

# Determining the Demographic Impact of the Teacher and Students on Online Shopping Behaviour. A Study of Chaudhary Devi Lal University, Sirsa.

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## Abstract

Internet is commonly using for online shopping. Online shopping refers to the shopping behaviour of consumer in an online store or a website used for online purchasing purpose (Monuwe et al. 2004). The increasing use of internet in India provides a developing view for online shopping. If E-marketers know the factors affecting online behaviour, and the relationship between these factors and the type of online buyers, then they can additional develop their marketing strategies to convert potential customers into lively ones, while retaining existing online customers. This study investigated the relationships of demographic factors (age, marital status, gender, occupation) with online perception of teacher and students of Chaudhary Devi Lal Universities, Sirsa of Haryana (India). This study adopted an ex-post facto survey research design where questionnaire instruments were used to collect data from the respondents on the studied variables. A sample of 150 were collected include 100 students and 50 teacher.

**Keyword:** Age, Gender, Marital Status, education, occupation.

## Introduction

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without intermediary service, over the Internet. It is a form of electronic commerce. An online shop, eshop, e-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and mortar retailer or in a shopping centre. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business, it is called business-to-business (B2B) online shopping.

Online contracts are classified as distance contracts, which means that the trader (service provider, seller) and the consumer (natural person who is acting for purposes which are outside his trade, business or profession), in lack of their simultaneous, actual and physical presence enter into contract not by meeting in person (e.g. in commercial premises, market, open-air market, via trade agent etc.), but only in an electronic way.

## Literature review on demographic factors of Teacher and students.

Literature related to the perception of teacher and students shows a number of variables. Some of these are; gender, age, marital status and occupation used as demographic variables.

**Nazir et al. (2012)** analysed that most of the people already shopping and prefer to make their purchase online but there are some factors such as psychological factors, social factors, emotional factors and the privacy factors which affect the buyer attitude of online purchase. The main objective of the research was to study especially what are factors affecting the consumer directly for online shopping. For this purpose a survey was conducted and the questionnaires were distributed among the students of different universities and general public. In their study found that the protection of privacy and security are major problems that effect the behavior of the population to buy online.

**Zuroni & Ling (2012)** examined the factors influencing consumers' attitude towards e-commerce purchases through online shopping. The study also investigate how socio- demographic (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. Convenience sampling method was conducted in this study and the sample comparison of 100 respondents in Taman Tawas Permai, Ipoh. Data were collected via self-administered questionnaire. Research found that more than half of respondents have medium level of attitude and purchase perception towards online shopping. The study showed that the age of the respondents do not have effect on consumers' attitude to make e-commerce purchases through online shopping. They also found that the occupation of the respondents do not have effect on consumers' attitude to make e-commerce purchases through online shopping. Furthermore found that income has effect on consumers' attitude to make e-commerce purchases through online shopping.

**Nagra & Gopal (2013)** examined that the impact of demographic factors of consumers on online shopping, future purchase intention, frequency of online shopping, numbers of items purchased and overall spend on online shopping. The data was collected through questionnaire. The result of the study revealed that online shopping in India is significantly affected by various demographic factors like age, gender, marital status, family income and size. They suggested that online website should concentrate more to the female segments as compared to men. Online retailer should also look into the prospect of call centres which could guarantee that the customer get a chance to officially interact with other party before the actual purchase.

**Sharma et al. (2014)** explored that the growth rate of India's e-commerce industry is fascinating. It was reported as 88% in 2013 which is a clear contrast picture of the slower economic growth of India. The rising inflation rate in recent years has not slipped away the performance of online shopping industry in India. The primary objective of the study was to understand the online bu to collect data about the consumer behaviour for online shopping in India. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to the experience of internet usage, the purpose of using Internet, types of products purchased online, factors affecting consumer behaviour while online shopping etc. were asked from the respondents. In their study found that the maximum people have an experience of 3-4 years or even 5 years only 3 people surveyed have an experience of less than a month of using internet. They found that majority of the people bought online tickets (17%) followed by buying books online (39%). It was observed that many of the respondents bought other items like clothes, shoes and bags online. The least wished item for buying online was toys (2%). Buying behaviour of consumers in India Focussing the objective of the study, a survey was conducted with the help of a structured questionnaire

