THE INTERDEPENDENCE BETWEEN CUSTOMERS' DEMOGRAPHICS AND E-PRODUCTS IN ONLINE SHOPPING

Dr. Rohit Sublaik[1]

[1]Assistant Professor, School of Management, Bahra University, Shimla Hills, Waknaghat, Distt. Solan.

ABSTRACT

Online Shopping is the procedure by which buying and selling of goods and services is done by making use of the internet. Today, any item can be purchased through internet. This paper aims to study the interdependence between customers' demographics and e-Products in online shopping. To achieve the objective, primary data is collected with the help of questionnaire. Data is analyzed by making use of appropriate statistical tools and the crux has been drawn that there exists a significant interdependence between customers' demographics and e-products in online shopping.

Keywords: Electronic Products, Online Shopping, Demographics, e-Products

1. INTRODUCTION

E-shopping is basically searching for goods and services over the internet through the use of a web browser and finally purchasing these goods/services. Online shopping has gained popularity in no time and is increasing day by day. Customers' save money and their precious time and are able to explore all the information related to electronic products with just few clicks. Moreover, the buying can be done anywhere and anytime according to their preferences.

2. LITERATURE REVIEW

Shi, K., De Vos, J., Yang, Y., & Witlox, F. (2019) concluded from their study that there are four factors: internet experience, socio-demographic factors, location factors and car ownership that determine the e-shopping and shopping travel behaviors'.

Ladhari, Gonthier & Lajante (2019) in their study revealed that there are four approaches to online shopping i.e. price shopping, brand shopping, pleasure shopping and trend shopping. Also, six shopping customers' profiles have been identified: emotional shoppers, shopping fans, fashionistas, strategic shoppers, discovery shoppers and price shoppers.

It was concluded in the study conducted by Monsuwe et al. (2004) that there are five external factors namely product characteristics, consumer personality, consumers' trust in online shopping, situational factors and previous online shopping experiences that helps in understanding the consumers' intentions when they want to make purchase online for a particular product.

According to Burke (2002) there are four demographic factors namely age, income, gender and education that have a significant effect on the attitudes of consumers' towards online shopping. The study concluded that the younger people make use of new technologies as compared to old people. The older consumers on the other hand avoid online shopping due to the perceived cost involved to use the internet.

Bellman, Lohse, and Johnson (1999) concluded from their study that consumers' traits include age, education, gender and income that influence the consumers' intention to shop for products online.

Bellman, Lohse, and Johnson (1999) proposed that demographic variables alone explain a very low percentage of variance in the purchase decision. Consumers' traits include their demographic factors (income, age, gender, and education), which would influence their intention to shop online. For the factor of age, consumers that are under age 25 have more potential to shop online because of their interest in using new technologies to search for products and also for information provided for comparing and evaluating alternatives. According to Burke (2002) and Wood

(2002), four relevant demographic factors (age, gender, education, and income) have a significant moderating effect on consumers' attitudes toward online shopping. Based on several studies that were made on these variables, the studies have resulted in some contradictory results. As for age, it was found that younger people are more interested in using new technologies, such as the Internet to search for comparative information on products whereas older consumers avoid shopping online as the potential benefits from shopping online are offset by the perceived cost in skill needed to use the Internet.

Ladhari, Gonthier & Lajante, (2019) studies sector of Generation Y female e-Shoppers attitude and found "four approaches to online shopping: trend shopping, pleasure shopping, price shopping, and brand shopping. Six shopping profiles have also been identified, each with different objectives: price shoppers, discovery shoppers, emotional shoppers, strategic shoppers, fashionistas, and shopping fans".

Monsuwe et al., (2004) suggested that there are five external factors that provide an insight into understanding the consumers' intentions when it comes to making purchases on the Internet. These factors are consumer personality, situational factors, product characteristics, previous online shopping experiences, and the consumers' trust in online

shopping. Situational factors might also lead a consumer to have an intention shopping on the Internet, such as time pressure, lack of mobility, geographical distance, need for special items, and attractiveness of alternatives.

A study by Shi, DeVos, Yang and Witlox (2019) suggested that "e-shopping and shopping travel behaviors are significantly determined by sociodemographic, Internet experience, car ownership, and location factors". Moreover, e-Shopping could be a solution for crowded area and in distant future the number of brick and mortar for clothes

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3. OBJECTIVE

The aim of this research paper is to study the interdependence between customers' demographics and e-products in online shopping.

