Online Trends towards Buying Behaviour of Customers from different Segments: Study in NCR

Dr. Aparna Gayal

Associate Professor Deptt. of Marketing & Retail Amity Business School | FMS | Amity University Amity University Campus Sector – 125, Noida – 201 313. UP, INDIA

ABSTRACT The research aims to find out what factors help in strengthening the trust in the process of shopping through digital online mediums. From the population, a sample of girl students studying management courses were taken along with Baby Boomers, Gen-X and Gen-Y respondents. They were then assessed by asking them to find out the factors because of which, they have developed some level of 'trust' based on the e-commerce sites. A total of twenty online shopping websites were given to them to analyze the factors that led to building of trust in the purchase process and transactions made by them. The aim of this research is to provide insight into fundamental processes that are related to digital buying. The survey by twenty seven girl students had been instrumental in identifying intentions and perceptions in the cases of online buying. The study also tries to understand the different challenges faced in the buying process. The research concluded that there are many factors that are responsible for building trust for online purchase from a particular website. A sample of two hundred and forty respondents was collected and a self-administered questionnaire was prepared. Factor Analysis, T test, one way Anova test was conducted to know the significance of apparent trust, credibility and perceived worthiness.

Introduction

The research study aims to finds out the factors and reasons as to what leads to dis-trust while consumer are online and wanting to purchase the branded or non-branded products and services digitally online and what intentions and perceptions make them avoid taking risk that they think can be true. (Jacob & Kaplany, 1999; Yate Stone, 1999), have divided the risk perceived by customers into various types and categories, and defined what types of risks are majorly involved that act as a barrier towards digital online buying behaviour. These types of risks depend upon the category of the goods, products or services. For example, if the product or service is a debit card or credit card transaction, it is "financial risk", that customer's financial safety is at stake. Similarly, while these girls from the sample are wanting to purchase shoes or clothes or mobiles, etc, they not only come across the 'financial risk' but also 'functionality risk', related to the product of interest. The other types of risks perceived by these respondents are the 'physical safety risk' , 'psychological risk' and 'social risk.'Joycee (2012) with Levitt (1993), talk about how the 'World Wide Web' is going to come up as the most progressive and liked channel for manufacturers, wholesalers-retailers, sellers and buyers as in market-space instead of market place, and in near future unlimited use of online digital shopping of products and brands will be the trend for communicating for reaching consumer directly, with a shorter sales cycle. These online customer generations can be taken out of their perceptual risk of purchasing the branded products. If the e-commerce transactions are consistently fair and reliable and credible, trust starts building up. 'Trust is defined as a person's expectation of the other's cooperative behavior in situations where it is possible to suffer some damage if the other behaves selfishly (Yamagishi, 1998).' (Wong, 2008) throws light on the virtual web spaces' advantages and convenience over a traditional marketing and selling system. The virtual reality is more economical and carries capability in offering a vast array of products with multi-fold alternatives available in order to cater to the needs of more segments of online buyers and provide them with customer delight. It can be obviously witnessed that in today's e-business scenario, the growth is mammoth, not only in buying of the railway tickets, airlines, booking of hotels, movies, re-creation, but also moving towards purchase of products and services from diverse sectors like beauty, healthcare, clothes and apparels, make-up, wallets, shoes, belts and other accessories. The factors that have been analyzed for this sea-change have been very critical towards the success of the websites' credibility. It is noteworthy that higher the brand value of a product, higher is the 'perceived risk' associated with it.

The emphasis on building up and sustaining trust has been supported by varied researchers and scientists. Goritzz (2008) describes 'trustworthiness as promotor of both intention to buy and combat perceived risks'. This research tries to throw light on the need for "factors that guarantee trust" for shopping online. In the e-commerce scenario, customers can't see, touch, smell, or taste the goods and they may not place a query, if in doubt. One of the most important factor by which the e-commerce or m-commerce can be made trustworthy is, by providing and involving the customer in more information about the product of interest. Consumer once recognizes the need for the product, and goes online for finding primary and secondary information about the available brands in that category, they are actually engaging themselves in the information search about possible brands and their variants available. Once this customer has an awareness set of chosen brands, and does alternative evaluations, he comes to the decision of purchase online. This is the beginning of development of trust and may lead to online loyalty for the shopping website.

