



Buying Frequency & Influencing variable: An Empirical Study

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ABSTRACT

In the changing world of buyer's market, identifying the needs and wants of the customers and understanding the variables influencing buying behaviour is a challenging task. This research is aimed at carrying out a study to identify the demographic variables that influence buyers' frequency to shop online. Online shopping is a way of buying goods and services using internet service. For achieving result of the study a questionnaire has been developed and primary data was collected from 150 respondents from Jaipur city. Analysis was carried out using Chi square test, and frequency test to check the demographic profile of the respondents.

KEYWORDS :

Introduction

Online shopping has now a practice among Indian buyers. People who used to rush to market for their planned or unplanned purchases, now pick their mobile or open their laptops for fulfilling their purchase needs. Online shopping as a phenomenon has got acceptance among all age groups in Indian market. Although the youngsters are reported to be most influenced by web based shopping. In most simplest terms online shopping is defined as doing shopping by making use of internet either through laptops / personal computers or mobile phones. An online shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Preference for online shopping over offline mode of shopping are due to unique features and benefits of it. Few of them are 24*7 accessibility of online shops, anywhere shopping which means one can shop from any place i.e. home, office, park etc., high level of convenience, lower prices, huge amount of discount sale, availability of huge gamut of products and accessibility to large range of national as well as international brands, etc. In present day not only products but services can also be purchased from online shops. Industry wise online travel industry is considered to be most profitable segment among all offering their merchandise online. With reference to growth, online shopping is very common outside India, but its growth in Indian market, which is a large and strategic consumer market, is still not in line with the global market. The term online shopping is generally associated with business to consumer model of e-commerce. Although there are several other models of e-commerce present in Indian market like business to business model, consumer to consumer model, consumer to government model etc. Out of all these, business to consumer model is most popular.

Review of Literature

Sai Vishwagna (2016) has undertaken a study and has shown that online shopping concept has got acceptance in India in positive manner. Author has applied ANOVA test and proved that gender does impact possession of internet and frequency of online purchase of consumer's but occupation is a demographic variable which does not impact any of the variables under study.

Poonam Chahal (2015) in his work suggested that the young generation i.e. from age group of 20-25 years is very keen to shop online. Among the gender, male group are more interested in online shopping than females.

Adil Bashir (2013) found that most of the respondents who do online shopping are male belonging to the age group of 26-30 and are working professionals. It was also inferred that there exists a significant difference between age, income with the buying intention. In the same study it was found that there is an association

between the income and the mode of payment. Also study has highlighted that working professionals tend to shop online more due to the time saving factor.

Dahiya Richa (2012) Studied about relationship between demographic variables and online buying behaviour. For drawing results author has made use of ANOVA as statistical tool. The results of the study have shown that gender among various demographic variables impacts frequency of on-line shopping positively and family size impacts overall spend on on-line shopping.

Zuroni Md Jusoh & Goh Hai Ling (2012) investigated how socio-demographic factors (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group but it does exist among income group. The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group and types of goods.

Objectives of the Study:

- To explore the demographical profile of buyers shopping through online shopping mode.
- To study the association between demographic profile and buying frequency of online buyers.

Hypothesis of the study:

Ho: There is no association between demographic variables and online buying frequency of buyers.

Ha: There is a significant association between demographic variables and online buying frequency of buyers.

Research Methodology

For the purpose of this study a sample of 200 respondents was taken. The sampling method used was convenience sampling. The findings of the study were drawn based on primary data collected by means of questionnaire. The questionnaire was distributed to 200 respondents out of which 150 respondents' response were found useful for the further study. The study was conducted in Jaipur city of Rajasthan in the month of February 2017. The study is associated with business to consumer model of e-commerce only.

Analysis & Interpretation

Table: Demographical profile of respondents

Demographical Variables	Frequency	Percentage
Gender		
Male	94	62.7
Female	56	37.3
Total	150	100.0
Age (in years)		
25 - 30	63	42.0
31 -35	58	38.7
36 -40	22	14.7
41 -45	7	4.7
Total	150	100.0
Marital Status		
Married	131	87.3
Unmarried	19	12.7
Total	150	
Qualification		
Up to university level	112	74.7
Professional qualification	38	25.3
Total	150	100.0
Profession		
Service	95	63.3
Business	44	29.3
Homemaker	11	7.3
Total	150	100.0
Income (Annual)		
Nil	11	7.3
Less than 1 lakh	12	8.0
1 lakh to 4 lakh	97	64.7
More than 4 lakh	30	20.0
Total	150	100.0

Source : Primary data

As shown above in Table, out of 150 respondents who participated in the study, 62.7 % of the respondents were male and 37.3 % were female. Age wise respondents ranged from 25 years to 45 years of age. 42.0 % of respondents were from age group 25 to 30 years, 38.7 % belongs to age group of 31 to 35 years. Among the age group of 36 to 40 years, there were 14.7 % of respondents. 4.7% of respondents fall under the group of 41 to 45 years of age. Further the table depicts that out of all respondents , 87.3 % were married and remaining were single. From qualification viewpoint, 74.7% of respondents were found to have qualification up to university level and 25.3 % were found to be professionally qualified. From the table it is clear that 63.3% of people surveyed earn their income by doing some service whereas 29.3% of people surveyed were found having their own business. The sample was found to consist of 7.3 % of housewife's who are doing online shopping. Respondents were found to have different annual income. 7.3 % have an income of less than 1 lakh rupees, whereas 8.0 % of respondents fall under income group of 1 lakh to 4 lakh rupees and 64.7 % of respondents were found to have an income more than 4 lakh rupees annually.

