment while 56% use it for communications. Users like to access music, videos and photos for entertainment. Community Service Centers and cyber cafes are the major point of access for internet users India. 57.7% of the internet users accessed internet through this common user points. A significant 12% of the internet users access internet on their mobile phones. First, there was a gentle warm up. It took 10 years for India to get her first 10 million users and another decade to hit the first 100 million. Then, the pace quickened. The next 100 million users came in three years between 2010 and 2013, and the third 100 million took only 18 months. Internet users crossed 300 million in December 2013. The athlete has hit his full stride now. "We are adding five million new users a month and that should take the user base to 500 million by 2018-19," says Rajan Anandan, managing director, Google India. There is a growing interest amongst the rural constituents seeking information on education. 81% claimed internet users seek information pertaining to school, university and exam centers.

Review of related literature:

Amy Tracy Wells, (2008), A Posurrtrait of Early Internet Adopters: Why People First Went Online and Why They Stayed, The survey was on the initial purpose of internet usage. The vey majority of respondents noted “to communicate with colleagues.” When asked what their favorite application was at the time they first went online, most said email. Indeed the Project’s findings since it first began to do national surveys of internet users has shown that the popularity of email use has

not changed much, even as the size of the internet population has grown and its demographic composition has changed.

Sandhya Rai, (2014), An Exploration of Trend in Internet Usage and Perception of Information Credibility among Indian Post Graduate Students, The study reveals the the use of internet among the student community worldwide but not much had been studied about the internet usage and perception of information credibility among the Indian students. The research also tries to find out if there is any difference between the usage patterns of the internet in term of gender. The perception of the students towards the credibility of the information available on the internet had also been studied.

Priya Mary Mathew, Sita Mishra, (2014), Online Retailing in India: Linking Internet Usage, Perceived Risks, Website attributes and Past Online Purchase Behaviour, research study examines drivers of online purchase in India. A structured questionnaire was administered for online consumers using field and online survey mediums and response of 484 users was obtained. Findings show that Indian online users had high level of perceived risks and these perceived risks increase despite users have online buying experience. However, their attitude towards future intention to do online purchase was not influenced by perceived risks related to Internet.

Research objectives:

- i. To investigate the pattern of internet usage in Tiruchirappalli Corporation.
- ii. To analyse the purpose for which the internet is used most of the time.
- iii. To find out if there is any gender difference in the average use of internet.

Hypotheses:

- i. There is a significant association between the age and the purpose for which the internet is used.
- ii. There is a significant association between the occupation and the purpose for which the internet is used.
- iii. There is a significant association between the gender and the daily usage of internet.
- iv. There is a significant association between occupation and the daily usage of internet.

Research Design:

The study adopted a descriptive survey method to investigate the key uses of internet among internet adopters in Tiruchirappalli. The study sample of 60 respondents was selected using purposive sampling method within the Corporation limit. The survey instrument used was a questionnaire consisting of 20 items to understand the pattern of internet usage.

Analysis and Interpretation:

The items were analysed with the help of SPSS package through chi square analysis to study the relationship between gender and daily internet usage as well occupation and daily internet usage. The influence of Age and occupation on the purpose of internet usage is also analysed through Chi square analysis.

Table No: 1**Demographic Profile of Respondents**

Variables	Particulars	Frequency	Percentage
Gender	Male	30	50
	Female	30	50
Age	From 18 to 24	15	25
	25 to 30	12	20
	31 to 36	12	20
	37 to 42	12	20
	Above 42	09	15
Occupation	Student	21	35
	Business	06	10
	Professional	12	20
	Employee	15	25
	Home maker	06	10

Source: primary data

The demographic profile of the respondents is discussed in Table No.1. With regard to gender 50 per cent are male and another 50 per cent are female. Taking age group into consideration youngsters within the age group of 18 – 24 years with 25 per cent make more use of internet in Tiruchirappalli, whereas people within 25 – 42 years constitute the next 60 per cent who use internet. Finally the respondents above the age group of 42 are the least in strength with 15 per cent to use internet. With reference to occupation the student community is the leading strength (35 per cent) to make use of the internet; next in order are the employed persons both in public and private sector with 25 percent. The professional are the third in order with 20 per cent and business men and homemakers are the least who make use of the internet with ten per cent.