4. RESEARCH METHODOLOGY

(a) Research Design: Descriptive research was used and primary data was collected with the help of well structured questionnaire.

(b) Sample Design: Purposive Sampling Technique was used and a sample size of 450 was undertaken for the study.

(c) Analysis: The data collected was analyzed with the help of statistical tools (Chi-square test, Weighted Arithmetic Mean).

Interpretations:

The following interpretations were drawn from the data analysis performed to achieve the above mentioned objective;

There exists a strong interdependence between the gender of the customers' with purchasing of mobile phones and printers.

There exists a strong interdependence between the age of the customers' with purchasing of music players and digital cameras.

There exists a strong interdependence between the area of residence of the customers' with purchasing of mobile phones, printers, music players and gaming consoles.

There exists a strong interdependence between the income level of the customers' with purchasing of pc/laptops, printers and music players.

There exists a strong interdependence between the marital status of the customers' with purchasing of mobile phones, printers and digital cameras.

There exists a strong interdependence between the occupations of the customers' with purchasing of pc/laptops, printers and music players and digital cameras.

There exists a strong interdependence between the qualification of the customers' with purchasing of pc/laptops, printers and music players, gaming console and digital camera.

Table 1.1: Interdependence between Customers' Demographics and Mobile Phones in Online Shopping

Electronic Products	Demographics	Chi-Square Value	Result
Mobile Phones	Gender	51.532	**Significant Interdependence**
	Age	5.523	**No Interdependence**
	Area of Residence	5.052	**Significant Interdependence**
	Income Level	2.765	**No Interdependence**
	Marital Status	1.123	**Significant Interdependence**
	Occupation	40.676	**No Interdependence**
	Qualification	3.36	**No Interdependence**

Level of Significance = 5%

Table 1.2: Interdependence between Customers' Demographics and PC/Laptops in Online Shopping

PC/Laptops	Gender	0.173	**No Interdependence**
	Age	3.823	**No Interdependence**
	Area of Residence	0.021	**No Interdependence**
	Income Level	30.077	**Significant Interdependence**
	Marital Status	4.238	**No Interdependence**
	Occupation	13.775	**Significant Interdependence**
	Qualification	11.759	**Significant Interdependence**

Level of Significance = 5%

Table 1.3: Interdependence between Customers' Demographics and Printers in Online Shopping

Printers	Gender	8.518	**Significant Interdependence**
	Age	2.044	**No Interdependence**
	Area of Residence	11.03	**Significant Interdependence**
	Income Level	15.889	**Significant Interdependence**
	Marital Status	6.532	**Significant Interdependence**
	Occupation	13.137	**Significant Interdependence**
	Qualification	60.249	**Significant Interdependence**

Level of Significance = 5%

Table 1.4: Interdependence between Customers' Demographics and Music Players in Online Shopping

Music Players	Gender	0.26	**No Interdependence**
	Age	13.044	**Significant Interdependence**
	Area of Residence	12.196	**Significant Interdependence**
	Income Level	15.553	**Significant Interdependence**
	Marital Status	3.643	**No Interdependence**
	Occupation	20.983	**Significant Interdependence**
	Qualification	27.096	**Significant Interdependence**

Level of Significance = 5%

Table 1.5: Interdependence between Customers' Demographics and Gaming Consoles in Online Shopping

Gaming Consoles	Gender	1.39	No Interdependence
	Age	5.944	No Interdependence
	Area of Residence	15.918	Significant Interdependence
	Income Level	2.736	No Interdependence
	Marital Status	2.937	No Interdependence
	Occupation	7.23	No Interdependence
	Qualification	33.606	Significant Interdependence

Level of Significance = 5%

Table 1.6: Interdependence between Customers' Demographics and Digital Cameras in Online Shopping

Digital Cameras	Gender	1.602	No Interdependence
	Age	7.264	Significant Interdependence
	Area of Residence	0.467	No Interdependence
	Income Level	3.836	No Interdependence
	Marital Status	8.598	Significant Interdependence
	Occupation	14.298	Significant Interdependence
	Qualification	25.494	Significant Interdependence

Level of Significance = 5%

5. CONCLUSION

It can be seen from the above table 1.1 to table 1.6 that majority of chi-square values are significant thus, it can be concluded that demographic factors have significant relationship with purchasing of electronic products.

6. REFERENCES

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