There has been whole sole emphasis on the innovation and creation of 'interfaces' through which the e-commerce website can communicate the trust factors effectively. The internet also allows consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort consumers spend on shopping (Ko et al., 2004 and Lim, Yap and Lau, 2010). Hernandez, Jimenez and Martin (2011) carried out a research to analyse whether individuals' socioeconomic characteristcs, namely, age, gender and income influence online shopping behaviour. Their results indicated that these factors do not condition the behaviour of the experienced e-shopping. In their study, they also claimed that the effects of some variable thought to be crucial from findings from previous studies may have changed and this could be a result of the rapid evolution of of e-commerce in recent years. The research by Sorce, Perotti and Widrick (2005) conducted among 300 samples also indentified that age was negatively correlated with online pre-purchase search but was positively correlated with online purchasing when pre-purchase search behaviour was taken into consideration. The research conducted by Sorce, Perotti and Widrick (2005) revealed two interesting findings which must given voice here.

Contextual Study

Firstly, it was found that there was not significant differences in terms of the act of shopping online but when asked if they had searched for or purchased specific products or services online, younger shoppers reported searching for more products than the older group.

Secondly, when the search for the product was taken into consideration, older consumers were more likely to purchase once they had searched for the item online. Despite the numerous researches on purchasing behavior in relation to different generation, there is a gap in the research related to perceptions of the challenges of online purchasing among the three generations which this research aims to fill. This paper is divided into the following sections. The first section reviews the literature of online purchasing. The method section furnishes details on data collection, framework of study and analysis. Then, in the findings section, the analysis of the responses obtained from the survey are discussed. The conclusion section highlights the key findings and provides recommendation for future research. The internet has entered the mainstream consciousness of society over the past decade and Jhe (2014) attributes this to the web's graphical interface as well as the change in the controlling body, where it has moved from the government to the private sector. They went on to add that companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of the products and services in order to stay ahead in the highly competitive market. According to Changchit (2006), an increasing number of people are gravitating towards more intensive use of the internet as the accessibility of technology, the availability of information, and the ability to interact through the internet increase and evolve. Internet based services offer many advantages to providers and to users. Principal advantages are convenience, speed, accessibility, timeliness and cost effectiveness. However, the drawbacks are that many computer applications were originally designed to deliver these advantages rather than provide high levels of security (Johnson and Krone, 2007).

Apart from the issue of systems' security, an internet user may also be vulnerable to exploitation or attack in terms of the security applied in conducting any online transaction (Johnson and Krone, 2007). Fraud and internet crime are recognised as important issues for governments and private businesses worldwide. An area of growing concern is the impact of criminal activity on householders who use the internet (Johnson and Krone, 2007). In addition, according to Browne, Durrett and Wethebe (2004), other internet business problems include the need to structure internal and external business processes to serve customers appropriately, the need to provide adequate technological and physical infrastructures, and the need to understand customer consumption processes in 'virtual' and physical environments. According to Hernandez, Julio and Martin (2011), in the last few decades, extensive research has been conducted into information technology (IT) adoption, testing a series of factors considered to be essential for improved diffusion and these researches can be divided into three groups where some studies analyse IT characteristics such as usefulness, ease of use and/or security (Davis, 1989; Yu et al., 2005), others focus on the emotions and experiences of users (Agarwal and Prasad, 2000 and Fiore and Kim, 2007) and a third group attempts to determine the importance of socioeconomic user characteristics, such as age, gender, educational level, place of residence and income.

Online Purchasing and The Generations

Generation is a strong determinant of online purchasing behavior. This has been proven in past researches where generally it has been found that Generation Y contributes to the highest percentage of online purchasing, followed by Generation X and Baby Boomers. According to Lachman and Brett (2013), Generation Y takes shopping seriously and spends a lot of online time researching, fantasizing, considering flash-sale promotions, checking out what celebrities are wearing and then imagining how they would look in similar outfits, using pinterest.com to share items with family members, and keeping up with food and fashion blogs. This is supported by the findings of Consumer Behavior Report (2008) which stated Generation Y is more immersed in online and mobile activities including social networks (86%), podcasts (57%), blogs (50%) and text messaging (96%) than any other generation. However, the National Australia Bank's Online Retails Sales Index shows that

online spending is dominated by Generation X (cited in Bainbridge, 2013). Although studies have indicated differences in their researches with regards to online purchasing and generation, it can generally be summed that the highest percentage of online shopping is done either by Generation X or Y with Baby Boomers being the lowest. As a result of the contradictions in the findings of research on age and online purchasing with some indicating that younger generation tend to shop more online (Dholakia and Uusitalo, 2002 and Joines et al., 2003) while others have found that older consumers were more likely to shop online (Donthu and Garcia, 1999 and Korgaonkar and Wolin, 1999), Sorce, Perotti and Widrick (2005) have concluded that demographic factors versus shopping motivations and attitudes in predicting online shopping remains an open question.

