

Do Age & Gender Influence Online Shopping? An empirical Study of Delhi-NCR Region

¹Dr Priti Verma, ²Dr. Nidhi Arora & ³Ms. Nauma Rafique

¹Assistant Professor, General Management, School of Business Studies, Sharda University, Greater Noida, Uttar Pradesh (India)

²Director, Dr. Ambedkar Institute of Management Studies, Bangalore, Karnataka (India)

³Assistant Professor, Economics, School of Business Studies, Sharda University, Greater Noida, Uttar Pradesh (India)

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Corresponding Author

Email: priti.verma[at]sharda.ac.in

ABSTRACT

Online Shopping also known as e-commerce, which started with various hopes as well as apprehensions around the beginning of the new millennium, is doing well today; and it is hoped that soon it will capture the maximum share of the retail as well as the wholesale market. With nano-second changing technology and dominating and indispensable influence of internet and modern communication mediums, the shopping trend among society has gradually changed in the last decade and is expected to bring a paradigm shift in selling and shopping style. The fast life, less time, nuclear families where both husband and wife are working, availability of everything at the doorstep through e-commerce and the like have brought tremendous transformation in shopping trend all over the world. The trend has also gained momentum in India. This study, through survey data collected from 1200 consumers of different ages and gender from Delhi-NCR region, explores whether demographic factors - age and gender of consumers influence online shopping. The ANOVA results show that age and the online consumers' shopping experience are significant factors, but online shopping experience is not a significant factor for Gender.

1. Introduction

Online Shopping also known as e-commerce, which started with various hopes as well as apprehensions around the beginning of the new millennium, is doing well today and it is hoped that soon it will capture the maximum share of the retail as well as the wholesale market. With Nano-second changing technology and indispensable influence of internet and modern communication mediums, the shopping trend among society has gradually changed in the last decade and is expected to bring a paradigm shift in selling and shopping style. Shopping is no longer limited to physical stores; which is evident from the increasing number of retailers offering online store interfaces for consumers. Today's customers are very much comfort seeking and demanding, as they want everything at their place itself. The fast life, less time, nuclear families where both husband and wife are working, availability of everything at the doorstep through e-commerce and the like have brought tremendous transformation in shopping trend all over the world. The trend has also gained momentum in India. Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. It is also known as e-web store, e-shop, e-store, internet shop, web shop, web store, online store and virtual store.

Today, amidst cut throat competition, it is crucial for e-marketers to know and understand who their online shoppers are. The two dominant factors that influence online shopping are the demographic factors-age and gender. Though certain research has been done in this area, yet region specific research still lacks and requires attention. The research, thus, aims at assessing the relationship between online shopping and these two dominant factors: Whether these influence the consumers' online shopping behaviour in the Delhi- NCR region or not?

2. Literature Review

The Research of Meyers-Levy (1989) and Neyers-Levy and Maheswaran(1991) regarding gender differences showed that while men look for focused, theme based and scheme based information, women go for elaborate information about a product.

Swaminathan et al.(1999) explored that there exist very different orientations for men and women for online shopping: Convenience is the main attraction for men, while women are motivated more by the opportunity of social interaction. In the same line,the studies made by Alreckand Settle (2002)discovered that women have more inclination towards the traditional stores and catalogue-based shopping than their male counterparts. The research of Rodgers and Harris(2003), found that women are more skeptical towards e-commerce than men and remain hesitant to spend money on online purchasing. Regarding this Susskin (2004) also found that in comparison to their male counterpart, women are more apprehensive of web based shopping.

Md. MahbuburRahaman (2014), examined the ongoing patterns of web-based business on individuals of Bangladesh; especially its effect on college understudies in Sylhet locale. This was trailed by their general observations and inclinations of the internet shopping including items and site choice. It additionally watched that amongst male and female understudies, male understudies are acquiring items online more than female understudies. Despite increasing support of understudies, still there are a few constraints; due to which, the potential number of understudies are not willing to buy through the web.

