



IMPACT OF DEMOGRAPHIC FACTORS OF CONSUMERS ON ONLINE SHOPPING BEHAVIOUR: A STUDY OF CONSUMERS IN INDIA

Dahiya Richa

Associate Professor cum Director (o/c), JK Business School, Damdama Lake road, Gurgaon

ABSTRACT

On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India. The present research paper has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The data was collected through Questionnaires on a sample of 580 respondents from Delhi, Mumbai, Chennai, Hyderabad and Bangalore. The results of study reveal that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar area.

KEYWORDS: On-line shopping, Demographic factor, Age, Gender, Family Size, Income, Marital Status.

INTRODUCTION

Nothing is predictable in India except change. The internet revolution has brought about a paradigm shift in the way things are done. The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The Internet, which was earlier conceptualized as a tool for enquiring information, has become an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything over the internet, they have to take into account that who their customers are, what their spending habits are like and the products and services they prefer. Consuming habits have undergone major shifts in the years after independence. For people born in the post – independence era, shortages were a way of life. They were not interested in the frills or fancy features and bought what they got regardless of quantity. It was bit like Henry Ford's famous quote about the model T Ford: "the customer can have any color he wants, as long as it's black." Today's customer is a different kettle of fish. The disposable income of the middle class is rising and the emphasis is more on spending than saving.

Due to exponentially rising business opportunities, there are a number of services being offered on the internet. On-line shopping has emerged as one of the most prominent services available through internet. It has enormous advantages for the customers as well as business houses. Through on-line shopping, business houses have been able to reach out to more customers at less cost. They have been

able to reach out to customers living in remote areas. In-fact these are acting as stepping-stones to concept of global village. More over the inventory management overheads also decrease significantly through online shopping.

However, it is not that the online shopping has benefited only the business houses. As truly stated "Customer is the King today", the concept of on-line shopping will not materialize if the customers are not benefited. Online shopping brings many advantages to the customers. Customers can shop from any place and need not physically visit the shops/outlets for shopping purposes. Therefore, even if customer is staying in remote area, he/she can easily shop through internet. If a customer goes to any retail outlet or any other shop, the choice of products is normally very limited. However, here customers can visit any number of sites to reach at final choice. Hence, online shopping provides unlimited choices to the customers in nut shell. The customer can shop any day of the year on any time of the day. This also helps in customers' time and energy saving. More over due to unlimited choice and less excess time, customers can easily search for the desired things and can easily compare the products/items.

As truly said nothing comes without a cost in business. On-line shopping is not an exception to this. As customer has unlimited choice, he/she can fall a victim to over choice. Customer may spend a good amount of time without taking any final decision. But the biggest disadvantage is that there is no "touch and feel factor" involved in on-line shopping. Apart from item/product cost, transaction cost is also very important. Therefore, it is very much possible that customer

purchases from internet by just looking at price, but ultimately may land up paying more due to transaction cost. Thus, these extra costs become very crucial in online shopping. Other important issue is that one of the major options to purchase from Internet is through credit cards. However, it is quite possible that customers may fall victim due to security and privacy problems on the Internet.

LITERATURE REVIEW

Research of the Internet shopper has typically included demographic questions of age, education and household income (**Fram & Grandy, 1995**). Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (**Ernst & Young, 2001; Mahajan, Muller & Bass, 1990**), today's Internet buyer shows a diversity of income and education (**U. S. Dept. of Commerce, 2003**).

For Internet buyers, gender, marital status, residential location, age, education, and household income were frequently found to be important predictors of Internet purchasing (**Fram & Grady, 1997; Kunz, 1997; Mehta & Sivasdas, 1995; Sultan & Henrichs, 2000**). **Sultan and Henrichs (2000)** reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness. In 2000, women represented the major online holiday season buyer (**Rainne, 2002; Sultan & Henrichs, 2000**). According to a report by the Pew Research Center (2001), the number of women (58%) who bought online exceeded the number of men (42%) by 16%. Among the woman who bought, 37% reported enjoying the experience "a lot" compared to only 17% of male shoppers who enjoyed the experience "a lot". **Akhter (2002)** indicated that more educated, younger, males, and wealthier people in contrast to less educated, older, females, and less wealthier are more likely to use the Internet for purchasing.