Perceptions of Online Purchasing

Consumers' perceptions towards online shopping has been broadly researched by various researchers and scholars with a wide range of methods to compare consumer behavior in online shopping to that of traditional offline shopping behavior (Gupta, 2013). According to Li and Zhang (2002), there are in-depth studies on online shopping attitudes and behavior in recent years where most of them have attempted to identify factors influencing or contributing to online shopping attitudes and behavior. Internet knowledge, income and education level were found to be powerful predictors of internet purchases among university students according to an online survey of 425 U.S. undergraduate and MBA students (Case, Burns, and Dick, 2001). Ho and Wu (1999) discovered that there are positive relationships between online shopping behavior and five categories of factors which include e-stores logistical support, product characteristics, websites technological characteristics, information characteristics and homepage presentation. Schubert and Selz (1999) examined the quality factors of electronic commerce sites in terms of information, agreement and settlement phases. Researchers have also carried out various researches using different methods and have revealed findings that are similar as well as different with regards to consumers' perceptions of online shopping. Changchit (2006) carried out a survey in South Western United States University (US) to identify the differences between consumers who prefer online shopping and those who prefer offline shopping. The responses from 107 individuals indicated differences in the perception of the consumers as to the factors of past experience, benefits, convenience and levels of uncertainty between those who preferred online shopping and those who did not. One significant finding was that positive past experience had a positive relationship with desire to shop online. Parment (2013) asserted that Baby Boomers in Sweden showed a higher degree of involvement for grocery product and paid more attention to optimizing purchase decision especially on clothes for example by avoiding poor quality of clothing and by making sure different elements of the wardrobe fit together as compared to Generation Y. On the other hand, Generation Y is more interested on online purchasing based on emotional involvement.

There has been quite intensive in-depth studies on finding out the factors influencing online buying. (Chang et al., 2004; Limayem et al., 2000; Sim and Koi, 2002; Ahn, Ryu and Han, 2004; Liu and Wei, 2003 as well as O'Cass and Fenech, 2003 cited in Thananuraksakul, 2007). Apart from lot of emphasis on providing product information, there are many other variables that enhance and boost the e-commerce transactions, which include economy, comfort and convenience, variety of brands, travel time and information search saving, user-friendly, and holding a win-win situation for both the parties. Mann (2012) suggested other variables, '(Lohse and Spiller, 1998 and Park and Kim, 2003), geography and store accessibility (Farag et al., 2006), perceived risk and online shopping benefits (Pires, Stanton, Eckford 2004), typology of online stores (Moe, 2003), pleasure and web trust (Ha and Stoel, 2009), attitudes to online shopping (Dittmar et al., 2004 and Ahn et al., 2007)' and the impact of consumers' socio-economic conditions (Farag et al., 2006). (Kuestas Abdulghader et. al., 2012). Talks about increasing concern on other factors challenging for

online purchase 'insecurity, lack of customers' protection and trust which are vital elements for a successful online transaction between countries, organizations' as well as individuals.

Research Objectives
- To explore the variables that impact the digital marketing transactions.
- To understand the state and level of affiliation between these factors.
- To find out the challenges that e-commerce faces vis-à-vis traditional commerce.
- To know marketing plans used for online marketing for Baby Boomers, Gen X and Gen Y.

'Kotler et.al (2005) and Mc Carthy (1978) designed a basic prototype as shown in Figure- 1.'
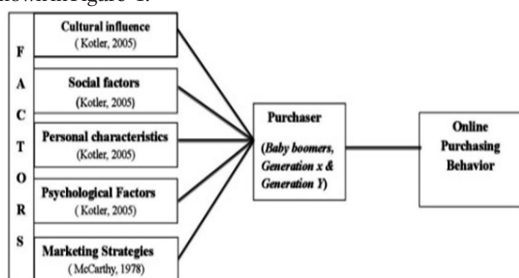
- Fig.1

Research Framework
A total of 240 questionnaires were distributed among the three generations comprising of both males and females. The demographics of these samples are shown in Table 1.

Table 1. Gender Distribution of Samples.

	Frequency	Percent
Male	132	55
Female	108	45
Total	240	100

The findings indicate that a total of 55% (132) of this samples were males and 45% (108) were females. Since past literature indicates that educational background and income plays a significant role in determining the consumers' intention to purchase online, the researchers sought to identify this background information through the questionnaire.

Table 2

Educational Background	Teenagers	Males	Females
Secondary School	18.8	13.8	1.2
Diploma	18.8	26.2	9
Bachelor's Degree	25	35	81.2
Master's Degree	22.5	15	6.2
PhD	10	6.2	1.2
Other Professional Qualification	3.8	3.8	1.2
Incomplete	1.2	0	0
Total	100	100	100

Educational Background of the Sample.

