A STUDY OF THE IMPACT OF AGE AND GENDER ON ONLINE SHOPPING AWARENESS

HINA KHAN[1] & SAMTA KOTHARI[2]

[1]Assistant Professor, FMS, JRN Rajasthan Vidyapeeth University, Udaipur, India

[2]Research Scholar, FMS, JRN Rajasthan Vidyapeeth University, Udaipur, India

ABSTRACT

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 is 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 examines the awareness about the online shopping among the consumer respondents of Udaipur district of Southern Rajasthan. Demographic factor i.e. gender and age is used to study the awareness among people. It uses 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 shows 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.

KEYWORDS: Online Shopping, Gender, Age, Awareness

INTRODUCTION

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. Online shopping is also known as e-web store, e-shop, e-store, internet shop, web shop, web store, online store and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping centre, the process is called business to consumer online shopping. Retail success is no longer all about the physical stores, this is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market foot print coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

Online retail house cares about the needs, wants and expectations of consumers which are some specific reasons which pull customers back to the store and also give a reason to stay with the virtual store. Today's customers are very much comfort seeking and demanding as they want everything at their place itself. In this situation online commerce or shopping best fitted to the customers' contemporary requirements. So that this topic is chosen for the research purpose, as in India online shopping is earning tremendous growth and also identifying the numerous growth in number of customers.

With online shopping, the consumer, benefit greatly from this never ending battle of the retailers. Everyone is always in search for a great deal, online shopping can offer one just that. The main idea of online shopping is not just in having a good looking website that could be listed in a lot of search engines or the art behind the site. It also is not only just

about disseminating information, because it is also about building relationships and making money. A majority of consumers choose online shopping for a faster and more efficient shopping experience. Organizations, which want people to shop more online with them, should consume develop, test, implement, and maintain the website. Organizations that want to keep their customers or gain new ones should try to get rid of all mistakes and be more appealing to be more desirable for online shoppers. And this is why many designers of web shops consider research outcomes concerning consumer expectations.

Review of Literature

Efthymios Constantinides (2004), "Influencing the online consumer's behavior: the Web experience" has addresses one of the fundamental issues of e-marketing: how to attract and win over the consumer in the highly competitive Internet marketplace. Analyses the factors affecting the online consumer's behavior and examines how e-marketers can influence the outcome of the virtual interaction and buying process by focusing their marketing efforts on elements shaping the customer's virtual experience, the Web experience. Identifying the Web experience components and understanding their role as inputs in the online customer's decision-making process are the first step in developing and delivering an attractive online presence likely to have the maximum impact on Internet users. Click-and-mortar firms delivering superior Web experience influence their physical clients' perceptions and attitudes, driving additional traffic to traditional sales outlets. Provides a contribution to the theoretical debate around the factors influencing the online consumer's behavior and outlines some noticeable similarities and differences between the traditional and virtual consumers.

Khushboo Makwana, Khushboo Dattani and Himanshu Badlani "A Customer Perception towards Online Shopping- An Exploratory Study" Consumers are increasingly adopting electronic channels for purchasing their daily needed products. Recent years have shown a growing interest of customers in e-shopping .The globalization of competition and development of information technology have enhanced customer awareness and created a situation where people prefer shopping online rather than migrating as online shopping provides quality products as well as saves time .In this paper we try to see the drastic change that has been foreseen in the field of e-shopping and the customer's preference towards e-shopping by designing a self closed ended questionnaire to collect the data. The study is basically to know the influence of online e-shopping on the customers as explaining online consumer behavior is still a major issue as studies available focus on a multiple set of variables and rely on different approaches and theoretical foundations.