**Khitoliya, P. (2014)** studied that the attitude and perception of customers towards online shopping. For this purpose the study focuses on two aspects, first what is frequency of online shopping with respect to Age, Gender and Education level of respondents. Second, what derives respondent to shop online and what make them reluctant in adopting it. The main purpose of the study was to understand the attitude and perception of the respondents towards online shopping and understand the prime concern of the customers that hindered them to shop online. Questionnaire designed to achieve the research objective. Which consist the questions that could serve the objective of the study Sample size: The target sample was of 200 respondents in the age group of 18-41 years. The respondents were selected of convenience basis from the selected areas of Delhi. Both primary and secondary sources of data have been used in the study. The result unveiled that 47% respondents shop online frequently followed by 30% who shop online seldom and 23% respondent had never tried it, Which suggests that online shopping is relatively less popular in India. They further found that online shopping is majorly done by post graduate respondents. Male and female respondent had shown similar trend in online shopping behaviour. Majority of the respondents in all age group shop online for convenience followed by wide variety and discount deal and least under peer influence.

**Khan & Kothari (2015)** studied 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. The primary purpose of this study was to add to the understanding of the Internet as a retail outlet and to better understand the person who has made an online purchase. It also examined the awareness about the online shopping among the

consumer respondents of Udaipur district of Southern Rajasthan. Demographic factor i.e. gender and age was used to study the awareness among people. It was used various tests to prove the hypothesis thus formed. It also studies how gender and age vary according to locality (urban, rural and semi-urban). The result revealed that the relationship between the gender of customer and awareness for online shopping is not found significant statistically and the relationship between the age of customer and awareness for online shopping is found significant statistically.

**Research Methodology**

**Objective of the study:**

- To find the relationship of some demographic factors (age, gender, marital status, education and occupation ) with the online shopping perception of teacher and students.

**Research Design**

This study adopted a survey research design where questionnaire instruments were used to collect data from the respondents on the studied variables. A sample of 150 teacher and students (teacher = 50, students =100) were collected from Chaudhary Devi Lal University, Sirsa (Haryana) through questionnaire.

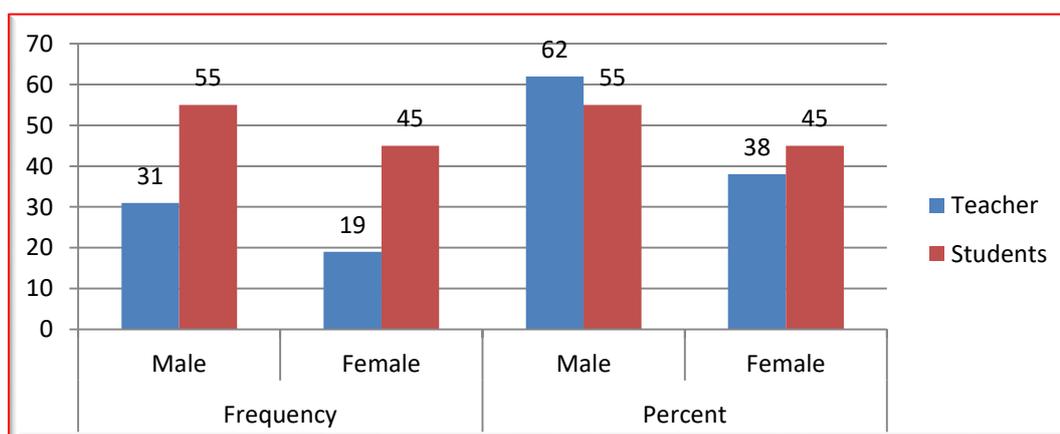
**Data Analysis and Interpretation-**

**Table-1  
Gender- Wise Distribution of Respondents**

Category	Frequency			Percent		
	Male	Female	Total	Male	Female	Total
Teacher	31	19	50	62.0	38.0	100
Students	55	45	100	55.0	45.0	100
<b>Descriptive Statistics</b>						
Mean				1.43		
S.D				.496		

