The International Manager *ISSN: 2348-9413 (Online); 2348-9405 (Print)*
International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Politics, Law and Allied Researches
Peer Reviewed (Refereed) International Journal run by Dr. JK Research Foundation, Chennai, India
2016-17 Journal Impact Factor: 2.7

Dr. JK Research Foundation

Pioneer in Research Publishing

Volume: 4th & Issue: 15th (July - September2017) PP: 93-101 Date: 25-09-2017

A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE

By: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**

Authors' Particulars:

Mrs. S. Lakshmi Priya*,
Ph. D. Research Scholar,
Department of Studies & Research in Commerce,
Mother Teresa University,
Kodaikanal - 624101,
Dindigul District,
Tamil Nadu,
India.

Mobile: 0091 8197250606
E-Mail: priyaslp@yahoo.com

Dr. J. Mary Suganthi Bai,**
Head & Associate Professor,
PG & Research Center of Commerce,
Jayaraj Annapackiyam College for Women,
Periyakulam,
Theni-625605,
Tamil Nadu,
India

Mobile: 0091 9790226992
E-Mail: marysuganthibai@gmail.com

Authors' Introduction: (** is coauthor and Ph. D. research guide for *)

Mrs. S. Lakshmi Priya* got her B. Com., M.I.B., degrees from Bharathiar University, M. Phil. degree in Management and E-commerce from ASSITS. So far she has 13 years of experience in teaching Commerce and Management subjects in India and Abroad. Currently she is pursuing her Ph. D. in Mother Teresa University, Kodaikanal. She has authored the text book entitled *International Business* (ISBN: 978-93-83214-46-4), *Retail Management* (ISBN: 253665689526798), *Principles and Practices of Auditing* (ISBN: 0000000001120), *Retail Management* (ISBN: 7867867867862), *Business Ethics* (ISBN:

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

The International Manager *ISSN: 2348-9413 (Online); 2348-9405 (Print)*
International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Politics, Law and Allied Researches
Peer Reviewed (Refereed) International Journal run by Dr. JK Research Foundation, Chennai, India
2016 Journal Impact Factor: 2.7

7654321000) and *Principles of Event Management* (ISBN: LI K2215). So far she has presented 10 Research Papers in National and International seminars & conferences and she has published 7 Research Papers in National & International journals.

Dr. J Mary Suganthi Bai** is the Head & Associate Professor in PG & Research Centre of Commerce at Jayaraj Annapackiam College for Women, Periyakulam. So far she has 32 years of teaching experience and 8 years of research experience. She has published more than 20 research articles in National and International level journals. She has presented papers in many National and International level seminars. She has organized UGC sponsored National and State Seminars. She is also an Editorial Board Member of Inter Continental Journal of Human Resource Review.

Abstract:

On-line shopping is a late wonder in the field of E-Business and is unquestionably going to be the fate of shopping on the planet. The majority of the organizations are running their on-line entrances to offer their items/administrations on-line. In spite of the fact that web shopping is exceptionally normal outside India, its development in Indian Market, which is an expansive and key buyer business sector, is still not in accordance with the worldwide business sector. The potential development of on-line shopping has set off directing a study on-line shopping in India. The present examination paper has utilized Qualitative and Quantitative exploration techniques to think about the effect of Demographic variables of buyers on-line shopping parameters like fulfilment with on-line shopping, future buy goal, recurrence of on-line shopping, quantities of things acquired, and general spend on-line shopping. The information was gathered through Questionnaires. The consequences of study uncover that on-line shopping in India is fundamentally influenced by different Demographic variables like age, gender, conjugal status, family size and pay. The after-effects of the study could be further utilized by the analysts and experts for directing future studies in the comparative region.

Key Words: *On-line shopping, Demographic variable, Age, Gender, Occupation, Income etc.*

I. Retail Present Scenario in India:

Currently the retail business in India is quickening. It is not generally acknowledged as the way it is acknowledged in Asian partners. India is eager to develop to be a most vital player in the retail showcase. Since India is a creating country, it is still not set up for it. Furthermore, they are investigating every possibility to end up the best in retail Industry. Additionally India with a high on cross society component, it permits diverse organizations acquiring assortment of items Targeting distinctive shopper portions.

As indicated by the Global Retail Development Index 2015, India positions fifth among the main 30 rising markets for retail. There are numerous variables adding to the blast in this segment. Some of them are expanded consumerism with the capacity to manage the cost of extravagance things. Indeed, even there is increment in the spending force of Indians. Indian's are voyaging abroad and they are presented to various societies, their method for living, their style and along these lines more brands. Worldwide retailers eye the Indian business sector on the grounds that in our way of life there is

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

heaps of give And take for relational unions, celebrations and other critical occasions. Thus it's basic for individuals to spend on endowments as a section and bundle of life regardless of position and statement of faith and monetary status.

