A STUDY ON THE IMPORTANCE OF THE DEMOGRAPHIC VARIABLE AGE ON ONLINE BUYING

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Abstract
E-tailing has become a way of life especially with easy accessibility to smartphones. Internet connectivity has further brought about the boom in E-commerce. Consumer demographics have always influenced thoughts, knowledge and experiences and this, in turn, has created a huge impact on consumers at the time of purchasing. India has seen a surge of online companies competing with each other and vying for the consumer's share of wallet. The study proves that age is a predominant factor that influences online purchase and also that young people are buying more online especially apparels, grooming and electronic goods.

Keywords-
E-tailing, E-commerce, Online shopping, Online purchase, Consumer behaviour.

1. Introduction

Electronic Retailing (E-Tailing) or Internet retailing is a buzzword for any business-to-customer transactions that eventuate over the internet. Here total shopping process based on electronic media, it can be named as like this. E-tailing is the selling model where retail goods or service sold on the internet through subscription to website content, or advertising. Electronic retailing needs businesses to tailor traditional business models to the internet and its users. At the starting age e-tailing included highly ambitious plans for a completely online shopping experience which clicked well, and over the years e-tailing has grown rapidly. English entrepreneur Michael Aldrich has invented online shopping in the year 1979. In todays world E-tailing becomes a part of person's life. It already has a huge number of users and keep increasing every day. Almost 500 million people are using E-retailing across the globe. This huge number of users has made it the most viable retail space for marketing.

2. Review of Literature-

The Dr. Muneer Ali Shah Rizvi and Faiz.M.Shaikh in Customers Attitude Towards E-Shopping in Pakistan (2010) found that nowadays e-tailing model have been given more attentions, but the rural area still facing lots of problems.

The Wynand CJ Grobler in E-retailing adoption and innovation, implementation capacity and business performance of SEM (2013) found that companies have adopted the practice of e-retailing. It has helped to develop a positive influence of the brand among the respective customers. The practice of e-retailing has been associated with the improved business performance.

The Dr Vinay Kumar in A study on trust in online shopping of youth in Pune City: A factor analysis (2016) found that as the youth are highly familiar with online purchasing, the trust factor is generally high. The online retail vendors also make full use of the trust factor to improve on their business. They are also able to easily predict the buying behaviour of youth that is required for better customer retention and maintain the high level of trust.

The Mohd Fasi in E-retailing and Consumer Purchase Decision (2016) found that marketers have recognized that modern media marketing highly impacted on marketing communication strategies which helps organisation to communicate to customers. It also helps marketers to understand customer needs and give a look of their market. Customer also can estimate products.

The Hui Guan and Jing Ma in The Impact of Customer-based E-tail Brand Equity on Web-market Outcomes (2009) found that customer-based E-tailing brand equity is the antecedent of web market outcomes.

The Dr. Arti Bakhshi in Factors affecting e-tailing website effectiveness: An Indian Perspective (2007) found that in E-tailing the most important thing is customer satisfaction. So, the marketer needs to take adequate strategic, technological, and marketing

decisions which increase customer satisfaction. Marketer need to keep improving web site design of virtual design because essentially no switching costs in an online retail context.

The Dr. Suman Kumar Dwan and Uttiya Kar in E-tailing in India: It's issues, opportunities and effective strategies for growth and development (2011) found that Online shoppers are more aware, more sensitive and therefore more difficult to retain. E-tailing industry should ensure that customers are safe and secure during online transaction.

The Weiyin Hong, James Y.L. Thong and Kar Yan Tam in the effect of information format and shopping task on consumer's online shopping behaviour: a cognitive fit perspective (2005) found that it is essential for the e-retailing website to provide the correct and accurate form of information to the audience that is supposed to trigger the response in favour of buying. The e-tailing websites therefore need to have advanced and attractive customer interface, which can ensure smooth operation.

The Ibharim Elbeltagi in E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective (2016) found that positive behaviour of youth is considered to be the best tool that helps to generate growth in e-retailing business. The risk factor is also negligible as the youths have high levels of trust in purchasing retail products online.

