A Study of demographic factors of online shoppers in Lucknow, U.P., India

Inderpal Singh Bindra[1] and Prof. Dr. Ajay Prakash[2]

[1]*Research Scholar, IMCE, Shri Ramswaroop Memorial University, Lucknow*
[2]*Pro-VC & Director (IMCE),Shri Ramswaroop Memorial University, Lucknow*

Abstract: Online buying and shopping is a rising concept in the area of E-Commerce and is absolutely departing to be the future of Online shopping in Indian market. Majority of the firms are operating their online websites to promote and sell their products as well as services through online medium/website. In present scenario online shopping is very much used by Indians, its development is enormous in Indian online market. India is a large customer market place but still lacking as compared to global market. The future of development of online shopping has forwarded the plan of performing a study on online shopping market in India. This research work presents Qualitative and Quantitative research for Indian online market to study the impact and role of Demographic factors of customers in online shopping. The parameters, which we are considering like satisfaction of customers in online shopping market, future purchasing behavior, frequency of transactions in online shopping, total numbers of items bought, and total spending in online shopping. These data for the analysis was collected through Questionnaires on a sample of 125 respondents from Lucknow City. The results of this research indicates that online shopping market in India is affected by several Demographic factors such as marital status, age, family size, gender and income of the respondents. The results and analysis of this research may be further extended by the researchers for forwarding the future studies in this area.

Keywords: *Online Customers, Online shopping, Demographic Factors, Lucknow, Uttar Pradesh.*

1. Introduction

Nothing is unsurprising in India except market change. The internet uprising has brought a paradigm change in the customer's shopping behavior. The Internet i.e. interconnected network of computers as well as WWW i.e. World Wide Web changed the way, customers looking and using information for different purpose. The initial development of Internet was conceptualized information as a tool for exchanging information between people.WWW and Internet has becomes major and important tool for customers and business firms in these days. In respect to businesses perceptive, the solution to continued existence in the future not only depends on it but also how well we can integrate it in our business [10, 14]. In order to buy and sell products and services over the internet i.e. Online medium, Online services and products providers companies have consider and knowledge about their customers, what their purchasing/spending behavior and liking and disliking about products and services. Customers and their consuming behavior have been considered as most important shifts and change in these years after many decades [11, 15].

Due to uptrend in different business avenues, there are vast numbers of products and services being accessible through online medium. Internet based online shopping platform has become as one of the most important tool available for customers through use of internet. It has vast benefits for the customers

as well as companies providing business through online and offline medium [12, 16]. With the use of online medium, companies have been capable to reach more and more customers at very low expenses and it can also solve the problem of accessibility and reach for remote customers. They have been able to reach out to customers living in remote areas. This method can act as landmark to the one world one market idea. Additionally the record management expenses also reduce through online medium.

However, online business has benefited the companies as well as the customers. Customer has the power today; the idea of online shopping not only materializes but also brings return to the online customers. Now customers can buy from anywhere and need not to worry about actual shops for buying the things. So, if customer is living in remote place can access internet without any problem and enjoy the flavor of online shopping. In physical shopping, if customer visits any shop for shopping purpose, the option of goods is usually very small. However, in online shopping customers can access unlimited number of websites and applications on phone to get the desired product in a reasonable price. So, online shopping gives unrestricted options to the customers. Now the   customer can shop on 24/7 basis and there is no boundary. This will save time as well as solve the difficulty for the customer faces during physical visits. However, due to unrestricted options and lesser amount of time and efforts, customers can effortlessly look for the desired products and have the power to make a comparative analysis among the products [13].

In online, customer has limitless options and can tap to too many options. Customer can visit different websites and applications as well as spend good time without actually buying anything. Biggest drawback in online shopping is that there is lack of physical feel as compared to shop visit. A possibility is that customer may buy items from websites and applications, due to attractiveness in price, but final price may vary a bit due to delivery charges sometimes. Nowadays, there are so many options available in online shopping for payment like online payment internet banking wallets, debit and credit cards etc. However, it is somewhat likely that customers will be concerned about security of his/her details, privacy concerns as well as huge interest rates in credit cards.