Dr. L. Shanthi and Dr. M. Vanishree(2013) "A Study on Customer Awareness of Online Shopping with Reference to Palakkad City"

The internet has penetrated virtually every corner of the workplace because it is easy to handle, easy to navigate. In the corporate world, the internet is fast changing the way customers, suppliers, companies and other stakeholders interact. Rapid growth of usage of internet among people is a blessing for the marketing companies who now attract their customers through their online shopping sites. This study makes an attempt to know about the present status of online shopping. The sample size of the study is 120. Tools like descriptive analysis; chi-square analysis is used to analyze the personal details of the respondents and awareness of the respondents in using the online shopping. Hence the researchers have chosen this topic to highlight about the importance of online shopping in present as well as in the future.

RESEARCH METHODOLOGY

Objectives

- To study the impact of gender on awareness about online shopping

- To study the impact of age on awareness about online shopping

Hypotheses

H_{01}: There is no significant difference in gender of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

H_{01a}: There is significant difference in gender of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

H_{02}: There is no significant difference in age of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

H_{02a}: There is significant difference in age of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

H_{O3}: There is no significant relationship between the gender of customer and awareness for online shopping.

H_{O3a}: There is significant relationship between the gender of customer and awareness for online shopping.

H_{O4}: There is no significant relationship between the age of customer and awareness for online shopping.

H_{O4a}: There is significant relationship between the age of customer and awareness for online shopping.

Sampling Technique and Sample size

Simple convenient judgment sampling technique is used to collect data. Keeping in mind the objectives of the study, a structured questionnaire was prepared for the purpose of collecting the primary data. Total number of customer respondents participated in the research was 500. The customers chosen in the sample population were from different locality of Udaipur district. As the locality variable is classified in three types that are Urban, Semi Urban and Rural.

Tools of Analysis

For the purpose of analysis of the study, mean, variance, standard deviation and Pearson chi square test is used. They are used to accept or reject the hypothesis.

Analysis and Interpretation

Table 1: Descriptive Statistics of the Demographics of Customer Respondents

| Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Gender of Consumer	500	1.00	2.00	1.6340	.48219	.233
Age	500	1.00	5.00	2.4900	.96112	.924

From **Table 1** it could be interpreted that the total number of customer respondents taken under observation and filled the questionnaire and also chosen for the study purpose were 500. A good value or high value of standard deviation presents wide coverage and variation among the responses of customer respondents. As the above Table presents that good deviation for the Gender (1.63 ± .48), Age (2.49 ± .96) was observed, which all shows variation among the respondents feedback under the demographic variables, which may ensure the quality of the research as well.

Table 2: Frequency Table of Gender of Customers

Gender of Consumer				
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Female	183	36.6	36.6	36.6
	Male	317	63.4	63.4	100.0
	Total	500	100.0	100.0	

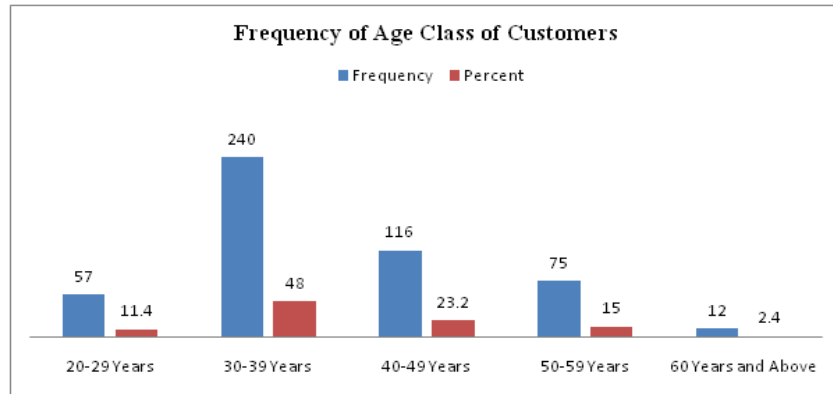**Source:** Primary Data
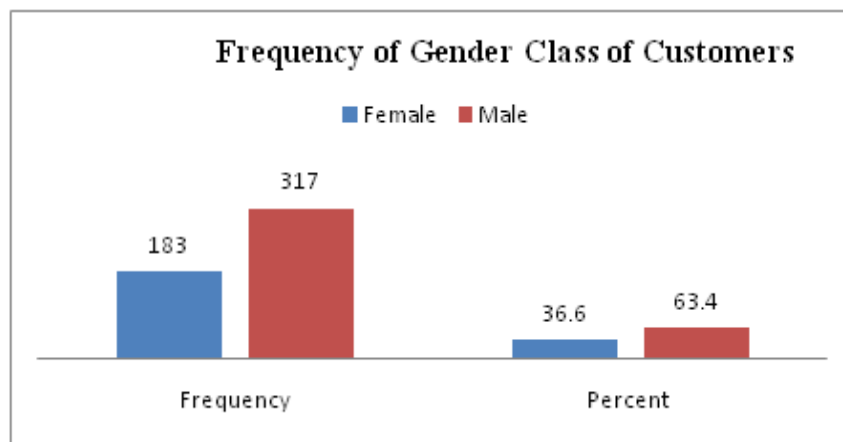
Source: Primary Data