3. Objective of The Study

Demographic variables are a very important influencer in online buying. This study attempts to explore some of the influences that these variables have on online buying behaviour.

The objective of the study is-

1. To study the relationship between Age and convenience of purchase
2. To understand how Age of buyer affects frequency of online purchase
3. To analyse how Age influences the preferred interface of purchase

4. Research Methodology

This is majorly a descriptive study to understand the influencing factors of online buying among Indian Consumers.

The sample size was of 80 respondents through Random Sampling. Primary data was collected through a questionnaire with questions in nominal and ordinal scales and some others in Interval scales. Reliability of the Interval scales was tested and the Cronbach's Alpha score was .834. Secondary data was also used from journals and other sources. Here we use SPSS & Microsoft Excel software for all the analysis.

5. Data Analysis, Interpretation and Findings

5.1 Age and Convenience of purchase

One of the major factors that we always refer to as to why people prefer online buying is convenience. Does it really affect the way people perceive it across different age groups? The age groups used in the study were categorized into people (a) Below 20 (b) 20-30(c) 31-40 (d) 40 years and above

Table-1

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.266	3	4.089	3.273	.026
Within Groups	94.922	76	1.249		
Total	107.188	79			

H01: Differences of Age does not affect the way people perceive convenience of transaction during online purchase

HA1: Differences of Age affects the way people perceive convenience of transaction during online purchase

The Anova in table.1 proves that the computed level of Significance is below .05 hence the alternative hypothesis is proven. Age does play a significant role in the deciding buying behaviour of individual. Younger people today especially between 20-30 years of age do the maximum online shopping as they think it is convenient to do so. The reason for their perceiving it to be convenient is mostly because they are mostly on line and are tech savvy. Hence online shopping becomes a very convenient mode for them.

5.2 Age of Buyer and Frequency of Purchase

H03: Age of the buyer does not affect buyer's frequency of purchase
HA3: Age of the buyer affects buyer's frequency of purchase

Table-2.1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.840[a]	12	.000
Likelihood Ratio	40.863	12	.000
Linear-by-Linear Association	.208	1	.648
N of Valid Cases	80		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .03.			

Table-2.2

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.740	.000
	Cramer's V	.427	.000
	Contingency Coefficient	.595	.000
N of Valid Cases		80	

The Chi-square test (Table:2.1, 2.2) reveals the calculated p value to be .000 which is less than .05 the assumed level of significance. Hence, we reject the Null hypothesis and accept the alternate hypothesis. Therefore, there is enough evidence to prove that Age affects frequency of purchase. The Phi value indicates the strength of relationship. The Phi value in this case is .740 hence phi square is .547. This proves that 54.7 % of variance in Age explains the frequency of purchase and according to Luck and Rubin's scale the relationship is moderate as it falls between .4 to .8.
From the given findings, it can be interpreted that the frequency of purchasing online can directly be affected by the age of an individual. Again, the study proves that younger people between the age group of 25-30 buy more frequently on line. Since their purchase frequency is high. Companies should target their retention strategies towards these groups and try to cross sell and upsell more to this segment.

5.3 Age and preferred interface of Buying

H04: Buyers age have no effects on the preferred interface medium of buying
HA4: Buyers age have effects on the preferred interface medium of buying

Table-3.1

Fig: 5.3 Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.439[a]	6	.000
Likelihood Ratio	34.241	6	.000
Linear-by-Linear Association	33.534	1	.000
N of Valid Cases	80		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .18.

Table-3.2

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.666	.000
	Cramer's V	.471	.000
	Contingency Coefficient	.554	.000
N of Valid Cases		80	

The preferred interface in this study were (a) Mobile application (b) Website (from mobile) (c) website (from laptop pc)