In India, even today, the reception rate of the innovation is not as good as in various developed countries may be because of the nation's remarkable social and conservative qualities.

Chatterjee and Ghosal (2014), made study in this area and explored the elements affecting the reception of Online Shopping in West Bengal, India. They discovered that although Online Shopping offers several advantages, yet, there are a large number of clients who decline or are hesitant to embrace the offices of online administrations

As indicated by Agarwal (2013), factors that influence web based shopping in Mumbai region are effective cash sparing, hazard free exchange, simple to pick and contrast with different items and conveyance of item on time. With progressions in Online shopping, there have been changes in the strategy for business exchanges.

The investigation by RavalTulsi(2014), reveal that protection of individual data is a critical issue for a few customers. Numerous purchasers wish to keep away from spam and telemarketing which could come about because of providing contact data to an online trader. The research made by Sen Rahul (2014), demonstrates that the cost, accommodation , item and vender related factors are the four important variables that affect the online shopping in Kolkata.

Thus, the Area of research is important, and seems to lack in sufficient research related to this theme in Delhi-NCR region. The paper, therefore, studies the relationship between Age & Gender on Online Shopping in Delhi-NCR region .

3. Research Methodology

Region: Delhi NCR area

Age group: 18- 65 years

Preferred Population: Educated people

Categories of Respondents

The respondents are students, corporate employees and government employees, Homemakers and Businessmen of Delhi NCR.

Sampling Method: Stratified random sampling

Sample size: 1200 respondents.

Data Collection: Structured schedule, questionnaire and structured personal interview

Hypothesis

Statement 1: Understanding the Influence of Age on online Buying Behavior

Null Hypothesis: H₀: People of different age groups equally prefer buying online

Alternate Hypothesis: H₁: Age group between 18-40 years prefers to buy online.

Statement 2: Understanding the Influence of Gender on online shopping

Null Hypothesis: H₀: Gender does not play any role in online shopping.

Alternate Hypothesis: H₂: Gender influences online shopping.

4. Analysis and Discussion

Table 1: Age * Do you know about online shopping * How frequently do you shop online

How frequently do you shop online			Do you know about online shopping		Total
			Yes	No	
Once in a month	Age	Below 18 years	17	0	17
		18 to 30 years	243	0	243
		31 to 40 years	150	1	151
		41 to 50 years	32	0	32
		51 to 60 years	3	0	3
		Above 60 years	1	0	1
Total			446	1	447
Once in 6 month	Age	Below 18 years	24	1	25
		18 to 30 years	167	6	173
		31 to 40 years	75	0	75
		41 to 50 years	14	0	14
		Above 60 years	3	0	3
		Total			283
Once in a year	Age	Below 18 years	20	1	21
		18 to 30 years	74	2	76
		31 to 40 years	28	0	28
		41 to 50 years	18	0	18
		51 to 60 years	4	0	4
		Above 60 years	1	0	1
Total			145	3	148
Never bought online	Age	Below 18 years	6	4	10
		18 to 30 years	85	41	126
		31 to 40 years	43	41	84
		41 to 50 years	27	39	66
		51 to 60 years	9	17	26
		Above 60 years	2	1	3
Total			172	143	315

Total	Age	Below 18 years	67	6	73
		18 to 30 years	569	49	618
		31 to 40 years	296	42	338
		41 to 50 years	91	39	130
		51 to 60 years	16	17	33
		Above 60 years	7	1	8
	Total	1046	154	1200	

It can be observed from the above Table that Online shopping is preferred more by people between age group of 18-40 than by people of other age group.

