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Effect of demographic variables on buying behaviour via online shopping portals: A case study of Patiala district of Punjab

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Abstract

Online shopping is very convenient way of shopping where customer purchased goods and services through internet. By using a web browser or a mobile app, the customer can visit a specific website or an online retailer like Amazon, flipkart, eBay, Meesho, Snapdeal etc. The customer can order the product by using online mode of payment debit card, credit card, EMI, UPI, Internet Banking and also on cash on delivery. There are no geographical boundaries while shopping online. Customer can shop anywhere, anytime. Online shopping provides wide variety of products and services. The objective of the research paper was to study the effect of demographic variables on the consumer buying behaviour via online shopping portals. Findings revealed that there was no significant difference between both male and female respondents regarding buying behaviour via online shopping portals. Moreover, results also showed that locale i.e., urban and rural has no major impact on the buying behaviour.

Keywords: Buying behaviour, online shopping portals, age, locale

Introduction

Traditional Shopping is that shopping where consumer visit shops for buying goods and services. The main benefit of traditional shopping is that before making the payment for product the customer is able to see and recognize what they want to purchase. Day to day essentials like groceries, medicines are often bought from nearby stores by personal visit.

But the major disadvantage of traditional shopping is that getting less chances to compare prices and products. This is very time consuming and money lose by visiting to the shop. Time restrain is there for opening and closing of shops/malls. Consumer faced difficulty in the COVID period. All shops/malls were closed that time.

This hindrance is overcome by online shopping. Online shopping is very convenient way of shopping where customer purchased goods and services through internet. By using a web browser or a mobile app, the customer can visit a specific website or an online retailer like Amazon, flipkart, eBay, Meesho, Snapdeal etc. The customer can order the product by using online mode of payment debit card, credit card, EMI, UPI, Internet Banking and also on cash on delivery. There are no geographical boundaries while shopping online. Customer can shop anywhere, anytime. Online shopping provides wide variety of products and services. Various factors such as Price Comparison, Convenience, Variety of products, Easy return policy, Payment options etc. makes online shopping better than traditional shopping.

Buying process

Need Recognition

The first stage of consumer buying decision process is "Problem recognition". It starts from the basic needs like food, water, shelter etc. The customer has to know what they want, what they actually Perceived from the products. So, they actually know desires, needs and recognize their problem. The companies can focus on the need of the consumer and creates marketing strategies to satisfy the need of the consumers.

Information search

Once the consumer has recognized the existence of an unsatisfied need, information search is the second phase of consumer buying decision process. Consumer try to buy new product and services according to the past experiences and search information about the product from various sources such as personal, Commercial, public, experimental etc.

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Evaluation of alternatives

This is the third stage of consumer buying decision making process. After the information search, the customer collects the information regarding the products and services of brands and then they evaluate the products by give ranks to them. While evaluation there are various factors which effects the customer buying decision such as customer experience, importance of product and service, cost of making bad decision, customer beliefs and attitudes.

Purchase decision

This is the fourth stage of consumer buying decision-making process. Customer have to decide what type of product and service they want to buy after collecting the information and evaluation process. Customer will purchase the product of that brand which is most preferred and on highest rank from all while evaluating the alternatives. The purchase decision is also influenced by the factors such as expected price, expected product benefit, attitudes of others towards product.

Post-purchase decision

The consumer buying decision process does not end but with the post purchase decision. After the purchase decision the analysis should be done by the consumers that purchased product is good or not. Post purchase decision lies in the relationship between the consumer's expectations and the product's perceived performance. After the use of product, customer might be satisfied or dissatisfied. If the customer is satisfied, he will exhibit a higher probability of purchasing the product again. If the consumer is not satisfied or dissatisfied by the product of the company, then the problem arises.

Review of literature

Limayem, M., *et al.* (2000) ^[5]. The Study emphasized on the different factors which impact the intentions of consumers regarding online buying. The Sample of 705 respondents were selected. Finding stated that attitudes towards online shopping has the strong and positive effect on the intentions of online shopping. Personal innovativeness has direct and indirect effects on the online shopping intentions of buyers. Perceived consequences had positive effect on the online shopping intentions of the buyers.