Table No: 2**Pattern of Internet Usage**

Variables	Particulars	Frequency	Percentage
Daily usage	Less than an Hour	12	20
	1 Hr to 2 Hours	18	30
	2 Hrs to 3 Hours	06	10
	3 Hrs to 4 Hours	06	10
	Above 4 Hours	18	30
Purpose of usage	Online Banking	03	05
	Online Purchase	06	10
	Communication	27	45
	Online Trading	12	20
	Information search	03	05
	Entertainment	09	15

Source: primary data

Table No. 2 shows the pattern of internet usage with reference to daily usage and the purpose of usage. Taking into consideration the daily usage, many respondents 30 percent use the internet for 1 – 2 hours and more than 4 hours respectively. Likewise ten per cent use it for 2 – 3 hours and another 10 per cent use it for 3 – 4 hours. Twenty per cent of the respondents use the internet for less than an hour.

With regard to the purpose of usage, most of them 45 per cent use the internet for communication purposes, 20 per cent use it for online trading and another 15 per cent use it for entertainment purposes and ten per cent use it for online purchases and another five per cent use it for online banking and browsing information respectively.

Table No: 3 Chi square statistics

Association between Age and Purpose of Internet Usage

Chi - Square	41.00
df	20
Asymp.sig	0.004 < 0.05

Source: computed data

Null hypothesis (H_0): There is no relationship between age and purpose of internet usage

Alternate hypothesis (H_a): There is a relationship between age and purpose of internet usage

It is inferred that there is a significant relationship between the age of the respondents and the purpose for which the internet is used. The calculated chi square statistic has a value of 41.00, as it is greater than the critical value of 31.410; it is proved that people of various age groups make use of internet for various purposes.

Table No: 4 Chi square statistics

Association between Occupation and Purpose Of Internet Usage

Chi - Square	37.119
df	20
Asymp.sig	0.01 < 0.05

Source: computed data

Null hypothesis (H_0): There is no relationship between occupation and purpose of internet usage

Alternate hypothesis (H_a): There is a relationship between occupation and purpose of internet usage

It is inferred that there is a significant relationship between the occupation of the respondents and the purpose for which the internet is used. The calculated chi square statistic has a value of 37.119, as it is greater than the critical value of 31.410; it is proved that people of various age groups make use of internet for various purposes.

Table No: 5 Chi square statistics**Association between Gender and Daily Internet Usage**

Chi - Square	20.00
df	04
Asymp.sig	0.000 < 0.05

Source: computed data

Null hypothesis (H_0): There is no relationship between gender and daily internet usage

Alternate hypothesis (H_a): There is a relationship between gender and purpose of daily internet usage

It is inferred that there is a significant relationship between the gender of the respondents and the daily internet usage. The calculated chi square statistic has a value of 20.00, as it is greater than the critical value of 9.488; it is proved that people of various age groups make use of internet for various purposes.

Table No: 6 Chi square statistics**Association between Occupation and Daily Internet Usage**

Chi - Square	29.810
df	16
Asymp.sig	0.019 < 0.05

Source: computed data

Null hypothesis (H_0): There is no relationship between occupation and daily internet usage

Alternate hypothesis (H_a): There is a relationship between occupation and daily internet usage

It is inferred that there is a significant relationship between the age of the respondents and the purpose for which the internet is used. The calculated chi square statistic has a value of 29.810, as it is greater than the critical value of 26.296; it is proved that people of various age groups make use of internet for various purposes.

Findings:

- ❖ Youngsters within the age group of 18 – 24 years make more use of internet in Tiruchirappalli.
- ❖ With reference to occupation the student community is the leading strength to make use of the internet;
- ❖ Most of the people who use internet either use it for 1 – 2 hours or more than 4 hours respectively.
- ❖ A considerable strength of internet users use it for communication purposes.

Conclusion:

This study identifies that youngsters within the age group of 18 – 24 years make more use of internet in Tiruchirappalli corporation limit. With reference to occupation the student community is the leading strength to make use of the

internet followed by employed people. Most of the people who use internet either use it for 1 – 2 hours or more than 4 hours respectively. A considerable strength of internet users uses it for communication purposes which are followed by online trading purposes to make an earning.

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