

International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337
P-ISSN: 2663-3329
www.marketingjournal.net
IJRMMS 2023; 5(1): 54-58
Received: 20-01-2023
Accepted: 25-02-2023

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Demographic and psychographic study of online buying behaviour

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DOI: <https://doi.org/10.33545/26633329.2023.v5.i1a.122>

Abstract

This paper discusses the methodology for conducting a demographic and psychographic study of online buying behaviour. The study of demographic and psychographic factors is an essential aspect of market research that can provide insights into consumer behaviour. The methodology for conducting such a study involves several steps, including defining the research problem and objectives, developing research questions and hypotheses, selecting a sample, developing a survey instrument, pretesting the survey, collecting data, analysing data, interpreting findings, and reporting findings.

The demographic and psychographic study of online buying behaviour can help businesses identify the key factors that influence online purchasing decisions, which can be used to develop effective marketing strategies to target specific consumer segments. The survey instrument should include demographic and psychographic questions to understand online buying behaviour comprehensively. Data can be collected online or in person, depending on the survey instrument and target population.

The data collected from the survey should be analysed using statistical techniques such as frequency analysis, correlation analysis, and regression analysis. The findings should be interpreted in light of the research questions, hypotheses, and study limitations. The report should include recommendations for marketing strategies based on the findings.

In conclusion, a demographic and psychographic study of online buying behaviour is an essential aspect of market research that can provide valuable insights into consumer behaviour. The methodology outlined in this paper provides a framework for conducting such a study, which can help businesses better understand their target market and make informed decisions.

Keywords: Social media marketing, buyer behaviour, Coimbatore

Introduction

Today online shopping is a growing trend all around the world; with the development of technology and communication, Increase in the use of the Internet, people want to shop online. Large numbers of people shop online; it is changing the way of trading as well as the shopping habits of the people; they want to save their time and money and also want to know about the product & services. Youngsters are tremendously doing online shopping. Business organisations want to contact and develop contact with consumers because consumers behave rationally. The Internet has changed the attitude of consumers towards online shopping. Demographic and psychographic factors influence consumer behaviour, such as age, family life cycle, family size, income, education, gender, cultural background etc. and psychographic factors like lifestyle, professional status, friends, supremacy, dominance, self-esteem, religion, ethics etc. Consumer behaviour has become highly unpredictable in the present time of globalisation. Consumer behaviour is dynamic. Demographic and psychographic factor influences the buying pattern of consumer.

Consumer behaviour is a highly complex phenomenon to identify. It is a type of individual behaviour, demographic and psychological environment acting as a vital part influencing the pattern of consumer behaviour. This study contains the Demographic and Psychographic factors of online buying behaviour, which influence consumers' buying behaviour towards online shopping and explore the proportion of online shopping. Research instruments to address the proposed issues consequent data collection, analysis, and drawing relevant conclusions in online buying behaviour. The Internet has become a giant global marketplace for exchanging products and services. In India, with tremendous expansion in Internet use, people have become consistent in using the Internet.

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The progress in human culture and the expansion of digital and communication provide opportunities to develop innovative business concepts. The Internet has improved brands and changed traditional and modern online shopping. Online shopping is a growing concept worldwide, the new form of shopping popularly known as online shopping or internet shopping. Today online shopping is the most popular and regular form of activity that is performed on the Internet. The Internet provides a place where customers can purchase products according to their needs and satisfaction.

Online marketing

Online marketing is a term used to describe promoting a business or product using digital channels such as the Internet, social media, email, and mobile devices. However, online marketing only sometimes existed in the form we know today. Online marketing can be traced back to the early days of the Internet when it was still in its infancy and used mainly by researchers and academics. In this article, we will explore the evolution of online marketing and how it has changed over the years.



Fig 1: Online Marketing

Consumer Behavior

Consumer behaviour in online shopping refers to the actions and decisions consumers make when purchasing goods and services online. The process of online shopping begins with the identification of a need or desire, which is followed by a

search for information about available products or services. Consumers will then evaluate their options and decide which product or service to purchase, and finally, they will make the purchase and evaluate their experience.