II. Online Retail:

The way that world is quick decreasing into an all inclusive group for the reason that of Internet and other correspondence mediums is not totally intelligent in the Indian setting. While created and quick creating nations have comprehended the impact of Internet, India is still oblivious and attempting to manage up with the mechanical improvements. The retail business battle has been repainted by Internet and the principles of the diversion in retailing are quick modifying. The western society has influenced every single part of our Indian Society. The life is turning out to be quick in metros as well as in the ordinary urban areas. The quantity of atomic families is expanding and both a couple are working, as they have less time to go to the business sector for obtaining once in a while.

Some different reasons like these, say deficiency of time, roads turned parking lots, late working hours, adaptability of plastic cash or more all the methodology of web at the entryway venture of whosoever earnings it. Online retailers have enhanced their administration and customers have thought that it was advantageous. There is been change in instalment mode also. From development instalment it is moved to money down (COD). Indeed, even if there should be an occurrence of conveyance example is changed. From settled conveyance timings it is preceded onward to helpful conveyance timings at the decision of the client. India has opened the entryways for outside direct interest in retail.

Indian business sector is ruled by sloppy players yet there is potential in the territory of retail players too. Passage of greater players, for example, Big Bazaar, More and so forth to even in the rustic territories is made ready of development in its division. There is been ascend in the expansion of Indian white collar class individuals because of quick monetary development. In spite of the fact that the number of inhabitants in utilizing Internet as a part of India is low as far as all things considered rate of aggregate populace yet, in absolute numbers it is high. This gives huge open doors for different ecommerce locales to reach this fragment. The populace getting to in India is the age bunch from 1845. Independent of this reality internet retailing frames a pitiful

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

The International Manager ISSN: 2348-9413 (Online); 2348-9405 (Print)
International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Politics, Law and Allied Researches
Peer Reviewed (Refereed) International Journal run by Dr. JK Research Foundation, Chennai, India
2016-17 Journal Impact Factor: 2.7

0.08% of the whole Indian retail showcases. Market players must be more positive, revolutionizing and spearheading in their methodology and offering to make genuine advances. In the present business sector, main part of online deals is in a scope of things. This business sector in India needs to jump to the following level.

III. Review:

Solomon, 1998 in his study "Shopper conduct is the investigation of the procedures included when an individual chooses, buys, uses or discards items, administrations, thoughts, or encounters to fulfill needs and yearnings". In perspective for the Internet to spread out as a retail channel, it is basic to understand the customer's mentality, aim and lead in light of the web purchasing hone: i.e., why they utilize or flounder to utilize it for obtaining? Buyer states of mind appear to impact this choice.

Schiffman, Scherman, and Long, 2003 in his study inquired about that "yet singular states of mind don't, without anyone else's input, impact one's aim and/or conduct. Rather that aim or conduct is a consequence of an assortment of states of mind that the purchaser has around an assortment of issues significant to the current circumstance, for this situation web purchasing. After some time the Internet purchaser, once considered the pioneer or early adopter, has changed. While once youthful, proficient guys with higher instructive levels, salaries, resilience for danger, societal position and a lower reliance on the broad communications or the need to disparage built up retail channels (Ernst and Young, 2001; Mahajan, Muller and Bass, 1990),

Sultan and Henrichs (2000) in his study inferred that the buyer's ability to and inclination for receiving the Internet as his or her shopping medium was likewise emphatically identified with pay, family unit size, and creativity. Vijay, Sai. T. and Balaji, M. S. (May 2009), uncovered that Consumers, everywhere throughout the world, are progressively moving from the swarmed stores to the a single tick web shopping design. Nonetheless, regardless of the accommodation offered, web shopping is a long way from being the most preferred form of shopping in India. A review among 150 web clients, including both clients and non-clients of internet shopping, was done to comprehend why some buy online while others don't. The outcomes recommended that comfort and sparing of time drive Indian customers to shop online; while security and protection concerns deter them from doing as such. The work of Kim and Park (2005) utilizing U.S. tests

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

recommends that their inspirational states of mind and also readiness to hunt down pre-buy data prompts a solid probability that they will purchase on the web. Online customers, are required to have PC aptitudes keeping in mind the end goal to utilize the Internet for shopping. Consequently, the individuals who are not happy with utilizing the PC, will probably do their shopping at the customary store, current shop, or markdown store (Monsuwe , 2004) on the grounds that it will be quicker shopping there than in the Internet shop. Goldsmith and Flynn (2004) state that the home inventory is another customary offering channel where individuals can shop at home as a result of the assortments of items offered in the list. They can arrange through the telephone or via mail. It is advantageous with the exception of that they are not ready to touch and feel items before obtaining.

IV. Research Objective:

To recognize the effect of Demographic components affecting on-line shopping behaviour of purchasers with exceptional accentuation on Age, Gender, Education, Income with parameters of (Possession of web, Frequency of online buy, Motivation drives for online shopping)

V. Research Hypotheses:

H1: Demographics Factors of Consumers Significantly Impact the Online Shopping behavior of the Consumers.

H1.1: Age and Gender of purchaser fundamentally affects internet shopping parameters of buyer.

H1.2: Income of customer fundamentally affects web shopping parameters of purchaser.

H1.3: Occupation of buyer fundamentally affects web shopping parameters of customer.

