

Demographic Effects on Consumer's Online Purchase Behavior for Electronic Goods in Delhi NCR Region

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Abstract

The present research paper attempts to better understand the consumer's demographics and their effect on their online purchase behavior in the context of consumer electronic goods. As India is one of the fastest developing online business showcases in the Asia Pacific. With the increment in web entrance, appropriation of advanced mobile phones and lower information rates, the manner in which Indian shops are totally changing with time. Besides the customary online configurations of retail and way of life, the shopper mindset and shopping designs are changing quickly. Internet shopping will wind up a standard in the following for a very long time to come. Exploiting this changing situation now; the web-based business organizations are finding an extremely decent chance and are looking through the approaches to exploit this golden opportunity.

Keywords: E-shopping, Buying Behavior, Consumer Electronics, Purchase Experience, Demographics.

Introduction

Nowadays internet is not only limited to networking but it is a more holistic medium for consumers to interact in the global market and has the potential to become dominant retailers in the future (Yuliharsi et al., 2011). The key attribute of e-retailing is the communication of information through the online medium which is easily accessible and provides plenty of information regarding the product attributes, comparative pricing, availability and overall value added (Brown et. al., 2003). Internet retailing seems to be growing continually in around the world, including developing countries (Oinas, 2002). Online Purchase/E-shopping is a type of electronic business which enables customers to straightforwardly purchase products or administrations from a vendor over the internet utilizing an internet browser. India is seeing a remarkable monetary blast in administration just as products industry and this financial blast is obviously surrounding us. With the penetration of internet and smart phones

among the larger populace, technological advancements, and eventually with promotion and expansion of e-commerce industry people are taking keen interest in participating in online marketing (Raunaque et al., 2016). Organizations are confronting an extreme challenge in this powerful field of business. They are continually searching for new roads so they can build contact with shoppers and to accomplish this point they are leaving no stone unturned. Due to expanded mindfulness, work and expanded per capita salary of Indian purchasers there has been an exponential ascent in shopper's spending. Encountering the accommodation of abstaining from going to the shop and the time spared in deal chasing are including favorable position and furor for web based shopping. Practically all entryways offer a simple merchandise exchange, so even attire shopping is seen picking up force as purchasers are never again stressed over being screwed over thanks to the wrong size or attack of garments. Money down is additionally giving suspicion that all is well and good to Indian purchasers.

With the widespread accessibility of internet availability, purchasers spare time and endeavors by shopping on the web. The expanding utilization of internet by the more youthful age in India gives a developing prospect to online retailers. There is a typical saying about the Indian retail customers' "can't contact, won't purchase" mindset. Be that as it may, this is step by step changing with the rising pattern of web based shopping.

The rising utilization of web in India gives a force to internet shopping. Presently Consumers are progressively embracing electronic channels for acquiring their day by day required items. The expanding utilization of internet by the more youthful age in India is making open doors for online retailers. To remain ahead in profoundly focused market nowadays the greater part of the organizations have begun utilizing the internet with the point of cutting advertising costs, accordingly diminishing the cost of their items and administrations in the business sectors. Organizations are additionally utilizing the internet to pass on, convey and scatter data, to sell the item, to take criticism and furthermore to direct fulfillment reviews with clients. Clients see advantages of web based shopping through purchasing item as well as to analyze costs, item includes and after deal administration offices they will get on the off chance that they obtained the item from specific site. The key feature of e-retailing, the consumers is facilitated by information of the product attributes, comparative pricing, availability and overall value addition (Brown et. al., 2003). On the off chance that the online retailers realize which factors are influencing Indian buyers' purchasing conduct, and the relationship between these components, qualities of online purchasers then they can build up their viable showcasing systems to change over potential clients into dynamic ones. Present examination is an expressive report that depends on the point by point audit of prior significant investigations identified with the different ideas of web based shopping. This investigation gives hypothetical commitment in understanding the present status of web based shopping and gives bits of knowledge into purchasers' internet shopping practices and inclinations. This examination will contribute in sharing the data about the extent of progress in web based shopping site and difficulties looked by online retailers in the Indian market.