With India turning net savvy, online shopping has become the latest fad in India with most of the net surfers recommending internet shopping. The study, conducted by Internet and Mobile Association of India (**IAMAI, 2006**) in collaboration with cross tab marketing services, clearly established the dominance of people-to-people (P2P) reference in online shopping space, with 31% respondents finding such sites through word of mouth. As much as 55% visitors to e-commerce sites have adopted internet as a shopping medium, out of which 25% of regular shoppers are in the 18-25 age group, while 46% in the 26-35 age group and 18% in the 35-45 age group.

A survey undertaken by **JuxtConsult, (April 2007)**, a Delhi-based online research firm, on 10,000 households in 31 cities (of population sizes 20,000 plus) revealed some interesting facts about the Internet shopping scenario in India. As per research findings, eBay (excluding online travel websites) is the most preferred site for online

shopping followed by Rediff, Google and Yahoo. eBay leads with 34 per cent online shoppers still preferring to visit it the most. Rediff follows at the second spot with 25 per cent online shoppers preferring to visit it. However, both eBay and Rediff have lost usage share on preferred basis in the last one year, while new entrant Futurebazaar along with Google have been the biggest gainers. The top two of the top 10 products bought on the Net by online buyers are train tickets (53 per cent) and air tickets (45 per cent). The research also showed that three-fourth of all regular online Indians (76 per cent) search for products and services online. This has shown a 60 per cent growth in the base of online shoppers in last one year, making it 19.1 million. When it comes to the base of actual online buyers, 43 per cent of all regular online urban Indians have bought online. This means a growth of 76 per cent over the last year, making the online buyer base reach a healthy 10.8 million mark. Despite such tremendous growth in the number of online buyers overall, the base of really 'active' online buyers (those who buy online at least once a month) is almost stagnant at 2.2 million (same as last year). However, the fact that online buying is penetrating among the smaller towns and lower section groups do not necessarily mean that the economic profile of the online buyers is lowering. The biggest 'qualitative gain' about online shopping is its improved perception on highly important and hardcore 'market place' factors like 'wider choice and availability of products' and 'better prices and bargains', and not just on the 'convenience' factors like saving of time and efforts, home delivery and flexibility of buying anytime. Yet 'product quality' and 'delivery' concerns may be negating some of the gains made. Though 'misuse of a credit card' is a non-issue among online buyers, the research reveals that 'lack of a credit card' is still a strongly perceived roadblock to growth of online buying.

A survey conducted by **MasterCard worldwide, (December 2008)**, on 5037 respondents across 10 markets: Australia, China, Hong Kong, India, Japan, Singapore, South Korea, Thailand, UAE and South Africa, revealed that Online shopping in the Asia-Pacific region is accelerating at an annual rate of 23.3 percent to hit US \$168.7 billion by 2011, with the region's new markets such as China and India fuelling this growth. MasterCard Worldwide published its latest Insights Report, "Economic Crisis and Preference for Online Shopping in Asia/Pacific, Middle East and Africa", which shows that in India the average frequency of online purchases increased to 2.9 in fourth quarter of 2008, up from 2.6 during the same quarter in 2007. The survey showed that the Asia-Pacific region was found to be an active one for online shopping, where 76 percent of respondents said they intend to make a purchase in the next six months. The survey also highlighted the rise of shoppers in the fast-growing markets of China and India. The rising population of upper-middle income urban elites is likely to boost the online shopping markets in China and India underpinned by a paid pace of urbanization, robust economic expansion and rising spending power. Activity from these markets is expected to topple the current "pre-eminence" of Japan and South Korea in terms of share of the total online

shopping population in the region. The study projects China's online shopping population to increase to 480 million by 2010. In India, 54 per cent of the respondents had used internet for shopping. Interestingly, among all the markets surveyed, India is the only one where the 18-29 year age group has the highest average spend on online shopping. The majority of the online shopping conducted in the region was planned, with 83 percent of online shoppers admitted that they tend to plan their shopping in advance and conduct research on their planned purchases. Most online shoppers either bought items impulsively "hardly ever" (36 percent) or "just a couple of times" (38 percent).