(Possession of web, Frequency of online buy, Motivation drives for online shopping)

VI. Research Methodology:

Techniques for information gathering: A blend of Interview strategy and Questionnaire technique is utilized to gather information from the respondents.

Test Design: Random Sampling is been utilized to gather information from the respondents.

Test Size: Sizes of 70 respondents are taken for the accumulation of the information.

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

The International Manager ISSN: 2348-9413 (Online); 2348-9405 (Print)
International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Politics, Law and Allied Researches
Peer Reviewed (Refereed) International Journal run by Dr. JK Research Foundation. Chennai, India
2016-17 Journal Impact Factor: 2.7

Information Analysis and Interpretation: In information investigation and elucidation technique for "ANOVA" is utilized to break down the information.

VII. Hypothesis Testing:

H1.1: Age and gender of shopper fundamentally affects on ownership of web association of customers.

The outcomes demonstrate that Age and Gender as one of the variables of demographics element impacts Possession of web and Frequency of online shopping of buyers. The outcome might be recorded to the reason that females are more rash purchasers when contrasted with guys and will probably be pulled towards the limited time plans offered by the online retailers and along these lines gender orientation significantly affects as often as possible of on-line shopping. Rising Working lady idea has likewise improved it. Females likewise have faith in business as usual and copy others in shopping. (See Table:1)

H1.2: Income of customer fundamentally affects web shopping parameters of purchaser.

The outcomes demonstrate that Income as one of the variables of demographics component significantly affects the Frequency of online shopping of purchasers. Research ponders by Sultan and Henrichs in 2000 presumed that the buyer's inspiration to and slant for utilizing the Internet as his or her shopping transitional was decidedly associated to wage the indistinguishable is being upheld by this study. (See Table:2)

H1.3: Occupation of buyer fundamentally affects web shopping parameters of customer.

The outcomes demonstrate that occupation as one of the variables of demographics element does not have any critical effect on any of the variable taken for study. (See Table:3)

VIII. Conclusion:

The ANOVA comes about for buyers' reaction crosswise over various demographics elements demonstrates that gender orientation impacts Possession of web and Frequency of online buy of shopper's occupation is a demographic variable which does not affect any of the variable under study. The general results demonstrate that the respondents have seen internet shopping in a positive way. This unmistakably legitimizes the venture development of internet shopping. The recurrence of web shopping is generally less in the nation. Internet shopping associations can apply the applicable

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner

Table: 3 Buyers' RESPONSE VARIATIONS FOR ONLINE BEHAVIOR ACROSS DIFFERENT OCCUPATION GROUPS

(Possession of web, Frequency of online buy, Motivation drives for online buy)

Dependent Variables	Mean	Std. Deviation	F-Value	Sig.
Possession of web	1.11	.320	2.291	.069
Frequency of online buy	3.41	.557	2.482	.052
Motivation drives for online buy	2.23	1.024	1.025	.401

References:

1. **Batra, S, K & Kazmi, S.H.H.,** (2008). *Consumer Behavior*. Excel Books.
2. **Burnett, John J. & Bruce A. Palmer,** (1984). *Examining Life Insurance Ownership through Demographic and Psychographic Characteristics*, The Journal of Risk and Insurance, Vol. 51, No. 3, 453-467.
3. **Fram, E. H., and Grandy, D.B.** (1995), "*Web purchasers: Will the surfers get to be purchasers?*", Direct Marketing, Vol. 57, No. 10, pp. 63-65.
4. **Fram, E. H., and Grandy, D.B.** (1997), "*Web customers: Is there a surfer sex hole?*", Direct Marketing, Vol. 59, No. 1, pp. 46-50.
5. http://articles.timesofindia.indiatimes.com/2012-06-25/news/32408603_1_retail-part retail-industryglobal-retail-advancement record (11/11/2012)
6. http://www.hindu.com/rp/2008/05/02/stories/2008050250130300.htm
7. http://www.livemint.com/Industry/jcjcIGVMt1DbB8vKdhvgII/Foreign-retailers-express-concernsover-retail.html (First Published: Wed, Nov 07 2012.) (07/11/12)
8. http://www.wipo.int/copyright/ecommerce/en/ip_survey/chap1.html
9. **Peterson, R. A., Bal Subramanian, S., and Bronnenberg B. J.** (1997), *"Investigating the ramifications of the Internet for purchaser advertising"*, Journal of Academy of Marketing Science, Vol. 24, No. 4, pp. 329-346.
10. **Philip Kotler,** (2000, 2002 and 2008). *Marketing Management*. Prentice Hall of India.
11. **Than C.R., and Grandon, E.** (2002) *'An exploratory*

Available in on line at www.issnjournals.com
Copyright @ 2017 Dr. JK Research Foundation, Chennai, India. All rights reserved.
Title of the Paper: A STUDY ON DEMOGRAPHIC FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO SOUTHERN BANGALORE
Authors: Mrs. S. Lakshmi Priya* and Dr. J. Mary Suganthi Bai**/ Pages: 93-101 / Date of Publication: 25/09/2017

Scanned by CamScanner