The shopper hardware industry is developing each day and is seen as an interesting development in the course of recent years. This development can be credited to the expanding impact of best in class electronic gadgets available. The shopper hardware industry is introducing the beginning of Convergence. It is the conjunction and converging of up to this point isolated markets of advanced based sound, video and data innovation, expelling passage obstructions over the market and industry limits. This combination of advances has brought about a more prominent interest for purchaser gadgets, be they compact, in-home (cell phones, computerized camera) or in-vehicle (DVD players), offering various capacities. As rule buyer gadgets alludes to an assortment of electronic gear utilized by private clients. This industry can be partitioned into numerous portions. Customary Consumer Electronics: sound and video gear Computing Devices: Computers, Calculators, Laptops White Goods: Household/Domestic Appliances, for example, clothes washers, irons, vacuum cleaners, processors, and so on. Individual Care: Hair Dryers, shavers, oscillating brushes. Likewise, rise of media transmission has led to the intermingling of portable innovation into the purchaser gadgets industry and subsequently this paper will reflect with customary shopper hardware, cell phones and registering gadgets which can be named as Brown Goods according to industry definitions.

India has an inexorably princely working class populace that, on the back of fast monetary development, has made the nation's buyer gadgets industry profoundly powerful. The business has been seeing critical development lately because of a few variables, for example, retail blast, developing discretionary cashflow and accessibility of simple money plans. Yet at the same time, the customer hardware products, similar to fridges, microwave and clothes washers have low entrance in the nation, speaking to huge space for future development. The report finds that since the infiltration of a few items like LEDs, Refrigerators, A/Cs are achieving immersion in the urban regions; the business sectors for these items are moving to the semi-urban and country territories. Innovation sway in Electronic things we can discover effectively what customer outlook towards electronic things. With the step by step expanding of innovation, purchaser's outlooks

likewise changes alongside innovation. Purchasers dependably endeavor to purchase new innovation products just as marked items. This is the motivation to expanding the brand showcase and numerous organizations demonstrate their self before clients with parcel of fates part of models in their items. We can discover effectively in consistently changes in innovation in mobile telephones. This is one of the fastest developing industries in India. Customers likewise pulled in to innovation feels progressively great just as for status in market.

Background

The year 1990 noticed another part in the historical backdrop of the online reality where web based business turned into a hot decision among the business utilization of the web. Around then no one would have even suspected that the purchasing and selling on the web or state the internet exchanging will turn into a pattern on the planet and India will likewise share a decent extent of this achievement. The usefulness refers to the utility of the online transaction over the internet. It attempts to measure the degree to which individuals perceive the benefits and advantages of performing web-based transactions (Teck, 2002). Presently shopper mindset and shopping designs are changing exceptionally faster. Prior web based shopping was a basic mode for shopping with less choices. The clients can simply submit a request and pay the money. Yet, presently with the changing substance of online market this field has been revamped to a higher degree and subsequently hypnotized numerous clients. Today, the internet shopping has turned into a pattern in India and the purpose for the selection of this system lies in the alluring on the web sites, easy to use interface, cumbersome online stores with new designs, simple installment strategies and money down, no limitation on amount and quality, one can choose the items depending on the size, shade, cost, and so forth. In spite of being a creating nation, India has appeared admirably higher in the web based business industry in the recent few years, and hitting the market with a blast.

Further, the expansion of limits, coupons, offers, referral frameworks, 30 days return ensure, 1-7 days conveyance time, and so on, these attributes have added new flavors to the internet

