

A Study on the Role of Consumers Gender and Age on Online Shopping

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Abstract

The internet has become a new platform for electronic transaction and consumers in India are increasingly using the internet for online shopping purposes. The findings suggest that that young generation i.e. from age group of 20-25 years is very keen to shop online. It is also concluded that consumers from male group are very interested in online shopping.

INTRODUCTION

Online Shopping or e-shopping is a part of e-commerce where the customers or consumers buy goods / products / and other services directly from the merchants over the internet. Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Theoretically it is more convenient to buy products online due to its flexible nature, but in India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. India has diverse culture and extreme disparities of income (Chatterjee and Ghosal, 2014). E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. Online shopping, we can say "e-commerce" is the area in which almost every enterprise will enter and make the best use of it in the future, many products have started to be put up for online sale. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide (Chandra and Sinha, 2013).

Relevant exogenous factors in this context are "consumer traits" "situational factors" "product characteristics" "previous online shopping experiences" and "trust in online shopping" By incorporating these exogenous factors next to the basic determinants of consumers' perception and intention to use a technology, the framework is applicable in the online shopping context. Together, these effects and influences on consumers' perception toward online shopping provide a framework for understanding consumers' intentions to shop on the Internet (Burke et al., 2002). Online

shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browsers. Online shopping provides all type of goods to be available in the virtual world. It is just like a shop in the neighborhood, selling all type of goods but with some prominent differences. Here one can access these shops any time without stepping out of their home /office. It can be accessed any time when you are on the move, relaxing in your home or having a time out at your office. Here all the products are displayed with the price and detailed mention of the features. Potential customers can have a look at them, analyze what other similar online shopping outlets are offering and can get the best deal out of it (Seema Aggarwal, 2013).

Today the demand of the Indian e-commerce market is increasing very significantly. Propensity of online shopping among the Indians has also increased with the increase of smartphone and desktop usage in India. For that, the competition to capture the Indian e-commerce market among the world's leading e-commerce company is clearly noticeable. But, the main noticeable factor in the Indian ecommerce market is the behavior of the Indian online shoppers. The demands of the Indian shoppers are quite different from other countries of the world. In India, a person is always looking for a cheaper rate and that is why almost one third of the total sale is made during the sales season in India. The discount offered by the vendors affects not only offline market it also affects the e – commerce sector (Tulsi Raval, 2014).

E-commerce or electronic commerce, has experienced rapid growth in the last few decades. The internet has changed the way consumers buy goods and services throughout the world. Traditionally, consumers would actually visit a conventional retail outlet, look for the required product, comparing the alternative products available in the outlet, ask the sellers for his or her recommendations and then, would finally purchase it by paying at the counter. However this position has changed drastically with the emergence of 'online shopping' throughout the world. Moreover, many organizations have started to use the internet as a platform for selling their products as it allows them to cut the marketing costs, thereby reducing the price of their products being sold. This has become a global phenomenon, and it allows the organization to stay ahead of others in the highly competitive markets (Rahul Sen, 2014).

LITERATURE REVIEW

According to Md. Mahbubur Rahaman, "On-line Shopping Trends, Patterns and Preferences of University Undergraduate Students: A Survey Study on Sylhet Region", With the explosion of the e-commerce in the past decade, different buying patterns and preferences have emerged for customer groups and other demographics. These patterns have been measured and collected by numerous independent marketing, business and even academic studies to understand how consumers connect with the new adventure of e-commerce. As the internet and online shopping is growing at a very fast pace worldwide, investigating this trend within Bangladeshi context is crucial considering that it is a relatively new trend in the country, the result is a lack of literature. This paper consists of the groundwork with a brief introduction of recent trends in e-commerce on people of Bangladesh; particularly its impact on university undergraduate students in Sylhet region. This has been followed by their general perceptions and preferences of the online shopping including products and website selection. It also observed that between male and female students, male students are purchasing products online more than female students. Although student's participation is increasing, there are some limitations for what the potential numbers of students are not able to purchase via online.

In a research by Haq Ul Zia, 2008, "Perception towards online shopping: An Empirical study of Indian Consumers" suggested that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender. Convenience is the most influencing factor. Time saving and security is also important, particularly the security concerns are very important while shopping online. Most of the respondents are fulfilling that there has no risk in online shopping. It can be concluded that there is a opportunity for the near future. The online shopping among consumers of business development and we can suggest that there has a need to provide online shopping services (Chandra and sinha, 2013).

According to Agarwal, 2013, "A study of factors affecting online shopping behavior of consumers in Mumbai region", factors that affect online shopping are time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time. With advancements in Online shopping, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of

electronic data exchanges and has taken to e-commerce. Though Online Shopping provides many advantages, there are still a significant number of customers who refuse or reluctant to adopt the facilities of online services. In India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. The aim of this research study is to investigate the factors influencing the adoption of Online Shopping in West Bengal, India (Chatterjee and Ghosal, 2014).

In a study by Raval Tulsi, 2014, "Study of effectiveness of online shopping", explained that privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for these purposes. To increase online purchases, businesses must use significant time and money to define, design, develop, test, implement, and maintain the web store as it is truly said that it is easier to lose a customer than to gain one. In a findings by Sen Rahul, 2014, showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata.