Retailing, E.T.V. (2000) ^[11]. The focus of this study was to compare the attitudes of the respondents (towards e-commerce) who made the online purchase and with those who had not made online purchase. 607 respondents were selected for the study and t-test and chi-square tests were used for analysis of the data. Finding Stated that attitudes of online buyers were more positive than traditional buyers. There were various factors which influenced the attitudes of buyers to purchased online like time saving, ease of finding as per their requirements and order placed correctly. On the other side, non-buyers felt that online buying was risky. The differences in the attitudes showed on the demographic basis that men did not felt online buying was risky as compared to women. Older students felt more convenient while buying through internet than younger students.

Park, C., & Jun, J. K. (2003) ^[7]. The Study emphasized on differences in Internet usage, Internet buying and Internet buying behaviors between Korea and America, and to identify a model for factors influencing internet buying behavior. 150 respondents from Korea and 133 respondents

from US were selected. Regression and t-test was used for Analyzing the data. Finding stated that were significant differences in internet usage and the perceived risks of internet shopping, but no significant differences in internet buying intentions or online buying experience between Korean and American consumers. Moreover, there were significant differences Cross cultural aspects between Korea and US.

Park, C.H., & Kim, Y.G. (2003) ^[8]. The focus of this study was to investigate the relationship between various characteristics of online shopping and consumer buying behavior. The Sample of 602 respondents were selected. Descriptive Statistics, Correlation, regression and f-test was used for analysis of the data. Finding stated that various such as user interface quality, product and service information, site awareness which affected the consumer site commitment. Some influencing attributes were also encouraging consumers to purchase online like information satisfaction, perceived relational benefits, service informational quality. Study also revealed that perceived internet risk had negative effect on the educated respondents towards online buying.

Hansen, T. (2006) ^[2]. In his study titled "Determinants of consumers' repeat online buying of groceries" focused on identifying the factors which determined the repeat buying behavior of experienced grocery consumers through internet. Sample size of 198 respondents was selected and exploratory factor analysis was used. Findings stated that the attitude of consumers towards online grocery buying is positively influenced by perceived offline physical efforts on the other hand attitude of consumers was negatively influenced by offline shopping enjoyment.

Katawetawarak, C., & Wang, C. (2011) ^[4]. The Study focused on factors that influenced the customers to buy online shopping decision process by differentiating offline and online decision making. Finding stated that the seller had to took steps for improving their marketing strategy to motivate the customer for online shopping. To gain more customer sellers had to build the trust by providing service quality, secure and attractive website.

Jiang, L.A., *et al.* (2013) ^[3]. The Study emphasized on encouraging the customer for online shopping by providing the key convenience dimensions of online shopping. The Data was collected on the basis of in-depth group interviews and e-questionnaire. After analysis of the data, finding stated that there were five key dimensions of convenience online shopping such as access, search, evaluation, transaction and possession/post-purchase convenience which motivated the customer for online shopping.

Sharma, N.V., & Khatri, V. (2013) ^[13]. The Study investigated the factors that influenced the respondents while purchase of deals and discounts coupons from online websites and to knew the consumer preferences regarding mode of payment in buying from internet. The Sample of 150 respondent was selected and responses were collected through questionnaire. The targeted respondents age was between 18-30 years. ANOVA (F-test) was used for analysis the data. Finding stated that marketing strategy of providing discount coupons and deals & strong payment gateways helped for building trust and confidence in consumers to buy online.

Nittala, R. (2015) ^[6]. The Study emphasized on the various factors that influenced the urban consumers buying behavior through online in the state of Andra Pradesh, India and also

provided a better understanding of the potential of electronic marketing. The Sample of 1500 respondents were selected. Respondents were selected through questionnaire which covered the demographic variables and other factors. Factor analysis and multiple regression analysis were used for analysis of the data. Various factors were identified which affect the online buying behavior such as online shoppers' positive attitude, product risk, financial risk, perceived risk and price.

