



THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING

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Abstract

This paper aims at finding the relationship between demographic variables and consumer attitude towards online shopping. The data was collected through questionnaires from 420 online consumers. The empirical research revealed that consumer attitude towards online shopping is significantly affected by their demographic background. It determines consumer's convenience, current marketing activities assimilation of technology and risk involved in online shopping. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar study.

Keywords: On-Line Shopping, Demographic Factor, Consumer Attitude, Risk Factors.

Introduction

Internet adoption is a recent phenomenon in India. Popularization of internet and e-commerce has been one of the most important social and business developments of the last decade. At present consumers use internet as a shopping medium in many developed and developing countries. Many companies have started using the internet with the aim of cutting marketing costs, thus, reducing price of their products and services in order to stay ahead in highly competitive markets. Besides, with the increase in availability of resources, improvement in education and income, many people living in major cities in India have adopted online shopping due to its convenience, reduction in time and cost, and enjoyment. This trend is now been spreading even in non metro cities of India (Patel 2015).

E-consumers' attitude towards online shopping

Online shopping refers to the process of purchasing products or services via the Internet. Consumer attitudes towards online shopping is a consumer's positive or negative feeling related in accomplishing the purchasing behavior on the internet. It involves mind predisposition to certain ideas, values or systems. As online stores are open round the clock of 24/7, 7 days a week and 365 days, gives the online shopper more freedom to shop at their own pace and convenience. Moreover, the rise of personal computer ownership and the improvement of internet access have lead to the widespread use of the internet, which in turn has increased the tendencies to shop online. Such scenario raises an issue to find the factors which induce consumers to do online shopping. Consumers getting attracted towards online shopping will enhance the frequency of buying through online. Since online shopping is highly associated with consumers, demographic profile of consumers is considered to be a prominent factor to promote online shopping. This study examines the demographic profile of Indian consumers and their associated attitude towards online shopping. Five demographic profile variables namely gender, age, job designation, marital status and salary variables were chosen. The findings of this study would provide some understanding to the service providers and the government on the effect of demographic profile on online shopping. Further the study would also help them in finding and implementing suitable strategies to enhance online shopping (Ghani 2009).

Review of literature

L.Sin & A. Tse (2002) studied about internet shoppers in Hong Kong and tested a model on internet shopping behavior. The model postulated that consumer internet shopping behavior was affected by the consumers' demographic, psychographic, attitudinal and experiential factors. The study found that most of the internet buyers tend to be male, well educated, with higher income and was mainly in the age groups between 21 and 30 years.

Craig Van Slyke, Christie L. Comunale, France Belanger (2002) examined impact of web based shopping on gender perceptions among five hundred respondents in United States of America. They studied the significance of gender in purchasing a product on the web. Multivariate analysis covariances were performed to find the relationship between gender and perceived innovation adoption. Results indicated that overall levels of the perceived innovation characteristics differed by gender and found that men perceived web shopping more positively than women.

Jooyoung Park, Yeosun Yoon, Byungtae Lee (2009) investigated gender differences in searching for information in the online context. The study examined Korean consumers' information search behaviour in terms of both gender and product categories. Females actually used customer reviews and assistant agent more than males while shopping for experience goods than that of search goods.

Afifah Hashim, Erlane K Ghani, Jamaliah Said (2009) examined the influence of demographic profile on Malaysian consumers' attitude towards online shopping behavior. The five demographic profile variables were gender, age, job

designation, marital status and salary. Correlation analysis revealed that there was a positive relationship between all the variables and consumers' online shopping behavior. It was found that male shoppers tend to become more online shopper than female shoppers. Results also showed that male shoppers with higher income earners and those of age between 30 to 39 years old do more online shopping.

Banerjee, Dutta and Dasgupta (2010) conducted a study on consumers' attitude towards online shopping. The study revealed that availability of extensive and current information was the most important factor influencing Indian consumers to shop online. Further, online security prevented the respondents from shopping online.

Guo Jun, Noor Ismawati Jaafar (2011) studied about consumers' attitude towards online shopping in China. Multiple regression results revealed that perceived usability, perceived marketing mix, perceived privacy, perceived after-sales service had a greater influence on consumer attitude towards online shopping. The researcher concluded that the online consumers care more about marketing mix and the reputation of the e-vendor when making online purchases in China.