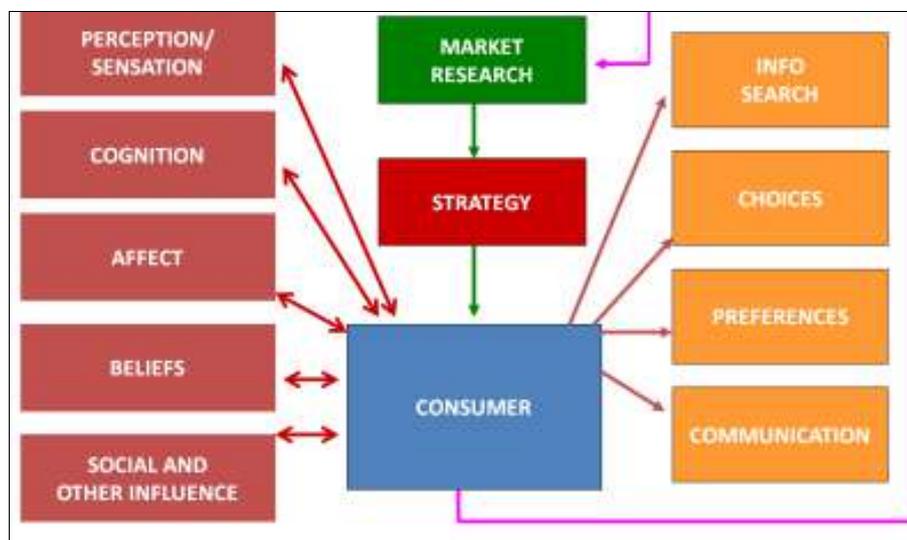


Fig 2: Consumer Behavior

Impact of digital technologies on marketing strategies

Digital technologies have had a profound impact on marketing strategies in recent years. The rise of social media, mobile devices, and other digital channels has

transformed how businesses connect with customers and promote their products and services. Here are some of the key ways that digital technologies have impacted marketing strategies:

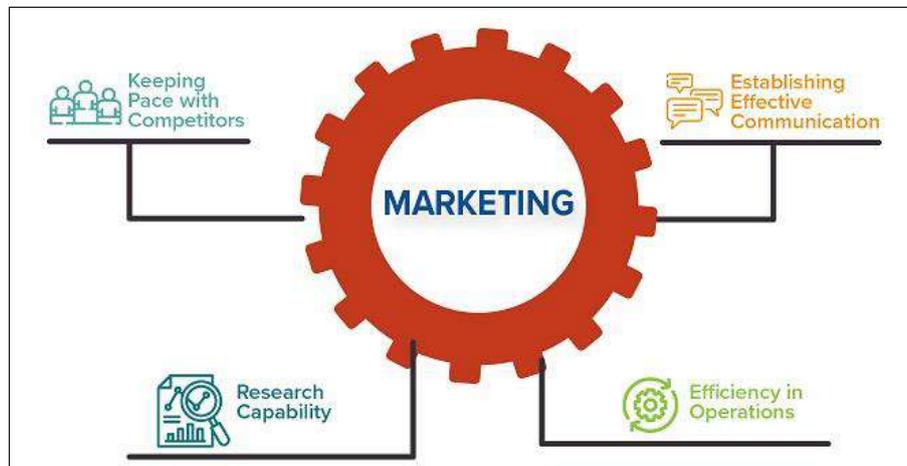


Fig 3: Impact of Digital Technologies on Marketing Strategies

Literature Review

1. A Study on Customers' Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City, Prof. Pritam P. Kothari, Prof. Shivganga S. Maindargi, 2016^[17]

The growing no. of internet users in India provides a bright prospect for online shopping. Suppose E-marketers know the key factors affecting customers' behaviour and their relationships. In that case, they can formulate marketing strategies to convert potential customers into loyal ones and retain existing online customers. This research paper highlights factors online Indian customers keep in mind while shopping. After completing the study, Researchers found that cognition, sensed usefulness, comfort of use, sensed enjoyment, and security are the five components that affect consumer perceptions about online purchasing.

2. A Review of Impulse Buying Behavior, G. Muruganatham & Ravi Shankar Bhakat, 2013^[18]

Researchers and Practitioners have been interested in impulse buying for the past sixty years (Clover, 1950; Stern, 1962; Rook, 1987; Peck & Childers, 2006; Chang *et al.*, 2011)^[12, 13, 14, 15, 16]. This paper aims to provide a detailed account of impulse buying behaviour by compiling the various research works literature on Retailing and Consumer Behavior.

3. A Review of Literature on Impulse Buying Behaviour of Consumers in Brick & Mortar and Click only Stores Mrs V.Bhuvanewari, Dr Jayasree Krishnan, 2015^[19]

In recent years, several pieces of research have been conducted on consumer behaviour because of the increased importance given to brand management and performance. Technological factors such as the availability of personal computers and internet access, download time and representativeness of pictures and colours of products are the reason for increasing the potential customer. Here Impulse buying plays a significant role in consumer buying behaviour. It is time to analyse the impulse buying behaviour which makes the customer grab the product instead of choosing them.

4. A study on the consumer buying behavior of personal care products in more supermarkets, Chittoor district, B. Ujwala, 2012^[20]

The study of consumer behaviour is critical to marketers because it enables them to understand and predict the

buying behaviour of consumers in the marketplace; it is concerned not only with what consumers buy but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose of it. Consumer research is the methodology used to study consumer behaviour; it takes place at every phase of the consumption process: before, during, and after the purchase.

5. In a study on the factors affecting consumer buying behaviour towards online shopping in Pakistan, Zahid Ahmeda, Ling Sua, Kalsoom Rafiqueb, Sher Zaman, Khana, Sadaf Jamil, 2017

The present study concerns consumer buying behaviour, especially e-shopping in Pakistan. E-commerce has created easiness and innovativeness in human life. Online consumer buying behaviour is different from a physical market, having the ability to touch, analyse, and shop for products. This study explores the effect of a few variables derived from existing literature. Those variables are perceived benefits, domain-specific innovativeness, and shopping orientations, i.e., impulse purchase, brand, and quality orientation. The data was collected using questionnaires. The findings indicated that domain-specific innovativeness and shopping orientations positively impact consumers' buying behaviour towards online shopping. Therefore, consumers are interested in online shopping because of the recent development of electronic stores in Pakistan.