The introduction of the research paper explains the nature of the problem, previous work, purpose, and the contribution of the research work. The contents of each section may be provided to understand easily about the research paper.

2. Related Work

Zhou, et al. [1], (2007) it is extremely essential for the customers to use the technology in organize to accept online shopping. According to authors the technology oriented acceptance of the online consumer of online shopping is being explained by investigative technical specifications such as website content and design, user interface features and system usability of an online store. Without the acceptance of technology there would not have been an increase in e-commerce. The consumers' willingness to accept the technology leads to the success of electronic market.

Berry et al. [2], (2002) and Seiders et al. [3, 4], (2005, 2007) intend to classify prominent online shopping ease and dimensions that verify the identified major ease, dimensions and their related features, and develop a economical and valid online shopping ease measurement mechanism. Relatively few research have addressed the issue of consumer perceived ease in online shopping. In the setting of internet services over the wireless network, Jih [5], (2007) has extracted two dimensions, such as transaction ease and operational ease, and has argued that the former dimension exerts a significant effect on the consumer's online shopping intentions. Many studies have been concerned with identifying the characteristics of online customers. Factors investigated in this respect have included demographics [6], psychographics [7], and attitudes [8]. For example, Verchopoulos et al. [6], (2001) found that adopters of Internet shopping in Greece have generally been young, highly, educated, high-income earning males who have previously used it. Sin and Tse [7], (2002) found that adopters in Hong Kong have similar demographic

profiles, in addition to being more time-conscious, self-confident, and heavier users of the Internet. In the case of Saudi Arabia, Abdul-Muhmin and AL-Abdali [9], (2004) found that the adoption of online shopping is greater among older, highly educated, high-income respondents.

3. Objectives of the study

The purpose of this study is to identify the various Demographic factors and variables affecting online shopping behavior of customers in Lucknow City. The broad objective of the research is to study and analyze the role of Demographic factors in online shopping in Lucknow City.

4. Research Methodlogy

Customers shopping behavior is the study and findings of the processes concerned when a customer selects items, purchases items, uses products and services that fulfill the requirements of the customers. In reference to online shopping, it is significant to know the customers attitude, its behavior & intention in respect to experiences faced during online shopping. So, intention and behavior is an outcome of a diversity of attitudes that the customers have regarding different issues applicable to the circumstances i.e. for online shopping. The present study aims at examining significance and relevance of Demographic factors on Online shopping in Lucknow City. A representation of demographic factors under investigation regarding to this research are given in Figure 1.
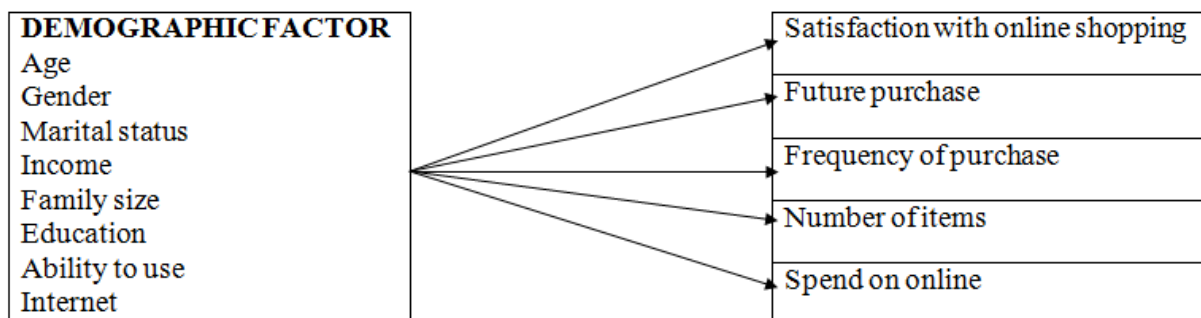

Figure 1. Impact of Demographic Factor in Online Shopping

5. Research Design

To achieve the objectives of the research, it uses both types of research i.e. qualitative and quantitative. The investigative analysis was applied through reviewing of existing works that are used for the extraction of the significant parameters. For implementing descriptive analysis, a survey of customers was done using a questionnaire. Research data was collected from primary as well as secondary sources. The primary data collected through interviews and questionnaires and secondary data were collected from websites, journals, print media, research publications, books and libraries. The sample sizes for questionnaire were taken the view of 172 customers. Questionnaire was initially tested for 20 sample size to make sure the validity of the survey. Post removal of incomplete questionnaire, unreturned questionnaire and illogical answers, the final data considered for analysis was 125 as shown in Table 1. The sample for questionnaire was collected from random palaces in Lucknow city with high Internet diffusion rate.