Juxtconsult, (June 2008), revealed in its study the results on the Internet user-ship, growth and penetration rate of on-line shopping in India. As per the survey findings, the 'regular' internet users have grown by only 10% (compared to 19% last year). Very few new occasional users have got added in the last 1 year and some of the existing occasional users appear to have 'lapsed'. While the base of the 'regular' internet user has increased by only 3.5 million, the base of occasional users has fallen by almost 6.4 million. Though the overall base of online Indians has shrunk, on the positive side, 3 out of 4 internet users (70%) are now on the net 'daily'. This 'lively' pool of internet user is 32.4 million strong. Internet usage cuts across the more well-to-do Indians across the various socio-economic groups, across the urban-rural divide and across the various town classes within the urban landscape. 55% of regular internet users come from the 'consuming classes', 71% of them come from the non-metro cities and villages, and 82% of them fall in the 'prime life' age group of 19-35 years. On 'multiple' access basis, place of work (office, school, colleges, etc.) still continues to be the single largest place for accessing internet at 68%. Usage from home follows next at 50% and then by cybercafés at 45%. However, when it comes to the 'single most preferred' place of access, home (37%) scores over the office (30%) as well as cybercafé (15%) noticeably. 'Home' still remains the dominant place of access of internet. With 89% of regular online Indians searching for product information online, window shopping has become 'synonymous' with internet now. Communication, social interactivity and entertainment activities stand out as the other most popular online activities. The current 'online shoppers' base in India is 34.5 million, a good 6.5 million bigger than last year's figure of 28 million. However, of all these online shoppers, only 22% (7.72 million) actually 'buy' online. The balance 78% online shoppers only search for products online and then probably buy them offline. Google is clearly the most popular website among online Indians, with 35% of all online Indians claiming to use this website the most amongst all the websites they use. Yahoo follows at second spot with 28% of all internet users using it the most. Gmail, Orkut and Rediff are the 3rd, 4th, and 5th most used websites in India.

Study by **Vijay, Sai. T. & Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred

form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

A recent study by **ACNielsen (2009)**, covering 38 markets and over 21,100 respondents across the globe has revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of this study was that India beat the global counterparts in number of purchases per month, with a mean of 5.2 purchases against the global average of 4.9. In India, books followed airline reservations closely, with 35% of netizens buying them online. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. Online shopping in India is poised for greater acceleration as more manufacturers and providers integrate the Internet into their sales model. As PC and internet penetration grows, the key to increasing online purchases will remain in the hands of marketers in India.

In nutshell, in the age of shopping mall, many people use the internet for their shopping requirements. Studies on on-line shoppers in India have largely been limited to their time, usage, convenience and money spending pattern, and preferences for a particular format. It has been found in the studies in other countries that shoppers also differ in terms of their demographic profile. Therefore, this study attempts to understand the impact of demographic factors of shoppers that influence their disposition towards on-line shopping in India.

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires (**Solomon, 1998**). In order for the Internet to expand as a retail channel, it is important to understand the consumer's attitude, intent and behavior in light of the online buying experience: i.e., why they use or hesitate to use it for purchasing? Consumer attitudes seem to have a significant influence on this decision (**Schiffman, Scherman, & Long, 2003**) yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying.

Identification of consumer and product related factors affect online shopping behavior of consumers has been a thrust area of past researches (Jarvenpaa & Todd, 1996, Alba et al., 1999, Li et al., 1999, Peterson et al., 1997). There is a conspicuous dearth of empirical studies examining online shopping in India. The present study aims at examining

significance and relevance of Demographic factors on Online shopping in India. A schematic presentation of demographic characteristics under investigation in the present study is provided in Figure 1.

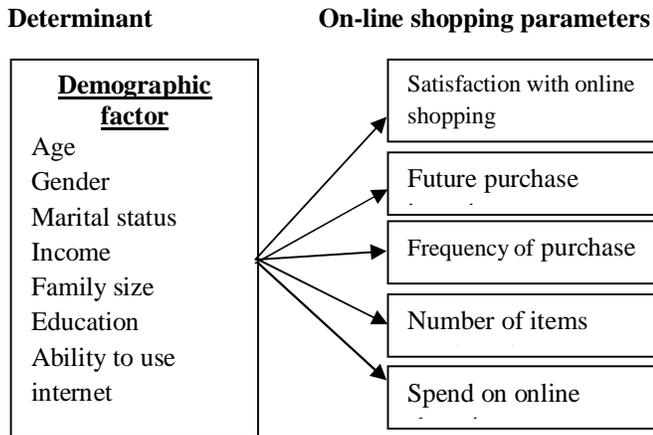


Figure 1: Proposed research model for impact of demographic factor on online shopping

RESEARCH HYPOTHESES

H1: DEMOGRAPHICS FACTORS OF CONSUMERS SIGNIFICANTLY IMPACT THE ONLINE SHOPPING BEHAVIOR OF THE CONSUMERS.