Hypothesis Testing

For the purpose of testing hypothesis, chi square test of association is applied on primary data. In the study online buying frequency is taken as dependent variable and demographic variable as independent variable. Demographic variable taken for the study are gender, age, marital status, qualification, profession, annual income of respondents.

Demographic variable 1 – Gender

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	4.950a	3	.175	.178		
Likelihood Ratio	4.987	3	.173	.181		
Fisher's Exact Test	4.885			.181		
Linear-by-Linear Association	.055b	1	.814	.819	.438	.059
N of Valid Cases	150					

Pearson Chi-Square	4.950a	3	.175	.178		
Likelihood Ratio	4.987	3	.173	.181		
Fisher's Exact Test	4.885			.181		
Linear-by-Linear Association	.055b	1	.814	.819	.438	.059
N of Valid Cases	150					

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.71. b. The standardized statistic is -.235.

In above case as no cell have expected count less than 5 so we will consider the Pearson Chi-Square test statistics. Its value is 4.950 at 3 as degree of freedom. The corresponding p value is 0.175 which is greater than 0.05 which indicates that null hypothesis is accepted. Thus the interpretation drawn is gender of an online shopper is not associated with its buying frequency.

Demographic variable 2 – Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	4.605a	9	.867	.880		
Likelihood Ratio	4.456	9	.879	.907		
Fisher's Exact Test	4.550			.891		
Linear-by-Linear Association	.265b	1	.607	.633	.319	.030
N of Valid Cases	150					

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.21. b. The standardized statistic is .515.

In above case as 37.5 % of cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. Its value is 4.550 at 9 as degree of freedom. The corresponding p value is 0.891 which is greater than 0.05 which indicates that null hypothesis is accepted. Thus the interpretation drawn is age of an online shopper is not associated with its buying frequency.

Demographic variable 3 – Marital Status

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	8.322a	3	.040	.039		
Likelihood Ratio	8.484	3	.037	.049		
Fisher's Exact Test	7.885			.040		
Linear-by-Linear Association	.781b	1	.377	.438	.222	.061
N of Valid Cases	150					

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 3.29. b. The standardized statistic is -.884. In above case as 3 cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. Its value is 7.885 at 3 as degree of freedom. The corresponding p value is 0.040 which is less than 0.05 which indicates that null hypothesis is rejected. Thus the interpretation drawn is marital status of an online shopper is associated with its buying frequency.

Demographic variable 4 – Qualification

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	8.309a	3	.040	.040		

Likelihood Ratio	8.279	3	.041	.046		
Fisher's Exact Test	8.142			.041		
Linear-by-Linear Association	1.828b	1	.176	.202	.102	.028
N of Valid Cases	150					

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.59. b. The standardized statistic is -1.352.

In above case as no cell have expected count less than 5 so we will consider the Pearson Chi-Square test statistics. It value is 8.309 at 3 as degree of freedom. The corresponding p value is 0.040 which is less than 0.05 which indicates that null hypothesis is rejected. Thus the interpretation drawn is qualification of an online shoppers is associated with their buying frequency.

Demographic variable 5 – Profession

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	3.370a	6	.761	.775		
Likelihood	3.673	6	.721	.747		
Fisher's Exact	3.428			.768		
Linear-by-Linear	.020b	1	.887	.906	.469	.047
N of Valid	150					

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.91. b. The standardized statistic is -.142.

In above case as 4 cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. It value is 3.428 at 3 as degree of freedom. The corresponding p value is 0.768 which is more than 0.05 which indicates that null hypothesis is accepted. Thus the interpretation drawn is profession of an online shopper is not associated with its buying frequency.

Demographic variable 1 – Annual Income

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	9.115a	9	.427	.436		
Likelihood Ratio	9.015	9	.436	.515		
Fisher's Exact	8.798			.442		
Linear-by-Linear	2.949b	1	.086	.087	.048	.009
N of Valid Cases	150					

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.91. b. The standardized statistic is -1.717.

In above case as 50 % of cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. It value is 8.798 at 9 as degree of freedom. The corresponding p value is 0.442 which is more than 0.05 which indicates that null hypothesis is accepted. Thus the interpretation drawn is annual income of an online shoppers is not associated with its buying frequency.

Conclusion

Online shopping in India is gaining an edge over the traditional offline shopping mode gradually. When talking about reasons behind this shift of customers, the most commonly coated reasons being its various benefits. No doubt it has several advantages which above offline mode of shopping but in order to attract and hold the customers its very essential for e marketers to conduct research regarding behaviour of customers of web based shopping. The present study concludes that among the demographical variables, those which influence the buying frequency of e shoppers are marital status and qualification of shoppers. Contrary to it gender, age ,

profession and annual income are found to have neutral effect on buying frequency of e buyers. Therefore e marketers while designing their marketing program must take into consideration gender, age and qualification of prospective buyers under consideration to enhance the buying frequency of buyers.

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