6. Buying Behavior of Electronic Products in Andhra Pradesh – A Study of Selected Electronic Consumer Products, M. Ravikanth, Prof. P. Venkat Rao, 2016^[21]

Modern consumer in the 21st century is gifted with technology like the Internet, mobile, and media that allows them to know the changing trends in the market, styles, brands, products and services. With the increasing disposable income population, their per capita consumption of electronic goods and other products is increasing. The electronic market in India is visualised as a complex industry with mushrooming companies.

7. Customer Behavior in Electronic Commerce: A Bayesian Approach, Silvana Dakduk, Enrique ter Horst, Zuleyma Santalla, German Molina and José Malavé, 2017^[22]

Online shopping has increasingly replaced traditional retail shopping, as many consumers have adopted it globally. However, while it is well established in developed

countries, e-commerce is still at an early stage in emerging markets. Hence there is a need to unveil which factors contribute to its adoption. The main objective of this study is to integrate the theory of planned behaviour, the theory of reasoned action, and the technology acceptance model using a Bayesian approach to determine the critical predictors of online purchase intention among internet users in Colombia.

Objective

- **Main objective**
 - To study the demographic and psychographic factors influencing customer decisions about online shopping.
 - To study the customer's level of satisfaction with online shopping.
 - To study customers' buying behaviour in online shopping in the Indian market.
 - To study the emerging trend of online shopping.
- **Other objectives**
 - To know about the market share of different online shopping companies.
 - To identify various opportunities for online shopping.
 - To find out most favourite E-shopping Websites.
 - To determine the most preferred mode of payment, cash on delivery or online payment.

Research Methodology

Define the research problem and objectives

The first step in any research study is to define the problem that needs to be addressed clearly. In this case, the problem is understanding online buying behaviour, and the objective is to identify demographic and psychographic factors that influence online purchasing decisions. It is essential to specify the scope and limitations of the study to ensure that the objectives are achievable.

Develop research questions and hypotheses

Research questions and hypotheses should be developed to guide the study. The open-ended questions should encourage respondents to share their opinions and experiences. Hypotheses should be testable and based on previous research or theoretical frameworks.

Select a sample

The sample should be representative of the target population, which in this case are consumers who purchase products online. The sample can be selected using probability or non-probability sampling techniques. Probability sampling involves selecting participants randomly from the population, while non-probability sampling involves selecting participants based on criteria such as availability or willingness to participate.

Develop a survey instrument

A survey instrument should be developed to collect data from the sample.

The survey should include demographic questions such as age, gender, income, and education level and psychographic questions related to attitudes, values, and personality traits. The survey can be administered online or in person, depending on the target population and research objectives.

Pretest the survey

The survey should be pretested on a small sample to ensure

the questions are straightforward. The pretest can also identify any issues with the survey design or data collection process.

Collect data

Data can be collected online or in person, depending on the survey instrument and target population. Online surveys can be distributed through email, social media, or online communities. In-person surveys can be conducted at shopping centres or other locations where consumers will likely purchase.

Analyse data

The data collected from the survey should be analysed using statistical techniques such as frequency analysis, correlation analysis, and regression analysis. The analysis should focus on identifying demographic and psychographic factors influencing online buying behaviour.

Interpret findings

The findings should be interpreted in light of the research questions and hypotheses. The interpretation should also consider any limitations of the study and potential sources of bias.

Report findings

The findings should be reported in a clear and concise manner, using tables, graphs, and other visual aids as necessary. The report should also include recommendations for marketing strategies based on the findings.

Conclusion

In conclusion, the demographic and psychographic study of online buying behaviour is an essential aspect of market research that can provide insights into consumer behaviour. This research can help businesses identify the key factors that influence online purchasing decisions, which can be used to develop effective marketing strategies to target specific consumer segments.

The methodology for conducting a demographic and psychographic study of online buying behaviour involves several steps, including defining the research problem and objectives, developing research questions and hypotheses, selecting a sample, developing a survey instrument, pretesting the survey, collecting data, analysing data, interpreting findings, and reporting findings.

The methodology's first step is defining the research problem and objectives. This step is critical because it determines the scope and limitations of the study. The research questions and hypotheses are then developed to guide the study, and a representative sample is selected.

Once the sample is selected, a survey instrument is developed to collect data from the sample. The survey should include both demographic and psychographic questions to provide a comprehensive understanding of online buying behaviour. After the survey instrument is developed, it is pretested to ensure the questions are straightforward.

Data can be collected online or in person, depending on the survey instrument and target population. After data collection, the data is analysed using statistical techniques such as frequency analysis, correlation analysis, and regression analysis. The findings are then interpreted in light of the research questions and hypotheses.

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