- H1.1: Age of consumer significantly impacts online shopping parameters of consumer.
- H1.2: Gender of consumer significantly impacts online shopping parameters of consumer.
- H1.3: Marital Status of consumer significantly impacts online shopping parameters of consumer.
- H1.4: Income of consumer significantly impacts online shopping parameters of consumer.
- H1.5: Family Size of consumer significantly impacts online shopping parameters of consumer.
- H1.6: Education of consumer significantly impacts online shopping parameters of consumer.
- H1.7: Ability to use internet of consumer significantly impacts online shopping parameters of consumer.

RESEARCH OBJECTIVES

1. To identify the various categories of Demographic factors and variables impacting on-line shopping behaviour of consumers in India.
2. To study the impact of Demographic factors on on-line shopping behaviour of consumers in India.

MATERIALS AND METHODS

To meet the said objectives, the study used both qualitative and quantitative researches. The exploratory study was done through review of existing literature that helped in validation and extraction of the important variables and factors. For descriptive phase, A Cross-sectional survey of respondents

was done using a structured questionnaire. Data was collected from primary as well as secondary sources. Primary sources were in-depth interviews and questionnaires whereas secondary sources were journals, news papers, national and international publications, internet, personal books and libraries.

SAMPLE SIZE

The sample size for questionnaire was 598. Questionnaire was pilot-tested on a sample of 35 to ensure the validity of the survey instrument. However, post elimination of incomplete responses, unreturned questionnaire and invalid answers, the final sample size used for analysis was 580. The sample for questionnaire was collected from Delhi, Mumbai, Chennai, Hyderabad and Bangalore. The sample was mainly collected from metros and big cities assuming the high Internet diffusion rate.

TABLE 1- SAMPLE SIZE FOR QUESTIONNAIRE

Survey Respondents	
City	No. of Respondents
Delhi	137
Mumbai	123
Chennai	104
Bangalore	119
Hyderabad	115
Total	598

SAMPLING TECHNIQUE

Judgmental and snowball sampling were used. Initial set of respondents was selected on the basis of judgemental sampling. Subsequently additional units were obtained on the basis of information given by initial sample units and then further referrals were taken from those selected in the sample. In this way sample was grown by adding more and more referral-based respondents until it reached the limiting number (150/city). Judgemental sampling was based on the following parameters:

- The sample comprised of people who have done online shopping.
- Only those people having credit cards were part of the sample.
- The sample comprised of people whose minimum qualification was at least Graduation.
- The sample was taken from metropolitan cities assuming high internet diffusion rate.

STATISTICAL TOOL

To meet the research objectives and to test proposed hypotheses, the data analysis technique used in the study was ANOVA.

RESULTS AND DISCUSSION

Online shopping was measured as responses of consumers towards purchase of different types of products on the Internet in the past. These six product categories were identified from the exploratory study which comprises of

- Airline/train reservations
- Banking & other financial services
- Books/Magazines/membership of library, news dailies
- Software/Hardware/DVD/CD

- Dresses/Apparels/ Footwear/Jewellery
- Electronics/Mobile phones

Respondents were asked to recall purchases they have made for various categories of the products category in last six months. They were also asked to recall the amount spent on online purchases, frequency of purchase on the Internet and number of items purchased in online shopping. The various categories shopped online are shown in the following table.

TABLE 2- LIST OF CATEGORIES SHOPPED ONLINE

S#	Category	Percentage
1	Airline/train reservations	81%
2	Banking & other financial services	63%
3	Books/Magazines/membership of library, news dailies	33%
4	Software/Hardware/DVD/CD	16%
5	Dresses/Apparels/ Footwear/Jewellery	3%
6	Electronics/Mobile phones	30%

The results clearly show people tend to shop online for essential services like reservations and banking. However,

people are not shopping online for lifestyle goods like dresses, apparels, footwear and jewellery etc.

HYPOTHESES TESTING

H1.1: Age of consumer significantly impacts online shopping parameters of consumers.