Table 3. Income Bracket of Samples.

Income Brackets	Teenagers	Males	Females
RM 2000 and below	10	6.2	31.2
RM 2000 - RM 4000	8.8	33.8	15
RM 4001 - RM 6000	21.2	28.8	15
RM 6001 - RM 8000	20	10	10
RM 8001 and above	36.2	18.8	20
Incomplete	3.8	2.5	8.8

As shown in Table 2, 25% of Teenagers are degree holders, 23% are Masters holders and 10% are PhD holders. With regards to Males, 61% are degree holders, 15% are Masters Holders and 6 are PhD holders. A large percentage, 81% of the Females, are pursuing a Bachelor's degree or have completed their first degrees, 6% are master holders and 1% are PhD holders. Table 3 indicates that the largest percentage (36%) of the Teenagers are earning an income of Rs. 8000 and above while the majority of Males (34%) fell under the income group of Rs 2000 to RM 4000. On the other hand, a large percentage (31%) of Females are earning an income ranging between Rs 2000 and below. The samples' employment status and number of years employed were also identified as past literature has indicated that there is a significant relationship between these with the intention to purchase online. Table 4 and Table 5 indicate the findings.

Table 4. Employment Status of Samples.

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	3	1.2	1.2	1.2
	Full Time	141	58.5	58.8	60
	Part Time	15	6.2	6.2	66.2
Valid	Contract	5	2.1	2.1	68.3
	Freelance	18	7.5	7.5	75.8
	Unemployed	58	24.1	24.2	100
	Total	240	99.6	100	
Missing	System	1	0.4		
Total		241	100		

Table 5. Number of Years Employed.

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	12	5	5	5
	Less than 1 year	55	22.8	22.9	27.9
	1-5 years	30	12.4	12.5	40.4
Valid	6-10 years	29	12	12.1	52.5
	11-15 years	25	10.4	10.4	62.9
	16 years and above	89	36.9	37.1	100
	Total	240	99.6	100	
Missing	System	1	0.4		
Total		241	100		

Table 4 shows that a large percentage of the samples are employed fulltime (59%). 24% of the samples are unemployed. These samples are representatives of Generation Y and they are still studying. A small percentage of samples are freelance workers (8%), part time workers (6%) and contract workers (2%). Table 5 shows the years of experience of the samples. In terms of years of experience, a large percentage have been working for more than 16 years (37%). On the other hand, 10% of the samples have been working between 11 to 15 years, 12% between 6 to 10 years, 12% between 1 to 5 years and 23% less than a year.

Online Purchasing Experience According to Gender and Generations
From the questionnaire collected, the researchers did a frequency count as to the number of samples according to gender and generation who have done online shopping. Table 7 and Table 8 show the findings. The findings in Table 6 indicate that both males and females have experience shopping online. 80% of males and 78% of females from the sample size have previously done online shopping. Thus, it shows that there is not much difference according to gender with regards to purchasing online. This findings contradicts past researchers (Alreck and Settle, 2002, Brown et al., 2003, Donthu and Garcia, 1999, Korgaonkar and Wolin, 1999 and Levy, 1999; Li et. al., 1999; Rodgers and Harris 2003; Slyke et al., 2002 and Stafford et al.,

2004 cited in Zhou, 2007) who found that male consumers make more online purchases and spend more money online than females; they are equally or more likely to shop online in the future, and are equally or more favorable of online shopping. Literature review has also revealed that most of the internet shoppers are men, earning high incomes and owning a university education (Dholakia and Uusitalo, 2002 and Li et al., 1999; Vrechopoulos et al., 2001 cited in Nayyar and Gupta 2010).

Table 6. Online Purchasing Experience According to Gender.

			Have you done any online shopping?			Total
			Yes	No	Missing	
Gender	Male	Count	105	27	0	132
		% within Gender	79.5%	20.5%	0%	100%
	Female	Count	84	23	1	108
		% within Gender	77.8%	21.3%	0.9%	100%
Total		Count	189	50	1	240
		% within Gender	78.8%	20.8%	0.4%	100%