Dahiya Richa (2012) studied the impact of demographic factors influencing the online shopping behaviour of five hundred and eighty Indian consumers. The researcher concluded that females were more impulsive buyers than males and families with two children were found to spend more on online shopping as compared to nuclear and extended families.

Gagandeep Nagra, Gopal (2013) identified the impact of demographic factors influencing online shopping behavior among seventy Mumbai consumers. Anova results showed that age and gender variables of demographic factor does impact on possession of internet and frequency of online purchase of consumers. It was documented that females were more impulsive buyers than males because they were more likely to be attracted towards promotional schemes offered by the online retailers.

P. Ravi and R. Subha lakshmi (2015) studied the impact of demographic factors such as gender and marital status on online shopping attitude of consumers in buying cosmetic products. The independent t test proved that gender and marital status were not found much important in influencing the consumer attitude towards online shopping of cosmetic products.

Objective of the study

1. To ascertain consumer, marketing, technological and risk factors responsible for consumer attitude towards online shopping.
2. To ascertain the influence of demographic variables of consumers on their attitude towards online shopping.

Hypothesis

The following hypotheses are framed based on the research gaps as well as objectives of the study. There is no significant influence of demographic variables on consumer attitude towards online shopping.

Research methodology

The study is based on both primary and secondary data. The primary data is collected through a well structured questionnaire through the variables of consumer attitude. The secondary data is collected from journals, articles and magazines. After verifying the reliability and validity of the questionnaire the researcher intended to obtain the primary data through the rational circulation of the questionnaire. So, the researcher collected the responses from all the zones of Chennai city. The researcher circulated 500 questionnaires in a convenient sampling method obtained only 422 responses after scrutinizing two of them are found with flaws. Hence, the sample size of the research is 420.

Data analysis

In this section the researcher applied linear multiple regression analysis on the independent demographic variables and multiple dependant factors of consumer attitude towards online shopping. The linear multiple regression analysis creates a scenario where multiple independent and unique dependant variables can be used. Important statistics for linear multiple regression analysis are R^2 , f values, beta values, t values and significant probability values. Since the researcher confirmed the consumer attitude in to four factors namely consumer factors, marketing factors, technology factors and risk factors. The following summarised table indicates the four regressions at a time.

Table 1 Individual variances for consumer attitude

Factor	R^2	fvalues	Significance
Consumer factors	.339	3.987	.000
Marketing factors	.435	4.853	.000
Technology factors	.342	3.876	.000
Risk factors	.319	3.365	.000

Source: Primary data

From the above table it is formed that all R^2 values are greater than 0.3, f values are statistically significance @ 5% level. This implies the four regression coefficients have high variances to ensure a nature of relationship between the demographic variables, age, gender, marital status, income, educational level, occupational status and no. of dependants. This implies that the demographic variables are vital in determining the attitude of the consumers.

Table 2 Individual influences of demographics

Individual variables	Beta value	t value	Significance
Age	.653	3.089	.000
Gender	.554	11.654	.000
Marital status	.332	5.675	.000
Income	.401	5.890	.000
Education	.342	6.761	.000
Current status	.541	6.786	.000
No. of dependants	.435	12.983	.000

Source: Primary data

From the above table it is found that individual correlation coefficient of all the demographic variables with the respective consumer attitude factors indicated the significant individual relationship. This shows that the demographic variables and their segmentation are very important to measure consumer attitude in particular age, gender, income and education qualification are highly significant in determining the changing attitude of online consumer.

Findings and conclusion

The empirical research revealed that consumer attitude towards online shopping is significantly affected by their demographic background. It determines consumer's convenience, current marketing activities assimilation of technology and risk involved in online shopping. The consumers of online shopping with younger age background felt that the necessary of online shopping to avoid time consuming process and physical visit to the marketing outlets. Educational qualification of consumers is able to measure their need recognition for online shopping and the time saving phenomenal behind online shopping. The age of the consumers make them to differ in their perception towards the assimilation of technology. In particular the younger age groups are always technology oriented and their attitude is always risk bearing and also give least important to the risk factors. The main consumer attitude of online shoppers is convenience and technological orientation.

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