Source- Primary data

**Chart-1  
Gender- Wise Distribution of Respondents**



**Interpretation.**

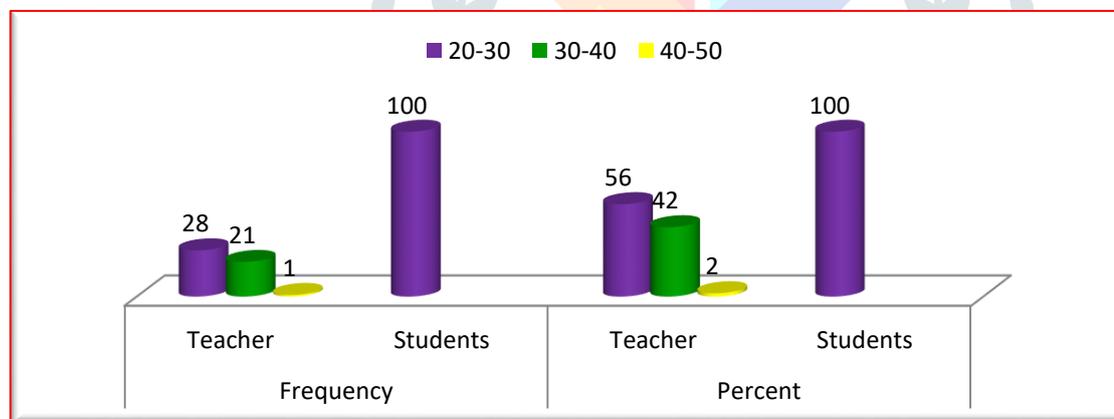
Table 1 & Graph 1 shows that out of 150 respondents 86 are male and 64 are female. Table 1 & Graph 1 throws light on that out of 50 teacher respondents 31(62%) were male and 19(38%) were female. While out of 100 student respondents 55(55%) were male and 45(45%) were female. At the time of survey comparatively higher number of male said that they have shopping experience through online. So, according to the survey result it is clear that male respondents are more interested to shop online than female

**Table-2**  
**Age-Wise Distribution of Respondents**

Age(years)	Frequency		Percent	
	Teacher	Students	Teacher	Students
20-30	28	100	56.0	100.0
30-40	21	-	42.0	-
40-50	1	-	2.0	-
Total	50	100	100	100
<b>Descriptive Statistics</b>				
Mean			1.15	
S.D			.380	

Source- Primary data

**Chart-2**  
**Age-Wise Distribution of Respondents**



**Interpretation:** Table 2 & Graph 2 shows that out of total 150 samples 50 are teacher and 100 are students. Above figure shows that 28 students and 100 teacher respondents are belongs to the age group of 20-30 years while only 1 teacher respondents under the age group of 40-50 years. So according to the respondents group, maximum respondents are belongs to the age of 20-30. Overall result shows that between all of them the respondents who has age limit between 20 to 30 years are most familiar to shop online.

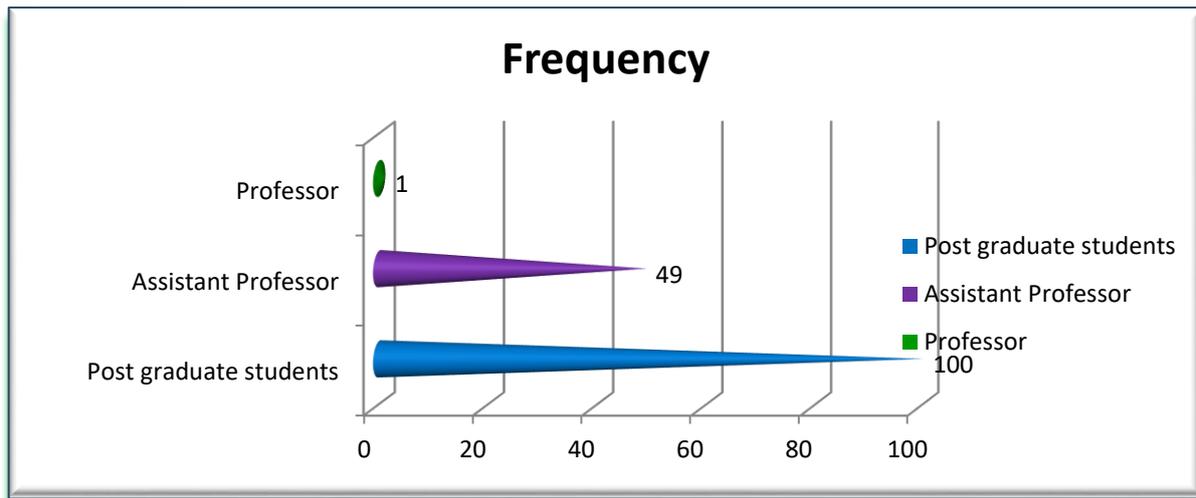
**TABLE-3**  
**Occupation- Wise Distribution of Respondent**

Category	Frequency	Percent
Post graduate students	100	66.7
Assistant Professor	49	32.7