Table1. No. of data collected through questionnaire

City	Total Questionnaire distributed	Questionnaire not considered for study	Questionnaire considered for study
Lucknow	**163**	**38**	**125**

6. Data Analysis and Results

Online shopping was considered as responses of customers towards buying of different types of products in online shopping. These four service/product categories were recognized from the investigative means study which includes:

Travel Booking	Financial Transactions	Purchasing of Electronic products	Purchasing of Mens wear/Kidswear/Ladieswear/Accessories/Shoes etc.

Customers were asked to remind purchases they have done for different categories of the services/products categories in last one year. They were also asked to remind the amount of money, they have spent in online shopping during last one year, and how frequently purchases were done in online shopping and number of items bought.

The various categories shopped online are shown in the following Table 2.

Table 2. Percentage Wise various categories by customers in online shopping

Serial No.	Category	Percentage (%)
1.	Travel Booking	75%
2.	Financial Transactions	60%
3.	Purchasing of Electronic Products	35%
4.	Purchasing of Mens wear/Kidswear/Ladieswear/Accessories/Shoes etc.	5%

The above results undoubtedly show customers tend to use online shopping for necessary services like travel booking and for financial transactions. Purchasing of mobile phones through online shopping is increasing nowdays. However, customers are not frequently shopping online for purchasing of menswear/ kidswear / ladieswear/accessories/shoes etc.

Table 3 shows the relation of various factors i.e. Gender, Marital status with different categories i.e. Satisfaction with online shopping, Future purchase, High Frequency of purchase, High Number of items and High Spend on online.

Table 3. Relation between Factors and Categories

Satisfaction with online shopping		
Factor	Value (%)	Value (%)
Gender	Male (80%)	Female (50%)
Marital status	Married (65%)	Unmarried (85%)
Future purchase		
Gender	Male (60%)	Female (80%)
Marital status	Married (55%)	Unmarried (85%)
High Frequency of purchase		
Gender	Male (60%)	Female (75%)
Marital status	Married (65%)	Unmarried (85%)
High Number of items		
Gender	Male (72%)	Female (85%)
Marital status	Married (55%)	Unmarried (75%)
High Spend on online		
Gender	Male (60%)	Female (80%)
Marital status	Married (45%)	Unmarried (95%)

Table 4 shows the relation of various factors i.e. Gender, Marital status with different categories i.e. Satisfaction with online shopping, Future purchase, High Frequency of purchase, High Number of items and High Spend on online.

Table 4: Relation between Factors and Categories

Satisfaction with online shopping			
Factor	High	Medium	Low
Age	6	40	70
Income	35	42	23
Family size	10	35	75
Education	65	30	20
Ability to use internet	80	30	10
Future purchase			
Age	10	40	60
Income	10	30	80
Family size	15	25	70
Education	75	25	10
Ability to use internet	70	20	5

High Frequency of purchase			
Factor	High	Medium	Low
Age	15	35	50
Income	10	25	60
Family size	15	30	65
Education	45	25	10
Ability to use internet	50	30	10
High Number of items			
Age	10	30	60
Income	8	15	70
Family size	10	20	80
Education	85	15	5
Ability to use internet	70	40	10
High Spend on online			
Age	5	20	85
Income	10	20	80
Family size	10	40	60
Education	70	20	10
Ability to use internet	90	20	5

7. Conclusion

The results for customers response across different demographics factors shows that gender impacts frequency of online shopping positively and Family Size impacts overall spend on online shopping. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the Lucknow city. Online shopping companies can use the significant variables and factors, discussed in the study, to prepare their plans in the Lucknow city. The companies can prioritize the customer's hidden and clear necessities in online shopping. The results can also be used by different companies to recognize their objective customer's base.

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