Figure 1: Graphical Presentation of Gender of Customers

According to **Table 2**, in out of 500 sampled customer respondents of Udaipur 317 (63.4%) of respondents were male and remaining 183 (36.6%) were female. Mean value was 1.6340, Standard Deviation was .48219 and variance was .233 (**Table 1**). The graphical presentation (**Graph 1**) of the frequency distribution of gender class is shown above.

Table 3: Frequency Table of Age of Customers

Age				
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	20-29 Years	57	11.4	11.4	11.4
	30-39 Years	240	48.0	48.0	59.4
	40-49 Years	116	23.2	23.2	82.6
	50-59 Years	75	15.0	15.0	97.6
	60 Years and Above	12	2.4	2.4	100.0
	Total	**500**	**100.0**	**100.0**	

Source: Primary Data

Source: Primary Data

Figure2: Graphical Presentation of Age of Customers

According to **Table 3**, in out of 500 sampled customer respondents of Udaipur 57 (11.4%) of respondents were of 20-29 Age group, 240 (48.0%) of customers were of 30-39 Age Group, 116 (23.2%) of customers were of 40-49 Age Group, 75 (15.0%) of customers were of 50-59 Age Group and remaining 12 (2.4%) Customer respondents were of 60 Years and above age group. Mean value was 2.4900, Standard Deviation was .96112 and variance was .924 **(Table 1)**. The graphical presentation (**Graph 2**) of the frequency distribution of age class is shown above.

Table 4: Sampled Customer Gender Distribution According to Locality

Crosstab					
Count					
		Locality Back Ground			Total
		Urban	Semi Urban	Rural	
Gender of Consumer	Male	146	143	28	**317**
	Female	92	67	24	**183**
Total		**238**	**210**	**52**	**500**

Source: Primary Data

Tale 5: Chi Square Test for Gender Distribution According to Locality

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	4.474[a]	2	.107
Likelihood Ratio	4.452	2	.108
Linear-by-Linear Association	.000	1	.992
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.03.			

Source: Primary Data

From above **Tables 4 and 5** it could be interpreted that out of total (500) participated customer respondents 238 (146 Male and 92 Female) customers were from urban background, 210 (143 Male and 67 Female) customers were from Semi Urban background and remaining 52 (28 Female and 24 Male) belongs to Rural background of the Udaipur district. No significant difference was observed as the asymp. Sig. (2-sided) value is .107 which is greater than .05 which shows non significance. Thus there is **no significant difference** in gender of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

Table 6: Sampled Customer Age Distribution According to Locality

Crosstab				
Count				
		Locality Back Ground		Total
		Urban	Semi Urban	Rural	
Age	60 Years and Above	6	6	0	**12**
	50-59 Years	47	24	4	**75**
	40-49 Years	57	44	15	**116**
	30-39 Years	119	92	29	**240**
	20-29 Years	9	44	4	**57**
Total		**238**	**210**	**52**	**500**

Source: Primary Data

Table 7: Chi Square Test for Age Distribution According to Locality

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	41.062[a]	8	.000
Likelihood Ratio	43.488	8	.000
Linear-by-Linear Association	12.188	1	.000
N of Valid Cases	500		
a. 1cells (6.7%) have expected count less than 5. The minimum expected count is 1.25.			

