AN EMPIRICAL PROOF FOR ASSOCIATION BETWEEN DEMOGRAPHICS AND ONLINE SHOPPING ATTITUDE OF CUSTOMERS IN CHENNAI CITY.

K. Sridevi

Research Scholar (Ph.D. Part-time), Department of Corporate secretary ship, Hindu College, Affiliated to University of Madras, Chennai

Abstract
Online shopping is a new area in the field of E-Business and is most certainly going to be the eventual fate of shopping in the world. The majority of the organizations are running their online entryways to sell their items/benefits online. However, online based shopping is extremely normal external India, its development in Indian Market, which is a huge and key shopper market, is as yet not in line with the worldwide market. The possible development of online shopping has set off directing a review online shopping in India. The current examination paper has utilized Qualitative and Quantitative exploration strategies to concentrate on the effect of demographics variable in online shopping attitude of customers. The primary data was gathered through well-structured questionnaires on a sample of 562 respondents from Chennai using convenient sampling method. The effect of study uncovers that online shopping in India is essentially impacted by different Demographic variables like age, sex, marital status, family size and income of the respondents.

Keywords: Online shopping, Demographic factors, Age, Sex, Family Size, Income, Marital Status.

Introduction.
As far as the attitude of customers is concerned it is strongly believed that moveable customer has the same type of attitude because they vary their demographic. Even though they are in the same age group, gender, educational qualification their demographic variables make them to differ in the attitude. Therefore, the marketers strongly believed that the attitudinal changes of the customers especially towards online can be divided into two groups namely controllable and uncontrollable groups. The controllable groups are systematic and well organized in their attitude towards online shopping. The uncontrollable group having different demographic as well as changing their attitudinal decision making rapidly and frequently.

It is impossible for the marketers to react to a particular demographic of customers based on their attitude whereas it is possible to them to identify the overall factors of customers which are predicting their attitudinal changes as well as the frequency of change in their attitude. The marketers face numerous and complex hindrances when they conduct the research to identify the factors influencing the consumer problem solving process. Therefore, the present research is focusing on identifying the role of demographics in changing the attitude of online shopping customers. In order to identify the factors affecting the online customers the researcher segment them into two groups namely internal factors affecting the customers attitude and its external factors affecting the customer attitude towards online shopping.

They mainly focused on the correlation between decision making, perception of customers, their awareness, motivation and personality traits. They also focus on external factors in which the demographic is playing a very important vital role followed by social situation and cultural factors. Besides the cultural, social, individual and psychological factors. The customers mainly focused on the decision-making process during their online trading. The marketers also having their own responsibility to understand the influence of their advertisement and products and messaging on changing the attitude of individual customers as well as the society in which customers they exist. It is found that from many foreign and national studies that consumers demographic is critically creating influence on consumer decision making process during online shopping. The range of internal and external factors are continuously affecting the customers psychology and their attitude.

As far as the factors influencing the customers attitude is concerned the man demographic variables are, gender, income, education, marital status and living place are found to influence the attitude of online shopping

customers. The customers in different domains and consuming different products in online are mainly focusing on quality, safety and their attitude towards the price. The demographic variables of group of customers bearing social, economic and different status of customers. The social class is a major outcome of demographics which is also playing its goal to influence the online shopping customers. In some degree of extent, the demographic class of customers is found to influence even the purchasing behavior of customers.

As a matter of example in many countries the customers are expected to make themselves systematically organising themselves before they make the online shopping purchase. During the session the demographic background of income, age and occupation are also playing the role in the consumers buying pattern as well as their attitude. The demographic consists of family influence of customers in changing the attitude. The family members sometimes compel the customers to influence their purchase decision. Understanding the family impact on consumer buying behaviour is very important for the marketers to derive the pattern of purchase decision as well as their interest towards the online shopping. The customers have their own choice of selecting the products based on their demographic background and their needs of different products. The family members and teenagers in the family are able to persuade the customers before they take purchase decision process.

Literature Review

Mohammed t.nuseir, Nitin arova,Morad m. aimasri,Mazhargharaibeh (2012) These authors completely evaluate the relationship between consumer attitude toward online shopping and their demographic background. This study is conducted in Taiwan and it is completely based on primary data the researcher obtained 320 responses from different demographic segments of respondents in Taiwan city. The researcher exploited simple percentage analysis, cluster analysis and non-parametric chi square analysis of association. It is found that the consumer demographics is influencing the consumers attitude towards online shopping especially on the factor's attributes, information, credibility and safety. The result also identified that the respondents are showing more inclination towards online shopping and interested to get the awareness through the viral messages and online shopping advertisement. Some of the customers are having irritating attitude and negative attitude towards unnecessary advertisement disturbing their online interaction.

Arpita khare,Anshumankhare,Shvetasingh (2013) In an another study the researcher clearly proved that there is a positive attitude of customers towards online marketing, shopping as well as the products purchased. They strongly believed that products are cheap and it is delivered to their door steps. The marketing of the products through advertisements is also attractive and quality of product is also good. They particularly appreciated the time delivery system of the online marketers.

Destiny, Cheuk man lui (2014) Ininnovative research the researcher clearly proved that the online shopping customers attitude is influenced by the environment as well as their educational qualification. The personal factors like gender, age, income is also found to influence the online shopping attitude. At the same time the customers attitude changes when they have high security in the online shopping. They expect the government role to ensure the security for their online interactions and shopping. It is found that there is a significant influence of educational qualifications on the attitude of online shoppers.