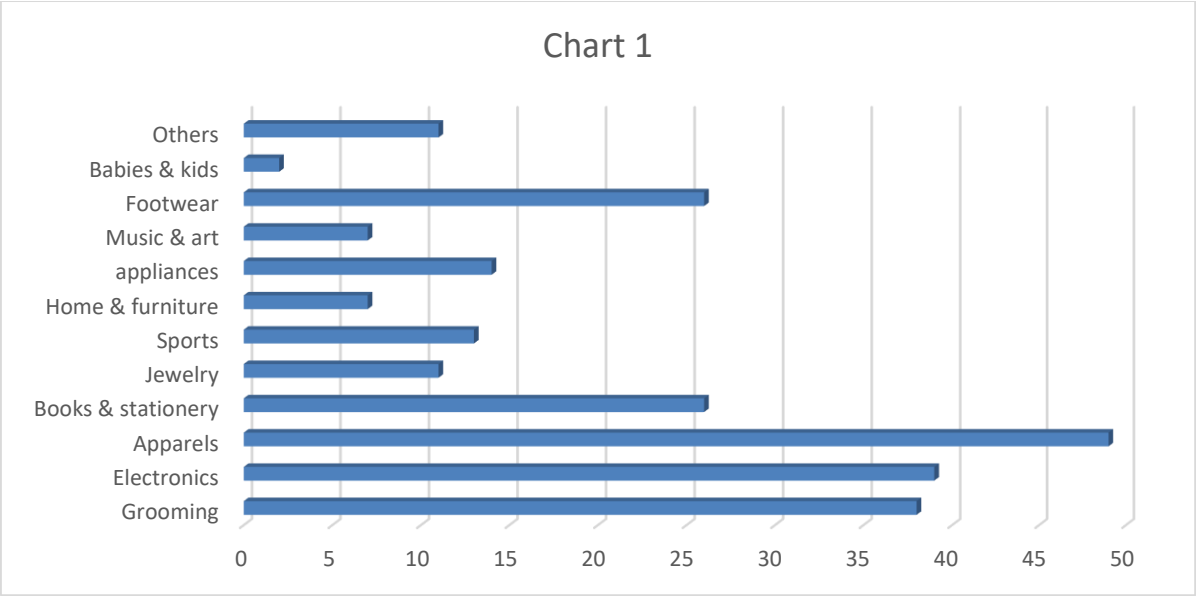
The Chi-square test (Table:3.1, 3.2) reveals the calculated p value to be .000 which is less than .05 the assumed level of significance. Hence, we reject the Null hypothesis and accept the alternate hypothesis. Therefore, there is enough evidence to prove that Age affects the preferred interface of purchase. The Phi value indicates the strength of relationship. The Phi value in this case is .666 hence phi square is .444. This proves that 44.4 % of variance in Age explains the frequency of purchase and according to Luck and Rubin's scale the relationship is moderate as it falls between .4 to .8.

The above findings mention the relation between the age of buyer to that of their preferred choice of medium of buying. The reason for this could be because smart phones have become the way of life for people. Ease of use and availability with all consumers is the main reason for this.

5.4 Preferred Products for online purchase

Table-4

Preferred Product to Purchase	Number of Respondent	Percentage (%)
Grooming	38	16
Electronics	39	16
Apparels	49	20
Books & Stationary	26	11
Jewellery	11	4
Sports	13	5
Home & Furniture	7	3
Appliance	14	6
Music & Art	7	3
Footwear	26	11
Babies & Kids	2	1
Others	11	4



The most preferred products purchased online are Apparels, Grooming and electronic items with 20 % of the respondents opting for Apparels and 16 % buying mostly grooming and electronic items online. The least purchased products are mostly babies and kids' category products. Kids and babies' products are high involvement categories and hence people prefer mostly to buy it from brick and mortar stores. Apparels on the other hand are more frequently purchased products and online purchase gives more options and variety to choose from.

6. Conclusion

The Indian consumer has changed. The usage of smartphones and the emergence of a tech savvy young generation which is a consuming group who believe in spending has further propelled the online format. The brick and Mortar stores too have now recognized the importance of this format and are adopting that. India is a young nation with a huge youth population who are adopting newer modes of living. Technology is an integral part of their lives. Hence this study attempts to study and understand the important demographic component age and its relationships to the way in which people shop. Young people have emerged as the major users of online medium.

7. Limitations of Study

The major limitations of this study were the limited sample size and the population was mostly urban in nature.

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