shopping and the E-Market. India has joined the temporary fad of a thriving web based business and this is really apparent from the soaring quantities of web clients in the ongoing years. Online business action in India has become amazing throughout the years and the web infiltration numbers have expanded hugely. Today, India has in excess of 147 million web clients, which represents 10 percent of the nation's populace. The client conduct is evolving significantly. Individuals are not just utilizing the Web to book air tickets and motion picture tickets yet additionally don't falter in putting orders for mobiles, PCs and other shopper gadgets and home appliances. The Key drivers of development of Indian web based business have been recorded as A) Purchasing intensity of working class families and changing lifestyle. B) Availability of a lot more extensive item on the go. C) Busy ways of life and absence of time for disconnected shopping and trouble in conventional methods for shopping. D) Increased utilization of online classified destinations. E) Increasing utilization of credit and check cards combined with a developing youthful populace who invest critical energy in the web. F) Social systems administration locales likes Facebook, twitter are especially impacting in driving on the web retail in India. Numerous sellers are utilizing it as a solid device to get showcasing and deals impact G) Top drivers of web based shopping development are quicker conveyance, Cash on Delivery office, limited rates, access to marked items and unconditional promise on defective products. H) Increasing broadband internet and 4G fast internet connectivity.

Following elements have assumed a noteworthy job in spreading web based shopping inside the nation: 1. Quicker web: Better broadband administrations like 3G and 4G have given quicker and better web access to the customers; tempting them to invest more energy on the web. 2. Help: Unlike commercial centers, one doesn't need to go around and spend dreary hours to get things dissipated around the city. Online shopping is a relevant service innovation in retailing industry, which enables consumers to order goods from anywhere, home, office, on the way and delivered to their address of choice (Pechtl, 2003).

One can without much of a stretch spare time and pick things with a straightforward snap. 3.

Less expensive rates and limits: The energizing limited rates and best arrangements on different items are gainful for the thrifty clients. 4. Money down (COD): Emerged as a problem free alternative for clients who are reluctant to utilize charge/Visas. 5. More extensive choices: One is regularly troubled for decisions because of the plenty of alternatives accessible on popular destinations like shopping.rediff.com 6. Home conveyance and merchandise exchanges: Convenient alternatives like brisk conveyance and merchandise exchanges inside a specific timeframe have increased much thankfulness from the purchaser base. 7. Expanded portable applications: presently pretty much every e-selling destinations are putting forth versatile application through which client can all around effectively get to the organization site for simple and quick administration which they can get to anyplace and all over the place. Indian crowds frequently question the genuineness of numerous online locales. For online buying intent, there is a close relationship between security and privacy. While privacy is related to what a company's policy is about the consumer data, and how security is concerned with any accidental compromises of consumer data to a third party (Udo, 2001). The major barrier to adoption of e-retail is the lack of trust on the security and privacy concerns of the purchasers. The technology needs to provide the purchasers with multi layered specialized security which should provide trustable security to the users (Ramayah et. al., 2003). Among the payment mode, purchasers prefer more cash on delivery mode of payment due to online phishing and threat of fraud. This should be secured through a payment gateway which is secure and trusted by the purchasers (Redda et al., 2021). Numerous instances of hacking and security issues have risen previously, which has prompted doubt among the clients. Buyer's movement towards online shopping depends mainly upon three factors, better services, quality products, and assurance of safe transactions (Raunaque et al., 2016). The governmental policies and data protection regulations should be implemented to protect the privacy and security of consumers which may further help the growth of internet shopping (Yu & Abdulai, 2000). In addition, the online shoppers are not willing to share their budgetary data on these destinations. Item quality and straightforwardness is another issue, particularly

while purchasing costlier items like gadgets and clothes.

An extensive offer of Indian populace is yet not ready to utilize PC and new advancements. These purchasers are not knowledgeable enough with the innovation and linger behind in appropriate utilization of the web; this has unfavorably influenced the web based business wonders in India. Due to this absence of information with respect to web use has made web based shopping a less favored alternative. Yet, regardless of every one of these obstacles the development of internet business has a splendid future in India. Presently learning and mindfulness about web is spreading around like rapidly spreading fire and the quantity of web clients has expanded in huge amounts regardless of their age. Additionally, there are a substantial number of incredible destinations that are elevating to the development of internet shopping with its problem free offices. Installment of portals, issues with coordination and amazingly extreme challenges for couple of clients have made financial specialists tight fist with cash. Generally, all customers request the Cash on Delivery installment strategy, as most Indians don't claim a credit or charge card either because of absence of mindfulness or vulnerability towards use of these installment modes. This does not permit adequate development and advancement the same number of destinations and items request installment through the web as it were. This additionally backs off the pace of smooth income in the market. Convenience to purchasers outside real urban communities like Mumbai and New Delhi is troublesome because of the absence of proficient and dependable foundation. This market keeps on staying disorderly and divided into a huge number of little owners. It is normally exceptionally hard to get individuals to make their exchange as they question the validness and security of such visual retailers. This type of shopping advances just to the web sharp, however the overall population still do shopping through that conventional method of shopping regardless they like to swim through swarmed boulevards for a considerable length of time to locate that one appropriate dress in their size.