Professor	1	.7
Total	150	100
<b>Descriptive Statistics</b>		
Mean	1.35	
S.D	5.18	

Source-Primary data

Graph-3



Occupation – Wise Profile of Respondents

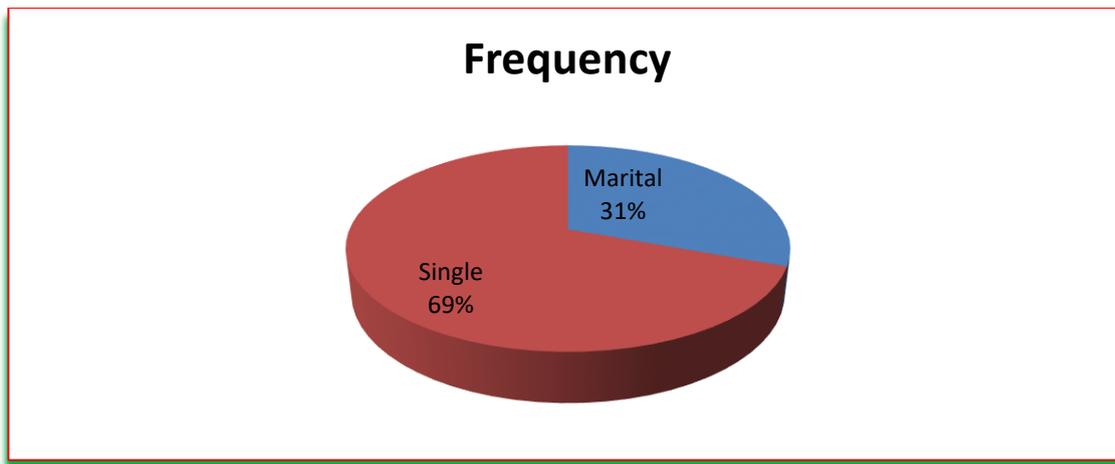
**Interpretation:** Table 3 & Graph 3 depicted that out of 150 respondents 49 which is 32.7% belongs to the occupation of Assistant Professor, 100 which is 66.7% belongs to post graduate students, which is the highest number of total respondent, and 1 respondent which is 0.7% belongs to the occupation of Professor which is the lowest number of total respondent.

Table-4  
Marital Status - Wise Distribution of the Respondents

Category	Frequency	Percent
Marital	46	30.7
Single	104	69.3
Total	150	100
<b>Descriptive Statistics</b>		
Mean		1.69
S.D		.463

Source-Primary data

Chart-4  
Marital Status – Wise Profile of Respondents



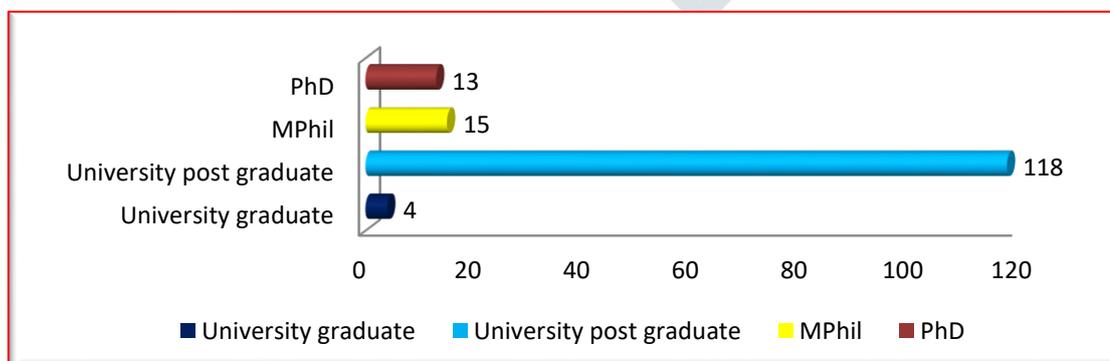
**Interpretation:** Table 4 & Graph 4 throws light on that out of 150 respondents 104(69.3%) were single which is the highest number of frequency, 46(30.7%) respondents were married which is the least number of frequency.

**Table -5**  
**Education- Wise Profile of Respondent**

Category	Frequency	Percent
University graduate	4	2.7
University post graduate	118	78.7
MPhil	15	10.0
PhD	13	8.7
<b>Total</b>	<b>150</b>	<b>100</b>
<b>Descriptive Statistics</b>		
Mean	2.25	
S.D	.644	

Source- Primary Data

**Chart-5**  
**Education – Wise Profile of Respondents**



**Interpretation:** Table 5 & Graph 5 depicted that out of 150 respondent 15 which belongs to PhD level, 13 which belongs to graduation level, 118 respondent which belongs to post graduate level which is the highest number of total respondent, and 4 respondent which belongs to University graduate students which is the lowest number of total respondent.

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