Source: Primary Data

From above **Tables 6 and 7** it could interpret that out of total (500) participated customer respondents 238 customers were from urban background, 210 customers were from Semi Urban background and remaining 52 belongs to Rural background of the Udaipur district. Major respondents 240 were from age group 30-39 Years and then 116 customers were of 40-49 Year age groups. Significant difference was observed as the asymp. Sig. (2-sided) value is .000 which is lower than .05 which shows significance. Thus there is **significant difference** in age of the customer respondents according to their locality class (Urban, Semi Urban and Rural).

Table 8: Sampled Customer Age Distribution According to Gender

Crosstab			
Count			
		Gender of Consumer		Total
		Female	Male	
Age	60 Years and Above	5	7	**12**
	50-59 Years	23	52	**75**
	40-49 Years	50	66	**116**
	30-39 Years	85	155	**240**
	20-29 Years	20	37	**57**
Total		**183**	**317**	**500**

Source: Primary Data

Table 9: Chi Square Test for Age Distribution According to Locality

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-Sided)**
Pearson Chi-Square	3.586[a]	4	.465
Likelihood Ratio	3.570	4	.467
Linear-by-Linear Association	.017	1	.898
N of Valid Cases	500		
a. 1cells (10.0%) have expected count less than 5. The minimum expected count is 4.39.			

Source: Primary Data

From above **Tables 8 and 9** it could interpret that out of total (500) participated customer respondents Major respondents 240 were from age group 30-39 Years (85 Females and 155 Males) and then 116 customers (50 Females and 66 Males) were of 40-49 Year age groups. No Significant difference was observed as the asymp. Sig. (2-sided) value is .465 which is greater than .05 which shows non significance. Thus there is **no significant difference** in age of the customer respondents participated in research according to their gender class (Male and Female).

Table 10: Acceptance and Rejection Of Hypotheses

S. No.	Hypotheses	Difference Analysis Between		Significant	Status
1.	**H_{O1}**	Locality Class	Gender	Non Significant	Accepted
			Age	Significant	Rejected
2.	**H_{O2}**	Gender Class	Locality Back Ground	Non Significant	Accepted
			Age	Non Significant	Accepted

Table 11: Cross Tabulation between Gender and Awareness for Online Shopping

Crosstab				
Count				
		Gender of Consumer		**Total**
		Female	**Male**	
Awareness For Online Shopping	No	73	144	**217**
	Yes	110	173	**283**
Total		**183**	**317**	**500**

Source: Primary Data

Table 11 helps to observe the awareness about the online shopping procedure in customer according to their gender. 283 (110 Female, 173 Male) customer respondents replies that they are aware for the online shopping and remaining 217 (73 Female and 144 Male) respondents replies in no that they are not aware with the online shopping.

Table 12: Chi Square Test to Examine Relationship between Gender and Awareness for Online Shopping

Chi-Square Tests					
	Value	**Df**	**Asymp. Sig. (2Sided)**	**Exact Sig. (2Sided)**	**Exact Sig. (1Sided)**
Pearson Chi-Square	1.447[a]	1	.229		
Continuity Correction[b]	1.231	1	.267		
Likelihood Ratio	1.452	1	.228		
Fisher's Exact Test				.261	.134
Linear-by-Linear Association	1.444	1	.229		
N of Valid Cases	500				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 79.42.					
b. Computed only for a 2x2 table					

Source: Primary Data

From the above **Table 12** it could be interpreted that Asymp. Sig. (2- Sided) column value (.229) is greater than .05 which shows that the relationship between the gender of customer and awareness for online shopping is not found significant statistically, Thus H_{03} must be accepted.