TABLE 3- ONLINE SHOPPING ACROSS DIFFERENT AGE GROUPS

OUTPUT/DEPENDENT VARIABLE	MEAN VALUE			Mean Value (total)	ANOVA RESULT F (Significance)
	20-30 years (N=207)	30-40 years (N=199)	40-50 Years (N=174)		
Satisfaction with online shopping	3.4	4.2	3.63	3.74	.967(.403)
Future purchase on Internet shopping	3.6	3.8	3.75	3.71	.152(.962)
Frequency of online shopping	1.2	1.6	1.87	1.53	1.44(.27)
Number of items purchased on Internet shopping	2.6	2.4	2.37	2.46	.104(.902)
Overall spend on Internet shopping	2.8	2.8	2.75	2.78	.003(.997)

The results show that age as one of the variables of demographics factor doesn't impact online shopping much in India.

H1.2: Gender of consumer significantly impacts online shopping parameters of consumer.**TABLE 4- ONLINE SHOPPING ACROSS GENDER**

OUTPUT VARIABLE	MEAN VALUE		Mean Value (Total)	ANOVA RESULT F (Sig.)
	Male (N=331)	Female (N=249)		
Satisfaction with online shopping	3.71	3.75	3.72	.007 (.936)
Future purchase on Internet shopping	3.8	3.5	3.67	.759 (.397)
Frequency of online shopping	1.43	2.25	1.78	3.3 (.08)
Number of items purchased on Internet shopping	2.43	2.5	2.46	.020 (.888)
Overall spend on Internet shopping	2.57	3.5	2.97	1.411 (.252)

Results show that females (2.25) buy more frequently than males (1.43). This means that females are shopping 3-4 times in a month as compared to males who are shopping 1-2 times per month on internet. The result may be attributed to the reason that females are more impulsive buyers than males and are more likely to be attracted towards the promotional schemes offered by the online retailers and therefore buy more frequently through on-line shopping than do males. Rising Working woman concept has also given

boost to it. Females also believe in status quo and imitate others in shopping.

The same results were also reported by the **Pew Research Centre** in their research study in 2001; that the number of women (58%) who bought online exceeded the number of men (42%) by 16%. Among the woman who bought, 37% reported enjoying the experience “a lot” compared to only 17% of male shoppers who enjoyed the experience “a lot”.

H1.3: Marital Status of consumer significantly impacts online shopping parameters of consumer.**TABLE 5- CONSUMERS' RESPONSE VARIATIONS FOR ONLINE SHOPPING ACROSS MARRIED/UNMARRIED PEOPLE**

OUTPUT VARIABLE	MEAN VALUE		Mean Value (total)	ANOVA RESULT F (Sig.)
	Married (N=352)	Unmarried (N=228)		
Satisfaction with online shopping	3.5	3.9	3.72	1.278 (.275)
Future purchase on Internet shopping	3.625	3.8	3.76	.398 (.537)
Frequency of online shopping	1.625	1.6	1.64	.004 (.953)
Number of items purchased on Internet shopping	2.625	2.3	2.54	.627 (.440)
Overall spend on Internet shopping	2.875	2.7	2.85	.066 (.800)

Results show that marital status specifically does not influence any of online shopping parameters. The result can be explained due to nascent stage of online shopping in India, due to which single/married people are mainly using

Internet for their specific needs. The evolution of online shopping in the future should see the different patterns between single and married people in the future.

H1.4: Income of consumer significantly impacts online shopping parameters of consumer.

TABLE 6- ONLINE SHOPPING ACROSS VARIOUS INCOME GROUPS

OUTPUT VARIABLE	MEAN VALUE (Rupees. in thousands)					Mean Total	ANOVA RESULT F (Sig.)
	10-20	20-30	30-40	40-50	50+		
	N=52	N=99	N=128	N=168	N=133		
Satisfaction with online shopping	3	4	4.33	3.57	3.6	3.76	.870 (0.51)
Future purchase on internet shopping	4	3.5	4	3.57	3.8	3.74	.387 (0.81)
Frequency of online shopping	1	1.5	1.66	1.48	2	1.7	.417 (0.79)
Number of items purchased on internet shopping	2	3.5	2	2.42	2.4	2.4	1.046 (0.81)
Overall spend on internet shopping	3	2	2.66	2.57	3.4	3.4	.388 (0.51)

The results show that income as one of the demographic variables does not significantly affect on-line shopping in India. Earlier studies done by **Sultan and Henrichs in 2000** reported that the consumer’s willingness to and preference for adopting the Internet as his or her shopping medium was

positively related to income. But the results of the present study show that income as one of the variables of demographic factor doesn’t impact online shopping in Indian context.