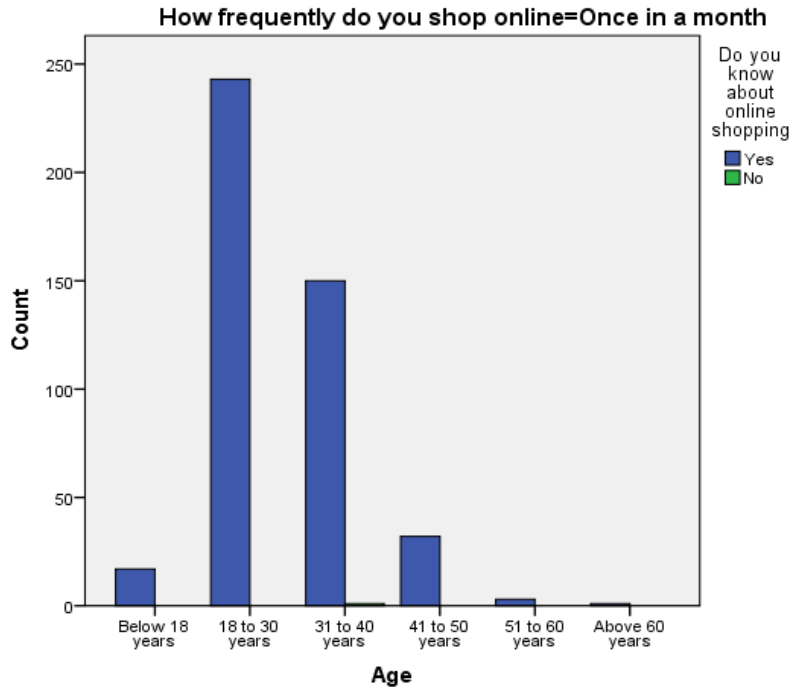


Figure 2: Bar chart representing Cross Tab for Age & Awareness of online shopping

Figure 2 clearly depicting majority count between age group 18 to 40 and 40 to 50 to some extent.

Chi-Square Tests				
How frequently do you shop online		Value	df	Asymp. Sig. (2-sided)
Once in a month	Pearson Chi-Square	1.965 ^b	5	.854
	Likelihood Ratio	2.175	5	.824
	Linear-by-Linear Association	.520	1	.471
	N of Valid Cases	447		
Once in 6 month	Pearson Chi-Square	3.359 ^c	4	.500
	Likelihood Ratio	5.440	4	.245
	Linear-by-Linear Association	2.418	1	.120
	N of Valid Cases	290		
Once in a year	Pearson Chi-Square	1.986 ^d	5	.851
	Likelihood Ratio	2.792	5	.732
	Linear-by-Linear Association	1.613	1	.204
	N of Valid Cases	148		
Never bought online	Pearson Chi-Square	18.274 ^e	5	.003
	Likelihood Ratio	18.506	5	.002
	Linear-by-Linear Association	14.105	1	.000
	N of Valid Cases	315		
Total	Pearson Chi-Square	93.117 ^a	5	.000
	Likelihood Ratio	71.520	5	.000
	Linear-by-Linear Association	64.419	1	.000
	N of Valid Cases	1200		0.4005

At 95% Confidence Level and considering Standard Error Rate of 5%,The Chi Square Test value is 99 in Aggregate of all Cases with a degree of freedom 1199. Considering Within and

Between Groups, Here the Asymp Sig is 0.4005.(Average 0.4005 > 0.05, the critical value). Hence we reject the Null hypothesis and accept the alternate hypothesis.

Therefore, Alternate Hypothesis: Age group between 18-40 years prefers to buy online is accepted.