The findings indicate that all three generations do some form of purchasing online. However, both Generation X and Y do it more than Baby Boomers. 83% of Generation X and 81% of Generation Y have purchased products/ services online. In the case of Baby Boomers, only 73% have done online shopping. The higher percentage of Generation X and Y purchasing online is linked to the fact that these generations were born during the time when technology had already advanced. The findings of this research is supported by Parment's (2013) study on Generation Y which indicated that the constant and overwhelming flow of information has become the rule for them as they are multi-taskers who use their mobile phones for just about anything. Parment's findings can also apply to Generation X. According to Hernandez, Jimenez and Martin (2011), a review of of literature shows that computer skills are more easily learned by younger individuals (Czara et. al., 1989) and older people perceive greater risks (Morris and Venkatesh 2000). Further they citied Trocchia and Jada, (2008) who also showed similar findings where they listed three obstacles which make older consumers reluctant to do online shopping which comprise lack of IT experience, resistance to change and their insistence on trying out the product before purchase. These findings are proven true in the current study which shows the Generation X and Y do online purchasing to a larger degree compared to Baby Boomers.

Table 7. Online Purchasing Experience According to Generations.

			Have you done any online shopping?			Total
			YES	NO	Missing	
Generation	Generation Y	Count	65	15	0	80
		% within Generation	81.2%	18.8%	.0%	100.0%
	Generation X	Count	66	14	0	80
		% within Generation	82.5%	17.5%	.0%	100.0%
	Baby Boomers	Count	58	21	1	80
		% within Generation	72.5%	26.2%	1.2%	100.0%
Total		Count	189	50	1	240
		% within Generation	78.8%	20.8%	.4%	100.0%

Factors Affecting Online Purchasing Prior to analyzing the factors that affects the online purchasing among the three generations, the researchers sought to identify the most common products purchased by the three generations and also the preferred method of purchasing these products. A list of commonly purchased products was given to the samples who were then asked to identify their preferred method of purchase; over the internet or at the retail store. The selection of products was made based on a pilot study that was carried out to identify the most commonly purchased products at a regular basis. Table 8 shows the findings.

Table 8. Commonly Purchased Product (%).

	Baby Boomers		Generation X		Generation Y	
Variables	Online	Retail	Online	Retail	Online	Retail
Groceries	1	99	6	94	4	96
Cosmetics	10	90	15	85	6	94
Books/ CDs	26	74	30	70	25	75
Clothes	9	91	16	84	24	76
Furniture	5	95	14	86	9	91
Electronic gadgets	21	79	30	70	25	75
Computers/ Mobiles	19	81	30	70	14	86
Airline/ Railway tickets	51	49	59	41	74	26
Cinema tickets	65	35	72	28	74	26
Holiday packages	49	51	58	42	59	41

Out of the ten products/services given in the list, the findings indicated that the three generations' preferred method of purchasing was similar for three specific products: cinema tickets (Baby Boomers, 65%, Generation X, 72% and Generation Y, 74%), airlines/ railway tickets (Baby Boomers, 51%, Generation X, 59% and Generation Y, 74%), and holiday packages (Baby Boomers, 49%, Generation X, 58% and Generation Y, 59%) where they all opted buying over the internet as their preferred method. One significant observation is that in the case of holiday packages, the difference in percentage of Baby Boomers' preference between purchasing at retail store and online is not very significant (2%). The rest of the seven products inclusive of groceries (Baby Boomers, 99%, Generation X, 94% and Generation Y, 96%), cosmetics, (Baby Boomers, 90%, Generation X, 85% and Generation Y 94%), books/CDs (Baby Boomers, 74%, Generation X, 70% and Generation Y, 75%), clothes (Baby Boomers, 91%, Generation X, 84% and Generation Y, 76%), furniture (Baby Boomers, 95%, Generation X, 86% and Generation Y, 91%), electronic gadgets (Baby Boomers, 79%, Generation X, 70% and Generation Y, 75%), and computer products/mobiles (Baby Boomers, 81%, Generation X, 70% and Generation Y, 86%) showed a tendency among the samples from the three generations to purchase at retail stores. The findings here contradicts the findings of Monsuwé et al. (2004 cited in Haslingger, Hodzic, Opazo, 2007) who compared the traditional way of shopping and online shopping and concluded that online shopping is a more convenient way compared to the traditional ones. His conclusion was based on the fact that the internet allows for more information to be gathered with a minimal amount of effort, inconvenience, and invested time by the consumer. Monsuwe's findings is applicable to the current findings where the samples from the three generations preferred purchasing cinema tickets, airline/ railway tickets and holiday packages online. This is probably because the above activities are time consuming.

Table 9. Relationship between the Factors Affecting Online Purchasing and Generation of Online Purchasers.