H1.5: Family Size of consumer significantly impacts online shopping behavior of consumer.

TABLE 7- ONLINE SHOPPING ACROSS DIFFERENT FAMILY SIZES

OUTPUT VARIABLE	MEAN VALUE			Mean Total	ANOVA RESULT F (Significance)
	Nuclear family (N=193)	Family with two children (N=257)	Extended Family (N=130)		
Satisfaction with online shopping	3.66	3.62	4	3.72	.328 (.725)
Future purchase on Internet shopping	3.66	3.75	3.75	3.72	.037 (.963)
Frequency of online shopping	1.5	1.375	2.25	1.61	1.595 (.236)
Number of items purchased on Internet shopping	2	2.75	2.5	2.44	1.389 (.280)
Overall spend on Internet shopping	1.83	3.5	2.75	2.77	3.030 (.078)

These results shows that family size significantly affects overall spend on internet shopping. Families with two children spend more on online shopping as compared to nuclear and extended families. Role of children has changed in the society and family; they are termed as “hidden persuaders” in the family who intend to buy more branded and luxurious products, Therefore spend on on-line shopping

is more in case of family with two children. Families with two children have less responsibilities than extended families so they go more on vacations, buy more airline tickets, take more online booking of movie shows, buy more leisure products on-line which has lead to an overall more spend on online shopping by this category.

H1.6: Education of a consumer significantly impacts online shopping parameters of consumer.**TABLE 8 - ONLINE SHOPPING ACROSS DIFFERENT EDUCATION GROUPS**

OUTPUT VARIABLE	MEAN VALUE		Mean Total	ANOVA RESULT F (Significance)
	Graduate (N=373)	Post-graduate (N=207)		
Satisfaction with online shopping	3.81	3.57	3.74	.446 (.514)
Future purchase on Internet shopping	3.79	3.57	3.73	.779 (.391)
Frequency of online shopping	1.36	2	1.59	2.628 (.125)
Number of items purchased on Internet shopping	2.27	2.71	2.43	1.149 (.300)
Overall spend on net shopping	2.45	3.28	2.75	1.568 (.228)

The above results show that education as one of the variables of demographics factor doesn't impact online shopping in Indian context.

H1.7: Ability to use internet of consumer significantly impacts online shopping parameters of consumer.**TABLE 9 - ONLINE SHOPPING ACROSS GROUPS (BASED ON ABILITY TO USE INTERNET)**

OUTPUT VARIABLE	MEAN VALUE			Mean Total	ANOVA RESULT F (Significance)
	Skilful N=260	Very skilful N=213	Extremely skilful N=107		
Satisfaction with online shopping	3.62	3.85	3.66	3.71	.169 (.846)
Future purchase on Internet shopping	3.75	3.71	3.66	3.72	.021 (.979)
Frequency of online shopping	1.375	1.71	2	1.61	.646 (.538)
Number of items purchased on Internet shopping	2.25	2.71	2.33	2.43	.549 (.589)
Overall spend on Internet shopping	2.87	3.14	1.66	2.93	1.244 (.316)

The results show that ability to use internet as one of the variables of demographic factor doesn't impact online shopping in Indian context. The overall results are attributed to the fact that all the respondents in the sample were online shoppers and thus might be comfortable with the Internet.

CONCLUSION

The ANOVA results for consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. The overall

results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the country. However, the frequency of online shopping is relatively less in the country. Online shopping organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country. The organizations can prioritize the consumer implicit and explicit requirements in online shopping environment. The results

can also be used by various organizations to identify their target customer segments.

PRACTICAL/MANAGERIAL IMPLICATIONS

The results of the study can be utilized by practitioners in re-looking or revamping their strategies for online shopping. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also. Online retailers should also look into the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India. It includes the random sample of individuals from major cities of India, which are representatives of whole population of India. This study finds unanimity amongst diversity by including people of different age groups falling under different income segments with difference in attitude and buying behaviour.

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