Research Method & Analysis

It is essential for any organization to measure its customer consumption experience and their satisfaction / dissatisfaction over time because it leads the forthcoming organization - customer relationship. Demographic variables are the vital factors in the assurance of a person's capacity, distinction, utilization patterns and control of administrations, utilities, and so on. It becomes need of the hour to better understand the customers need, their consumption experience and post consumption behavior still better in terms of their different demographic profiles to serve customers appropriate services/ products as per their needs in current competitive era of the internet.

The prime objective of this research paper is to find out the differences in the consumers online purchasing experiences due to their different gender, education, occupation, age and income group regarding electronic goods in Delhi NCR region.

For the purpose of drawing inferences of objective of the study, a one way ANOVA test used to test null hypothesis "There is no significant difference among the consumer's online purchasing experience due to their different gender, education, occupation, age and income group regarding electronic goods in Delhi NCR region".

Table no. 01

		Sum of Squares	df	Mean Square	F	Sig.	Result
Gender	Between Groups	1.311	4	.328	1.370	.243	Accepted
	Within Groups	103.566	433	.239			
	Total	104.877	437				
Education	Between Groups	8.082	4	2.021	1.929	.105	Accepted
	Within Groups	453.628	433	1.048			
	Total	461.710	437				
Occupation	Between Groups	7.268	4	1.817	1.313	.264	Accepted
	Within Groups	599.107	433	1.384			
	Total	606.374	437				
Age	Between Groups	27.129	4	6.782	4.180	.002	Rejected
	Within Groups	702.617	433	1.623			
	Total	729.747	437				
Monthly Income	Between Groups	16.033	4	4.008	2.569	.037	Rejected
	Within Groups	675.458	433	1.560			
	Total	691.491	437				

Source: This study SPSS 16.0 output

Note - Above the ANOVA Table: As research is descriptive in nature, the survey research design has been selected for collection of primary data for the completion of this study. A total no. of 438, E- shopping consumer responses were collected through schedule method from Delhi NCR region using convenient and snowball sampling method.

As per the collected data characteristics and requirement of this study, one way ANOVA tool found most suitable for hypothesis testing purpose for seeking variance among variables of the present study interest.

The above ANOVA statistics has been derived from SPSS output, shows that variance in between and within the Customer's Gender, Education, Occupation, Age, and Monthly Income groups in frame of E-shopping experience. The table 01 displays the results, due to chance factor at 5% significance level, as the calculated value (F Ratio) of the said variances are 1.370, 1.929, and 1.313 respectively, and all are less than the critical value. Hence the originated results could be inferred as customer's E-shopping experience does not differ significantly due to their different Gender, Education, Occupation. Further as the calculated value of the Age and Monthly Income variables are 4.180 & 2.569 greater than table value means customers E-shopping experience do differ due to difference in Age and Monthly Income of consumers for electronic goods.

Conclusion:

Despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like Gender, Education and Occupation. However it is evident that the present approaches to draw the attention of customers are not adequate. The consumers are particular about the appropriate system of distribution and hence there is a great need for change in the electronics buying system. It may not be always correct to say that consumers behave in the same way as it much depends on other variables like type of products, quality of the products and price of the products (discussed earlier in main study). Consumer attitude towards electronics based on age group, and income group leads major role while purchasing the electronic goods among the demographic variables.

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