The heavy discounts offered by e-tailors are giving tough competition to malls and brick and mortar stores. With increasing number of people making online purchases, retailers feel they might not be able to survive as they are not able to give the discounts e-tailors are offering. 53% of respondents are of the opinion that online shopping can replace small mom-and-pop stores while 40% believe that it can replace malls (Goyal, 2014). Customers needs and the expectations are the not the same age, gender, experience, culture are all the important factors. Users with more online influence focus on the variables that directly influence the task .To increase the online purchases business must use the significant time and money, define, design, development, test, implement and maintain the webstore. It is very easy to lose the customer but very difficult to gain the customer. To remain in the online business a webstore should responding the customers' emails, notifying the customers' problems and always being honest towards the customer (Pant, 2014).

In a study by Rastogi, 2010, "A study of Indian onlineconsumers'and their buying behavior" suggested that the employees of various companies are purchasing more than others through online shopping (51%) , maximum numbers of respondents (38%) feel that online shopping is having easy buying procedures; others think that they can have wide variety of products, Lower price of the products, various modes of payments etc. Most of the respondents think that Availability of online

information about Product & Services is excellent (54%), most of the respondents purchase the products 2 to 5 times annually (46%). As a result of this research, it was found that the prominent factors affecting this buying decision are impulse, information of availability and option to provide a review. This brings us to the conclusion that since most of the e-shopping of the deals is taking place on impulse, marketers should put their focus on increasing awareness about the availability of goods and services and building a feedback mechanism. There should also be some technique by which consumers can be comforted of security concerns. Trust on this tight security mechanism leads to repeat purchase, as is established here. Higher the level of trust on the website more the number of times coupons have been bought by consumers. To understand this trust factor, the researchers further studied the modes of payment which consumers preferred (Sharma and Khattri, 2013).

RESEARCH METHODOLOGY

Objective of the study

The objective of the study is to analyze the role of gender and age of the online consumer on online shopping and to provide information to marketing professionals so that they can develop a better marketing strategy to attract their customers.

Research Design

The researcher focused Descriptive Research Design. The research is based upon secondary data and data is collection in from online journals, Internet and other sources. The factors are collected from various research papers which are shown in Table 1:-

Table.1. Role of Gender and Age of consumer in online shopping

S.no.	Journal	Description
1.	Zia Ul Haq, 2008, "Perception towards Online Shopping: An Empirical study on Indian consumers"	The study revealed that the perception of online shoppers is independent of their age and gender.
2.	Dr.Seema Agarwal, 2013, "A study of factors affecting Online shopping behavior of consumers in Mumbai region"	Findings suggest that there is strong correlation between age and attitude towards online shopping (Young consumers are keen to shop online). Male consumers is very high in online shopping
3.	Rahul Argha Sen, 2014, "Online shopping: A study of the factors influencing online purchase of products in Kolkata".	Majority of respondents are Male and from young age group (i.e. 16-26).
4.	Dr.M.M.Goyal, 2014, "Online shopping: A survey of consumer perception"	Majority of the respondent group falls in the age group of 20-25 years (young Generation) and are from Male group.
5.	Ashish Pant, 2014, "An Online shopping change the traditional path of consumer purchasing".	The study revealed that online consumers from young age group (i.e. 20-25) and fall under female group.
6.	Ankur kumar Rastogi, 2010, "A study of Indian online consumers and their buying behavior".	Ratio of male consumers is very high in online shopping (73%) and ratio of age group is from 31-45 (33%)
7.	Md.Mahbubur Rahaman, 2014, "Online shopping trends, patterns and preferences of university undergraduate students".	It is observed that between male and female students, male students are purchasing products online more than female students and are from age group of 20-30 i.e. from young group.
8.	Hardia and Sharma, 2013, "Empirical study of factors affecting online shopping amongst youth".	The study concluded that female students are very keen to shop and are from young age group (20-25 yeras).
9.	Goswami, Baruah, 2013, "Customers satisfaction towards online shopping with special reference to teenage group".	Findings suggests that majority of online consumers are male group and from young generation group.
10.	Sharma and Mehta, 2014, "Understanding Online Shopping Behavior of Indian shopper".	Majority of online consumers are Male (52%) and are from age group of 18-25 years (69%)
11.	D.K.Gangeshwar, 2013, "E-commerce or Internet marketing: A Business review from Indian Context".	The study suggest that majority of consumers are from male group and are from young generation.
12.	Upadhyay and Kaur, 2002"Analysis of Online Shopping Behavior of Customer in Kota City"	Majority of members are from Male group and from age group of 29-25 (young generation).
13.	Editorial staff in Commerce, 2014, "Online Shopping Trends In Indian Apparel Market"	Majority of the respondent group falls in the age group of 20-25 years (young Generation) and are from Male group
14.	Shweta Tanwar, 2009, " Online Shopping: A new Generation of shopping".	Findings suggests that majority of online consumers are male group and from young generation group (20-25).

CONCLUSION

Online shopping is booming in India and people are attracted towards the new way of shopping. After analyzing 14 research papers, it is concluded that there a significant role of consumers age and gender in online shopping. The study concluded that young generation i.e. from age group of 20-25 years is very keen to shop online. It is also concluded that consumers from male group are very interested in online shopping.

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