Rahman, M.A. *et al.* (2018) ^[9]. The Study focused on the behavior of online shoppers. The Sample of 160 respondents was selected. Self-constructed questionnaire was prepared. Respondents were selected on the basis of demographic variables such as age, gender, occupation and income. The Study Revealed that most of the online shoppers were below 40 years. Various factors were which encouraged the respondents for online shopping such as time saving, home delivery, ease of shopping and more variety of products. However, most disliking factors for online shoppers were privacy and inability to touch and feel the products.

Rajdhar, M.P.S., & Brahme, M.M. (2020) ^[10]. Studied the influence of Artificial intelligence on the online buying behavior of consumer. Study showed that there were many ways of artificial intelligence which influenced the consumer buying towards online shopping such as Search engines utilization by consumers, Consumer loyalty, Convenience of consumers, Use of speech recognition by consumers, Consumer trust towards brand.

Daroch, B., *et al.* (2021) ^[11]. The Study investigated on the limited on the limiting factors which were affecting consumers online buying behavior and also find out the problems which faced by consumers while purchasing online. The Sample of 158 respondents were selected and factors analysis and descriptive statistics were used for analysis of the data. Finding stated that both positive and negative feedback was found while shopping online. Total Six factors came out which limits consumers to buy from online sites like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and service provided, experience, insecurity and insufficient product information and lack of trust.

Need of the Study

Due to various offers available online such as easy return policy, wide variety of products etc. consumer today is focusing more on online purchase rather than traditional shopping. After COVID-19, people hesitate to visit crowded places and they prefer that the goods are delivered at their doorstep. Thus, this becomes necessary to know the effect of online shopping portals on the buying behaviour of the

consumers.

Objectives of the study

The objective of the research paper was to study the effect of demographic variables on the consumer buying behaviour via online shopping portals.

Hypothesis

Ho: Gender has no significant impact on the consumer buying behaviour.

Ho: Locale has no significant impact on the perception of teenage buying behaviour.

Research Methodology

Research Design

Descriptive research was undertaken to achieve the objectives of this study. The purpose of descriptive research is to describe a particular phenomenon, behavior, situation or subject without influencing it. Hence, to provide more insight into the research problem, the descriptive research design was undertaken.

Sampling Unit

The sampling unit for the study were the youth aged between 18-35 years of District Patiala, Punjab who were using social media as well as make their purchase via any online shopping platform.

Data Analysis and Interpretation

The study was basically based on the primary data. From the vast number of sampling units, sample size was restricted to 200 teenagers of District Patiala, Punjab, keeping in mind the research objective, the plan of analyses, the constraint of time and resources. Moreover, it reduces the uncertainty in the decision-making process. In order to make meaningful research a suitable methodology has to be adopted. The major part of data was primary data in nature; and was collected through the use of structured questionnaires.

As per descriptive analysis the data is normally distributed having median=21 and mode=20, mean (20.865) are near to each other. The data is right skewed (skewness=0.0712). The value of Kurtosis=0.242 (<3) which is platykurtic.

As per the sample statistics, t-value = 5.1997 and p-value 2.177(>0.05) which is not significant at 95% level of confidence. We have to accept the null hypothesis that gender has no significant effect on buying behaviour via online shopping portals. The alternate hypothesis i.e., gender has significant effect on buying behaviour is rejected.