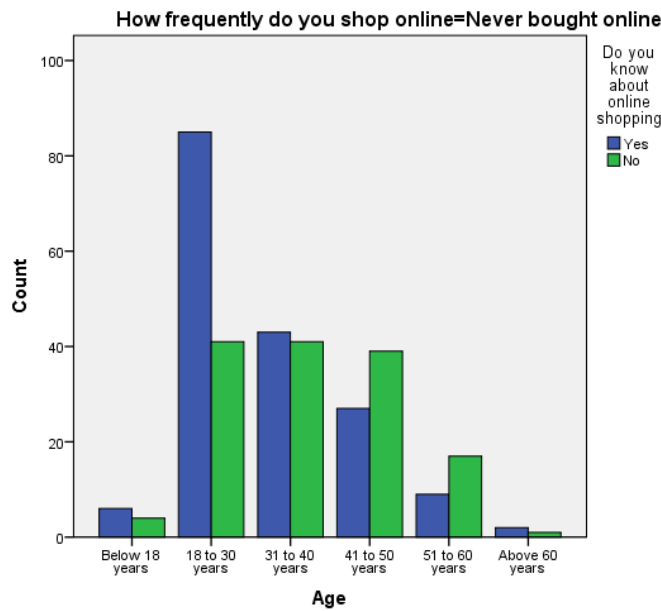


Figure 3: Bar chart representing Cross Tab for Age & Frequency of online shopping

Table 2: Gender * Do you know about online shopping * How frequently do you shop online

How frequently do you shop online			Do you know about online shopping		Total
			Yes	No	
Once in a month	Gender	Male	251	1	252
		Female	195	0	195
	Total		446	1	447
Once in 6 month	Gender	Male	176	1	177
		Female	107	6	113
	Total		283	7	290
Once in a year	Gender	Male	78	2	80
		Female	67	1	68
	Total		145	3	148
Never bought online	Gender	Male	99	84	183
		Female	73	59	132
	Total		172	143	315
Total	Gender	Male	604	88	692
		Female	442	66	508
	Total		1046	154	1200

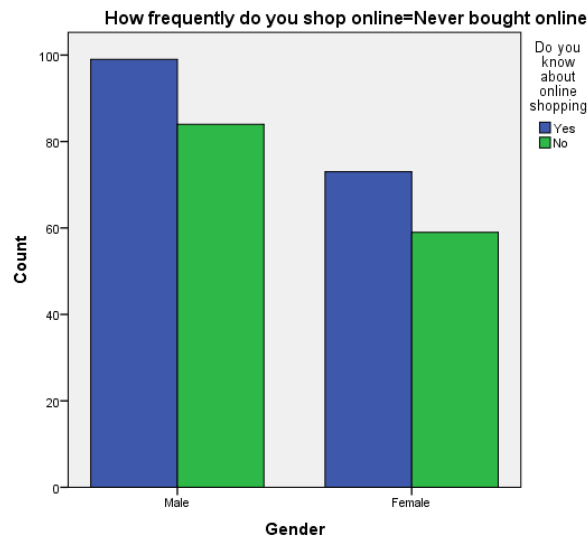


Figure 4: Bar chart representing Cross Tab for Gender & Frequency of online shopping

IT can be clearly observed from Figure 4 and Table 2 that Male & Female are almost in equal proportion when it comes to online shopping.

Table 3: ANOVA

		Sum of Squares	df	Mean Square	F
Do you know about online shopping	Between Groups	.002	1	.002	.020
	Within Groups	134.234	1198	.112	
	Total	134.237	1199		
How frequently do you shop online	Between Groups	.033	1	.033	.023
	Within Groups	1763.666	1198	1.472	
	Total	1763.699	1199		

At 95% Confidence Level and considering Standard Error Rate of 5% ,The Chi Square Test value is 99 in Aggregate of all Cases with a degree of freedom 1199. Considering Within and Between Groups , Here the F is 0.04.(Average $0.04 < 0.05$, the critical value). Hence we accept the Null hypothesis and reject the alternate hypothesis.

Therefore, Null Hypothesis: Gender does not play any role in online shopping is accepted.

5. Conclusion

From the Results & Discussion it can be clearly understood and concluded that Age as a demographic variable certainly effects in Buying Online especially in the Age Group of 18 to 40 , which showed lot of significance , Whereas Gender on the other hand had no impact on online Buying , It was observed shopping being done in equal proportions , there was no much variations in pattern. The online sellers in Delhi-NCR region, therefore, should plan and manage their business accordingly.

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