		Gender	Generation	Education	Employment	Salary	Personal characteristics	Psychological factors	Cultural influence	Social factors	Marketing Mix strategies
Gender	Pearson Correlation	1	0.041	-0.101	0.088	-0.131*	-0.095	0.016	0.019	-0.01	-0.099
	Sig.(2-tailed)		0.527	0.118	0.173	0.042	0.142	0.811	0.765	0.88	0.128
	N		240	240	240	238	237	239	237	238

		Generation	Education	Employment	Salary	Personal Characteristics	Psychological factors	Cultural Influence	Social factors	Marketing mix strategies
Generation	Pearson Correlation	1	-0.027	-0.397**	0.28**	0.099	0.057	0.008	.178**	0.99
	Sig. (2-tailed)		0.679	0.000	0.000	0.129	0.382	0.904	0.006	0.129
	N		240	240	240	238	237	239	237	238
Education	Pearson Correlation		1	-0.091	0.309**	0.057	0.006	0.048	-0.04	-0.053
	Sig. (2-tailed)			0.161	0.000	0.385	0.921	0.462	0.543	0.416
	N			240	240	238	237	239	237	238
Employment	Pearson Correlation			1	--0. 245**	0.014	-0.032	0.072	-0.075	0.004
	Sig. (2-tailed)				0.000	0.830	0.624	0.269	0.249	0.956
	N				240	238	237	239	237	238
Salary	Pearson Correlation				1	0.141*	0.084	0.09	0.166*	0.052
	Sig. 2-tailed)					0.029	0.197	0.163	0.011	0.427
	N					238	237	239	237	238
Personal Characteristics	Pearson Correlation					1	.458**	.289**	.467**	.524**
	Sig. (2-tailed)						0.000	0.000	0.000	0.000
	N						236	238	236	237
Psychological factors	Pearson Correlation						1	.362**	.372**	.419**
	Sig. (2-tailed)							0.000	0.000	0.000
	N							237	236	237
Cultural Influence	Pearson Correlation							1	.327**	.240**
	Sig. (2-tailed)								0.000	0.000
	N								237	238
Social factors	Pearson Correlation								1	.368**
	Sig.(2-tailed)									0.000
	N									237
Marketing mix strategies	Pearson Correlation									1
	Sig.(2-tailed)									
	N									

Past researchers have identified numerous factors that influence online purchasing behavior. Based on these findings, four main categories of factors were identified: personal characteristics psychological factors, factors related to cultural influence and social factors. The respondents were asked to indicate their agreement on whether these factors affect their intention to purchase online. A correlation analysis was done to determine the relationship between the variables. The analysis was done to determine whether the demographic factors such as gender, generation, education, employment and salary influences the consumers' online purchasing behavior. The result proved that there is a positive correlation between generation and social factors with (r = 0.178, sig. level = 0.006). The social factors indicated in the questionnaire comprise the following statements; products are also used by family and friends, products are endorsed by celebrities, suppliers are engaged in corporate social responsibility and there is online feedback of products. The findings indicate that these factors are significant in influencing the consumers' decision to do online purchasing. Meanwhile the findings indicated that personal characteristics, psychological factors, factors related to cultural influence and marketing mix strategies did not significantly influence the generations in their online purchasing behavior. Besides that, the income of consumers also has a significant positive relationship with personal characteristics (r= 0.141, sig. level 0.029) and social factors (r=0.166, sig. level 0.11). The personal characteristics include lifestyle, the liking for the products, current position whether they are students, office workers or professionals as well as trends of the generations. This proved that consumers who have high incomes do more online shopping. Baby Boomers, who earned higher also, preferred to buy products of current trends to upgrade their lifestyle. This finding is consistent with previous researchers where it was found that income is positively related to the tendency to shop online (Bagchi and Mahmood 2004; Donthu and Garcia, 1999, Korgaonkar and Wolin, 1999 and Li et al., 1999; Susskind 2004 cited in Zhou 2013; Cunningham and Cunningham, 1973 cited in Nayyar and Gupta 2010). The findings also indicated that psychological factors, factors related to cultural influence and marketing mix strategies have negative relationship with salary. In the studies of Hernandez, Jimenez and Martin (2011), higher income causes internet users to perceive lower implicit risks in online purchasing and thus increase their demand for such activity while on the other hand, low income is a deterrent to online transactions as they do not have the ability to withstand possible financial losses.

The findings in this study is consistent with past literature. However, caution must be taken in coming to a conclusion as the study of Hernandez, Jimenez and Martin (2011) has also proven that the user's income only has effect on the first e-commerce activity which changes once users have acquired experience in the activity. Their view is supported by the study of Al-Somali et. al. (2009). This research, however, did not study the difference in relationship between age and first instance of online purchasing and subsequent online purchasing. At this point, it is also important to take note of the implication from Sorce, Peratti and Widrick's study (2005) where it is stated that different marketing approaches are necessary for the different consumer age segments. Older consumers may need to be induced to get online in the first place, while younger consumers will require enticement to translate their shopping and browsing into actual purchasing.

