

# The Association between Online Buying of Electronic Gadgets and Demographics

Rohit Sublaik

Assistant Professor, School of Management, Bahra University, Shimla Hills, Himachal Pradesh, India  
E-mail: rohitsublaik@gmail.com

(Received 7 January 2022; Accepted 10 February 2022; Available online 17 February 2022)

**Abstract** - Electronic commerce is the process by which buying and selling of goods and services is done by making use of the internet. Today, any item can be purchased through e-commerce. This research paper aims to study the association between online buying of electronic gadgets and demographics. To achieve the objective, primary data is collected with the help of questionnaire. Data is analyzed by making use of statistical tool and the inference has been drawn that there exists a significant relationship between online buying of electronic gadgets and demographics.

**Keywords:** Online Shopping, Electronic Gadgets, Buying Behavior, Demographics, Demographic Factors

## I. INTRODUCTION

Online shopping (e-shopping) is basically searching for goods and services over the Internet through the use of a web browser and finally purchasing these goods/services. Online shopping has gained popularity in no time and is increasing day by day. Customers' save money and their precious time and are able to explore all the information related to electronic products with just few clicks. Moreover, the buying can be done anywhere and anytime according to their preferences.

## II. LITERATURE REVIEW

Bellman, Lohse, and Johnson (1999) from their study concluded that consumers' traits include age, education, gender and income that influence the consumers' intention to shop for products online.

Ladhari, Gonthier & Lajante (2019) in their study concluded that there are four approaches to online shopping i.e. price shopping, brand shopping, pleasure shopping and trend shopping. Also, six shopping customers' profiles have been identified: emotional shoppers, shopping fans, fashionistas, strategic shoppers, discovery shoppers and price shoppers.

It was concluded in the study conducted by Monsuwe *et al.*, (2004) that there are five external factors namely product characteristics, consumer personality, consumers' trust in online shopping, situational factors and previous online shopping experiences that helps in understanding the consumers' intentions when they want to make purchase online for a particular product. According to Burke (2002) there are four demographic factors namely age, income,

gender and education that have a significant effect on the attitudes of consumers' towards online shopping. The study concluded that the younger people make use of new technologies as compared to old people. The older consumers on the other hand avoid online shopping due to the perceived cost involved to use the internet.

Shi, K., De Vos, J., Yang, Y., & Witlox, F. (2019) concluded from their study that there are four factors: internet experience, socio-demographic factors, location factors and car ownership that determine the e-shopping and shopping travel behaviours. Bellman, Lohse, and Johnson (1999) proposed that demographic variables alone explain a very low percentage of variance in the purchase decision. Consumers' traits include their demographic factors (income, age, gender, and education), which would influence their intention to shop online. For the factor of age, consumers that are under age 25 have more potential to shop online because of their interest in using new technologies to search for products and also for information provided for comparing and evaluating alternatives.

According to Burke (2002) and Wood (2002), four relevant demographic factors (age, gender, education, and income) have a significant moderating effect on consumers' attitudes toward online shopping. Based on several studies that were made on these variables, the studies have resulted in some contradictory results. As for age, it was found that younger people are more interested in using new technologies, such as the Internet to search for comparative information on products whereas older consumers avoid shopping online as the potential benefits from shopping online are offset by the perceived cost in skill needed to use the Internet.

Ladhari, Gonthier & Lajante, (2019) studies sector of Generation Y female e-Shoppers attitude and found "four approaches to online shopping: trend shopping, pleasure shopping, price shopping, and brand shopping. Six shopping profiles have also been identified, each with different objectives: price shoppers, discovery shoppers, emotional shoppers, strategic shoppers, fashionistas, and shopping fans".

Monsuwe *et al.*, (2004) suggested that there are five external factors that provide an insight into understanding the consumers' intentions when it comes to making

purchases on the Internet. These factors are consumer personality, situational factors, product characteristics, previous online shopping experiences, and the consumers' trust in online shopping. Situational factors might also lead a consumer to have an intention shopping on the Internet, such as time pressure, lack of mobility, geographical distance, need for special items, and attractiveness of alternatives.

A study by Shi, DeVos, Yang and Witlox (2019) suggested that "e-shopping and shopping travel behaviors are significantly determined by socio demographic, Internet experience, car ownership, and location factors". Moreover, e-Shopping could be a solution for crowded area and in distant future the number of brick and mortar for clothes.

Moreover, e-Shopping could be a solution for crowded area and in distant future the number of brick and mortar for clothes study by Bahaddad, Drew, Houghtoni, & Alfarraj. (2018), stated that the broad acceptance of e-Shopping among Saudi consumers enhances its growth and the main factors that possibly will affect the e-Shopping "can be divided into three main groups: the human and organizational factors, the environmental and technological factors and the cultural and traditional factors". (2018), stated that the broad acceptance of e-Shopping among Saudi consumers enhances its growth and the main factors that possibly will affect the e-Shopping "can be divided into three main groups: the human and organizational (2018), stated that the broad acceptance of e-Shopping among Saudi consumers enhances its growth and the main factors that possibly will affect the e-Shopping "can be divided into three main groups: the human and organizational.

Gordon and Bhowan (2005) suggested that there are factors affecting consumer purchasing decisions and influencing consumers to purchase online. These factors include retailer, service, environment, purchasing motivation, culture, social, psychological, and personal fac.

### III. OBJECTIVE OF THE STUDY

The aim of this research paper is to study the association between online buying of electronic gadgets and demographics.