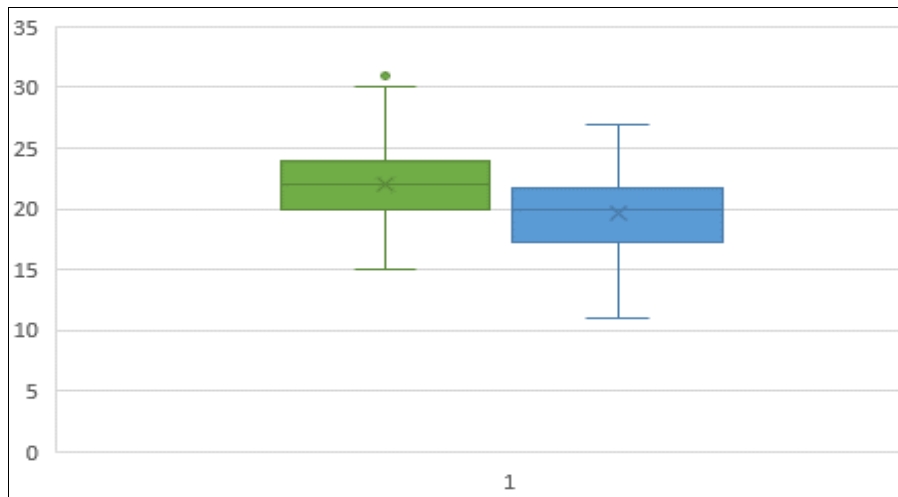


Fig 1: Gender and Shopping portals

It is clearly observed from the figure that the means are not overlapping, hence there is a significant difference between the gender of the respondents regarding buying behaviour via online shopping portals.

As per the sample statistics, t-value = 0.6631 and p-value

0.50(>0.05) which is not significant at 95% level of confidence. We have to accept the null hypothesis that locale has no significant effect on buying behaviour via online shopping portals. The alternate hypothesis i.e., locale has significant effect on buying behaviour is rejected.

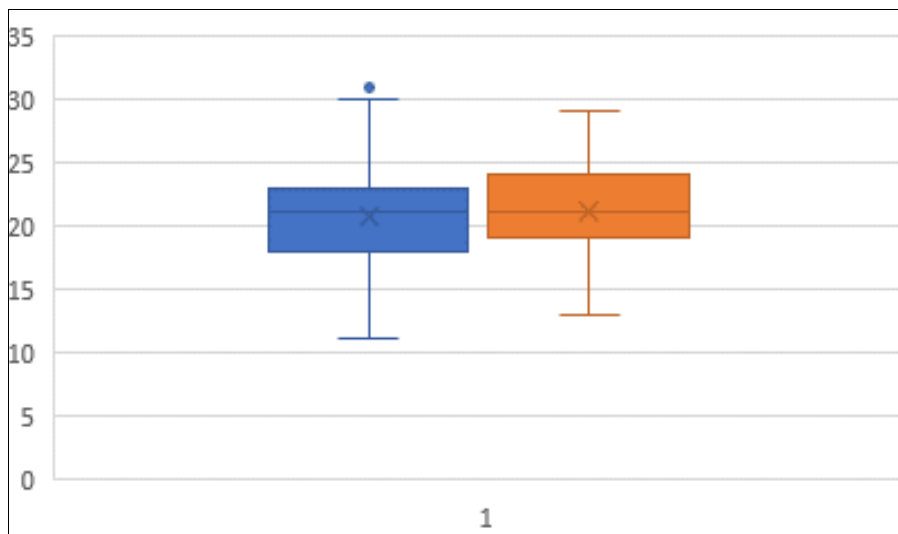


Fig 2: Locale and Shopping portals

It is clearly observed from the figure that the means are overlapping, hence there is a significant difference between the locale of the respondents regarding buying behaviour via online shopping portals.

Conclusion

Descriptive research was undertaken to achieve the objectives of this study. Sampling unit for the study were the youth aged between 18-35 years of District Patiala, Punjab who were using social media as well as make their purchase via any online shopping platform. The study was conducted in order to identify the effect of demographic variables i.e. Gender and Locale on the Buying Behaviour via online shopping platforms. There was no significant difference between both male and female respondents regarding buying behaviour via online shopping portals. Results showed that locale i.e., urban and rural has no major impact on the buying behaviour. This shows that social media is not only limited to urban areas only but has widely spread in rural areas also.

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