Table 11 Marketing Strategies.

		Product		Price		Place		Promotion	
		1	2	1	2	1	2	1	2
Baby Boomers	Count	65	15	55	25	59	21	49	31
	Expected Count	57.2	22.8	54.9	25.1	58.5	21.5	47.9	32.1
	% with Generation	81.2%	18.8%	68.8%	31.2%	73.8%	26.2%	61.2%	38.8%
Generation X	Count	55	25	58	22	60	20	56	24
	Expected Count	57.5	22.5	54.2	24.8	57	21	48.3	31.7
	% with Generation	68.8%	31.2%	72.5%	27.5%	75%	25%	70%	30%
Generation Y	Count	52	58	52	28	57	23	39	41
	Expected Count	57.2	22.8	54.9	25.1	58.5	21.5	47.9	32.1
	% with Generation	65%	35%	65%	35%	71.2%	28.8%	48.8%	51.2%

The researchers asked the respondents to identify which marketing strategies affects their online purchasing behavior and the results indicated that for the Baby Boomers, the product strategy was the most significant (81.2%) followed by place (73.8%), price (68.8%) and lastly promotion (61.2%). In the case of Generation X, the findings indicated a difference where place was indicated as the most significant (75%), followed by price (72.5%), promotion (70%) and lastly product (68.8%). The perceptions as to the strategy which had a significant impact on the decision to purchase online for the Generation Y was similar to Generation X where they identified place as the most significant variable (71.2%), followed by both product and price (65%) and promotion (48.8%). In this study, the researchers did not expand the term 'promotion' with that of trust as done by some researchers (Bhattacherjee, 2002, Gefen, 2003 and Mc Knight et al., 2002 and Yoon, 2002). According to Chang et. al, all these researchers found a significant positive effect of trust on intention to purchase where trust is conceptualized as a construct where the truster (online purchaser) is willing to be vurnable to the action of the trustee (marketer or producer).

Conclusion

This research was carried out among samples from the three generations to identify the perceptions and challenges of online shopping in Malaysia. The purpose was to identify whether there were any differences between the perceptions of the three generations. The findings indicated that the percentage of both females and males shopping online is almost similar. With regards to generations, the findings is consistent with past literature where it is shown that generation X and Y do online shopping more than Baby Boomers. In terms of products that are most purchased online by the three generations include cinema tickets, airline/railway tickets and holiday packages. The findings on the factors affecting online purchasing indicated that personal characteristics, psychological factors, cultural influence and marketing mix strategies do not significantly influence the generations in their online purchasing behavior. The only factor that was found to be significant in influencing the consumers' decision to do online purchasing is social factors which comprised of products used by family and friends, products endorsed by celebrtity, suppliers engaged in corporate social responsibility and there is online feedback of product. In terms of challenges of online purchasing, all three generations indicated risk of credit card transaction as the most significant. The limitations in this study include the sample size which is relatively small for generalizations. A larger sample would give more valid results. The research also did not take into consideration the difference in perception of a new user with that of an experienced user to online shopping. Another limitation is that the characteristics of Malaysia's unique population which is rich in cultural diversity with its unique practices and tabbos was not taken into consideration in the analysis of the sample's perceptions and challenges of online shopping. Thus, it is recommended that research in this area can be further extended to analyze the differences in perceptions between the three predominant races in Malaysia as well as differences between the genders. It is also recommended that online marketers take into consideration the challenges that are perceived by online purchasers in order to cultivate a good impression on online shopping among the three generations.