## IV. RESEARCH METHODOLOGY

1. *Research Design:* Descriptive research was used and well structured questionnaire was administrated to get the primary data.
2. *Sample Design:* 450 customers were selected through convenience sampling.
3. *Analysis:* The data collected was analyzed with the help of statistical tools (Chi-square test, Weighted Arithmetic Mean).

## V. ANALYSIS AND INTERPRETATIONS

Chi-square test was used to measure the relationship of demographics of respondents with the online purchasing of electronic products (i.e. to determine whether there is an association between categorical variables or not, whether the variables are independent or related.

The following interpretations are drawn from the analysis performed to achieve the above mentioned objective.

1. The gender of the respondents has significant relationship with purchasing of mobile phones and printers.
2. The age of the respondents has significant relationship with purchasing of music players and digital camera.
3. The area of residence of the respondents has significant relationship with purchasing of mobile phones, printers, music players and gaming console.
4. The income level of the respondents has significant relationship with purchasing of PC/Laptop, printers and music players.
5. The marital status of the respondents has significant relationship with purchasing of mobile phones, printers and digital camera.
6. The occupation of the respondents has significant relationship with purchasing of PC/Laptop, printers and music players and digital camera.
7. The qualification of the respondents has significant relationship with purchasing of PC/Laptop, printers and music players, gaming console and digital camera.

TABLE I RELATIONSHIP OF DEMOGRAPHICS OF RESPONDENTS WITH PURCHASING OF ELECTRONIC PRODUCTS

Electronic Products	Demographics	Chi-Square Value	Result
Mobile Phone	Gender	51.532	Significant
	Age	5.523	Not Significant
	Area of Residence	5.052	Significant
	Income Level	2.765	Not Significant
	Marital Status	1.123	Significant
	Occupation	40.676	Not Significant
	Qualification	3.36	Not Significant

PC/Laptop	Gender	0.173	Not Significant
	Age	3.823	Not Significant
	Area of Residence	0.021	Not Significant
	Income Level	30.077	Significant
	Marital Status	4.238	Not Significant
	Occupation	13.775	Significant
	Qualification	11.759	Significant
Printers	Gender	8.518	Significant
	Age	2.044	Not Significant
	Area of Residence	11.03	Significant
	Income Level	15.889	Significant
	Marital Status	6.532	Significant
	Occupation	13.137	Significant
	Qualification	60.249	Significant
Music Players	Gender	0.26	Not Significant
	Age	13.044	Significant
	Area of Residence	12.196	Significant
	Income Level	15.553	Significant
	Marital Status	3.643	Not Significant
	Occupation	20.983	Significant
	Qualification	27.096	Significant
Gaming Console	Gender	1.39	Not Significant
	Age	5.944	Not Significant
	Area of Residence	15.918	Significant
	Income Level	2.736	Not Significant
	Marital Status	2.937	Not Significant
	Occupation	7.23	Not Significant
	Qualification	33.606	Significant
Digital Camera	Gender	1.602	Not Significant
	Age	7.264	Significant
	Area of Residence	0.467	Not Significant
	Income Level	3.836	Not Significant
	Marital Status	8.598	Significant
	Occupation	14.298	Significant
	Qualification	25.494	Significant

Level of Significance = 5%

## VI. CONCLUSION

It can be observed that majority of chi-square values are significant which leads to the rejection of hypothesis so it can be concluded that demographic factors have significant relationship with purchasing of electronic products.

## REFERENCES

[1] S. Bellman, G. Lohse, and E. Johnson, "Predictors of online buying behavior," *Communications of the ACM*, Vol. 42, No. 12, 32-38, 1999. DOI:10.1145/322796.322805.

[2] R. Burke, "Technology and the customer interface: What Consumers Want in the Physical and Virtual Store," *Journal of the Academy of Marketing Science*, Vol. 30, No. 4, pp. 411-432, 2002. DOI: 10.1177/009207002236914.

[3] R. Ladhari, J. Gonthier, and M. Lajante, "Generation Y and online fashion shopping: Orientations and profiles," *Journal of Retailing and Consumer Services*, Vol. 48, pp. 113-121, 2019. DOI: 10.1016/j.jretconser.2019.02.003.

[4] T. Monsuwe, B. Dellaert, and K. Ruyter, "What drives consumers to shop online? A literature review," *International Journal of Service Industry Management*, Vol. 15, No. 1, pp. 102-121, 2004. DOI: 10.1108/09564230410523358.

[5] K. Shi, J. De Vos, Y. Yang, and F. Witlox, "Does e-shopping replace shopping trips? Empirical evidence from Chengdu, China,"

- Transportation Research Part A, Policy and Practice*, Vol. 122, pp. 21-33, 2019. DOI: 10.1016/j.tra.2019.01.027.
- [6] C. R. Kothari, *Research Methodology – Methods and techniques*, Wishwa Prakashan, New Delhi, pp. 18, 1997.
- [7] [Online]. Available: [https://www.academia.edu/4681106/Impact\\_of\\_Gender\\_Age\\_and\\_Income\\_on\\_Consumers\\_Purchasing\\_Responsiveness\\_to\\_Free\\_Product\\_Samples](https://www.academia.edu/4681106/Impact_of_Gender_Age_and_Income_on_Consumers_Purchasing_Responsiveness_to_Free_Product_Samples).
- [8] [Online]. Available: <https://www.forbes.com/sites/shelleykohan/2021/12/26/the-5-biggest-shopping-trends-for-2022>.
- [9] [Online]. Available: <https://www.geospatialworld.net/blogs/factors-influencing-travel-behavior-and-mode-choice>.
- [10] [Online]. Available: <https://shop.shoppersfood.com>.