Table 13: Cross Tabulation between Age and Awareness for Online Shopping

Crosstab							
Count							
		Age					Total
		20-29 Years	30-39 Years	40-49 Years	50-59 Years	60 Years and Above	
Awareness.For Online Shopping	No	20	82	68	46	1	**217**
	Yes	37	158	48	29	11	**283**
Total		**57**	**240**	**116**	**75**	**12**	**500**

Source: Primary Data

From above **Table 13** it could observe that awareness for the online shopping among the 30-39 age group and 40-49 age group customer respondents is very high. These two group customer respondents present the young India population.

Table 14: Chi Square Test to Examine Relationship between Age and Awareness for Online Shopping

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	36.699[a]	4	.000
Likelihood Ratio	38.001	4	.000
Linear-by-Linear Association	11.852	1	.001
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.21.			

Source: Primary Data

From the above **Table 14** it could be interpreted that Asymp. Sig. (2- Sided) column value (.000) is lesser than .05 which shows that the relationship between the age of customer and awareness for online shopping is found significant statistically, Thus H_{04a} must be accepted.

Table 15: Acceptance and Rejection of Hypotheses

S. No.	Hypotheses	Significant	Status
1.	H_{03}: There is no significant relationship between the gender of customer and awareness for online shopping.	Non Significant	Accepted
2.	H_{O4a}: There is significant relationship between the age of customer and awareness for online shopping.	Significant	Accepted

CONCLUSIONS

On the basis of above study, it is concluded that there is no significant difference in gender of the customer respondents according to their locality class (Urban, Semi Urban and Rural). Also there is significant difference in age of the customer respondents according to their locality class (Urban, Semi Urban and Rural). This shows that locality has no relation with the gender but with the age the location is affected. 20-29 age group people may live in semi urban area but as their age increases to 30-39 they prefer to live in urban areas. The study also shows that the relationship between the gender of customer and awareness for online shopping is not found significant statistically while the relationship between the age of customer and awareness for online shopping is found significant statistically. From the above conclusions one

can say that emphasis needs to be laid down on age of the person to make them more aware. Those age groups which are unaware need more focus by online sellers so that they can increase their sales and consequently their profits. Online selling being a new concept needs to make people aware with reference to their age.

REFERENCES

1. Efthymios Constantinides (2004), "Influencing the online consumer's behavior: the Web experience" Internet Research Volume 14 · Number 2 2004 · pp. 111-126 *q* Emerald Group Publishing Limited ISSN 1066-2243

2. Khushboo Makwana, Khushboo Dattani and Himanshu Badlani "A Customer Perception towards Online Shopping- An Exploratory Study" Altius Shodh Journal of Management and Commerce VOLUME : 1 ISSUE : 2 ISSN 2348 – 8891

3. Ankur Kumar Rastogi (2010), "A STUDY OF INDIAN ONLINE CONSUMERS & THEIR BUYING BEHAVIOUR" International Research Journal , July 2010 ISSN- 0975-3486 RNI: RAJBIL 2009/30097 VOL I *ISSUE 10

4. Dr. Ujwala Dange Prof. Vinay Kumar "A STUDY OF FACTORS AFFECTING ONLINE BUYING BEHAVIOR: A CONCEPTUAL MODEL" http://ssrn.com/abstract=2285350

5. Dr. L. Shanthi and Dr. M. Vanishree(2013) "A Study on Customer Awareness of Online Shopping with Reference to Palakkad City" International journal of scientific research Volume : 3 | Issue : 9 | September 2014 • ISSN No 2277 - 8179

6. Http://www.abhinavjournal.com/images/Commerce_&_Management/Sep12/2.pdf

7. Http://www.ijsrp.org/research-paper-0613.php?Rp=P181300

8. Http://www.studymode.com/essays/attitude-of-indian-consumers-towards-online-647049.html

9. Http://www.studymode.com/essays/Consumer-Behaviour-256093.html Industry Management