References

1. Ahmad Nabot VG.,"Consumer Attitudes towards online shopping: An exploratory study from Jordan, International Journal of social ecology and sustainable development. 2014, pp.25-32.
2. Anyasree PA. "Factors influencing online buying behaviour in Tiruchirappalli district, Journal of Marketing, 2014, pp.2348-0947.
3. Balachandran W, "An adaptive decision support system for last mile logistics in ecommerce- A study on online grocery shopping in Jordan.", International Journal of Decision support system technology, 2013, pp. 40-65.
4. Buttner, O. B. & Goritz, A. S. (2008). "Perceived trustworthiness of online shops." , Journal of Consumer Behaviour, 7(1), 35-50.
5. Jacoby, J. & Kaplan, L. B. (1972).,"e- components of perceived risk.", Proceedings of Association for Consumer Research 3rd Annual Conference, (pp.382-393).
6. Che Nawi Noorshella1 AM.,"Examining the Key Factors Affecting e-Service Quality of Small Online Apparel Businesses in Malaysia.", Sage open. 2015, pp.1-10.
7. Gurvinder S Shergill, ZC.,"Web based shopping - consumer's attitude towards online shopping in New Zealand.", Journal of electronic commerce, 2005, pp. 79-94.
8. Kushboo Makkwana KD. (n.d.)., "A customer perception towards online shopping.", Atlus shodh journal of management and commerce, pp. 2348-8891.
9. Javidani SA.,"Measuring e-shopping intention: An Iranian perspective.", African Journal of Business Management. 2010; (13):2668-2675, 2668-2676.
10. Fernandez, a. a. (2013).,"Consumer Perception of privacy and security Risk for online shopping.", Journal of Security Risk, (pp. 27-44).
11. Parasuraman A, Grewal D., "e impact of technology on the quality-value-loyalty chain: A research agenda.", J. of the Acad. Mark. Sci. 2000; 28:168.
12. Rice, R. E. (1992). "Task analyzability, use of new medium and effectiveness: A multi-site exploration of media richness." Information and Management, Vol. 39.pp.457–465.
13. Ranganathan, C. and Grandon, E. (2002), "An exploratory examination of factors affecting online sales.", Journal of Computer Information Systems, Vol. 42, No. 3, pp.87–93.
14. Salam, A.F., Iyer, L., Palvia, P. and Singh, R. (2005) "Trust in e-commerce", Communications of the ACM, Vol. 48, No. 2, pp.73–77.
15. Samiee, S. and Jeong, J. (1994) 'Cross-cultural research in advertising: an assessment of methodologies', Journal of the Academy of Marketing Science, Vol. 22, No. 3, pp. 205–217.
16. Sharma, S., Durand, R.M. and Gur-Arie, O. (1991) 'Identification and analysis of Moderator variables', Journal of Marketing Research, Vol. 18, No. 3, pp. 291–300.
17. Singh, N. and Matsuo, H. (2004) 'Measuring cultural adaptation on the web: an exploratory study of US and Japanese web sites', Journal of Business Research, Vol. 57, No. 8, pp.464–472.
18. Singh, N., Zhao, H. and Hu, X. (2005) 'Analyzing the cultural content of websites: a Cross-national comparison of China, India, Japan, and US', International Marketing Review,31. Vol. 22, No. 2, pp.129–146.
19. Singh, N., Zhao, J. and Hu, X. (2003) 'Cultural adaptation on the web: a study of American companies' domestic and Chinese websites', Journal of Global Information Management, Vol.11 No. 3, pp. 63–80.
20. Singh, N., Furrerr, O. and Ostinelli, M. (2004) 'To localize or to standardize on the web: empirical evidence from Italy, India, Netherlands, Spain, and Switzerland', Multinational Business Review, Vol. 12, No. 1, pp.69–87.
21. Singh, N., Kumar, V. and Baack, B (2005) 'Adaptation of cultural content: evidence from B2C e-commerce firms', European Journal of Marketing, Vol. 39 Nos. 1–2, pp.71–86.
22. Singh, N., Fassot, G., Mike C.H.C. and Hoffmann J.A. (2006) 'Understanding international website usage', International Marketing Review, Vol. 23, No. 1, pp. 83–97.
23. Singh, N. (2002) 'Analyzing cultural sensitivity of websites', Journal of Practical Global Business, April, pp.32–53.
34. Sondergaard, M. (1990) 'Hofstede's consequences: a study of reviews, citations and replications', Organization Studies, Vol. 15, No. 3, pp.447–456.
35. Srite, M. and Karahanna, E. (2006) 'Role of espoused national cultural values in Technology acceptance', Management Information System Quarterly, Vol. 30, No. 3, pp. 679–704.
36. Steenkamp, E.M. and Baumgartner, T. (1998) 'Assessing measurement invariance in cross-national research', Journal of Marketing Research, Vol. 25 No. 1, pp.78–90.
37. Stephens, R.T. (2004) 'A framework for the identification of electronic commerce design elements that enable trust within the small hotel industry', ACMSE '04, 2–3 April, Huntsville, Alabama, USA.
38. Straub, D.W. (1994) 'e effect of culture on IT diffusion: e-mail and fax in Japan and the US', Information Systems Research, Vol. 5, No. 1, pp. 23–47.
39. Suh, B. and Han, I. (2003) 'e impact of customer trust and perception of security control on acceptance of electronic commerce', International Journal of Electronic Commerce, Vol. 7, No. 3 pp. 1