Seyedalirezamosavi,Mahnooshghaedi (2015) In an another research it is found that the attitude of customers completely changes through the male and female customers perception on online shopping. It is found that male consumers are ready to pay more prices for the products rather than female customers. It is further found that there is a significant different between attitude of male customers and female customers in the delivery system and quick ness of online shopping.

Lifang peng,shuyi, liang (2016) This study argued that consumer attitude towards online shopping advertisement also changes with respect to their demographics. The male customers welcome all types of advertisements whereas female customers demand the decent advertisement for their required products. Some

customers in different age groups have different perception towards credibility support of online marketers. They perceived that the information through online, interaction through online and they are able to purchase the products in a relaxed manner. The consumers attitude online shopping varies from age group to age group.

Huaiqinli,jinhwanhong(2017) It can be ascertained from this research that the demographic variables age of customers, their occupation and marital status are found to influence the online shoppers during the purchase of cosmetic products. It is extracted from the research that the consumers are highly conscious towards the quality of the product as well as the price of the products. The customers attitudes towards the brands of the cosmetics various with respect to their age as well as to their occupation. The customers working in the private organisations have their positive attitude towards the purchase of cosmetic products through online.

Faridehbigdeli,azambigdeli,faribabigdeh(2018) In an another research the authors identified that the customer relationship management is also creating positive impact on the online shoppers. Particularly the younger age group consumers have their attitude of expecting more relationship with the marketers. The expect the cheap price more suitable for their age group as far as the association with advertisement, discounts and other promotional offers of the marketers.

Mohamed khalifa,Vanessaliu(2019) In an another research the authors found that there is significant influence of attitude of online customers towards various demographic factors. In particular online customer attitude is influenced by age, gender, education, income and occupation. In particular the online shopping customers are influenced by the quality of the products offered to their doorsteps. They perceived that the online shopping products are cheaper than the offline shopping products.

Gaps in the Literature
After a thorough investigation on national and international literature pertaining to the relationship between demographic variables and the changing attitudes of online customers clearly highlighted two important unaddressed issues:
1. Among the demographic variables what are all the important demographic variables in order influencing the attitudes of online customers.
2. Whether the customer attitude is a unique phenomenon or it is a composition of several factors.

In order to address the above mentioned two important issues the research is to conducted on online customers and their perception is obtained to answered the important research gaps.

Objectives of the Study
1. To study the demographic profile of the online customers in the study area.
2. To measure the influence of demographic variables on the various factors of customer attitude.

Hypothesis

The gaps in the literature and the objectives of the study pertaining to attitude of online customers the researcher framed the following hypothesis:
1. There is no significant association between age and customer attitude
2. There is no significant association between gender and customer attitude
3. There is no significant association between income and customer attitude

Methodology.
The study is completely based on primary data and it is obtained from the online shopping customers.In order to obtain their responses, the researcher used a well-structured questionnaire which consists of three parts namely first part is dealing with demographic variables, second part is dealing with online shopping in details and the third part is directly dealing with factors of online customer attitude. After framing the well-structured

questionnaire, the researcher checks its reliability and validity through Cronbach Alpha method and confirmatory factor analysis. The Cronbach Alpha value is found to be 0.890 which implies that the statement generated in the questionnaire are well understood by the customers of online and it paved a way to give their exact responses.

The confirmatory factor analysis confirmed the different factors of online customer attitude. After verifying the reliability and validity the researcher collected the sample for the main study. The main study data is collected in the Chennai city and the researcher applied Convenience Sampling Method to obtain the responses from 562 customers of online and these customers are randomly chosen from the population. The sample is consisting of different demographics especially male and female as well as the different age group of customers. The selected customers are requested to express their full and complete perception. The researcher directly contacted the online customers and conveniently questioned them regarding whether they are using the online shopping are not. The researcher used both optional type questions as well as the statements in Likert'sfive-point scale. The researcher used cluster analysis, cross tab, chi-square analysis to analyse the primary data from the online consumers in the study area.

Analysis and discussion.
Association between attitude and age of the online customers
This research is based on the association between attitude and age of the online customers. These factors are considered as the basis to classify the online shopping customers into heterogeneous groups.Therefore, it is essential to establish the associations between the clusters of attitudes of online shopping customers and age of the online customers.

Table1- cross tab for Age and customer attitude							
		<21	21-30	31-40	41-50	50+	Total
Attitude	Dynamic online shoppers	40	66	33	30	12	181
		22.1%	36.5%	18.2%	16.6%	6.6%	100.0%
	Convenience seekers	0	76	58	30	6	170
		0.0%	44.7%	34.1%	17.6%	3.5%	100.0%
	Occasional shoppers	22	104	56	29	0	211
		10.4%	49.3%	26.5%	13.7%	0.0%	100.0%
Total		62	246	147	89	18	562
		11.0%	43.8%	26.2%	15.8%	3.2%	100.0%

36.5% dynamic online shopping customers, 44.7% convenience seekers, 49.3% occasional shoppers in the age group 21 to 30 years expressed satisfaction in buying through online shopping. This leads to the computation of chi-square statistics as stated in the table below

Table 2,Chi-Square Testsage and customer attitude			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.556[a]	8	.000
Likelihood Ratio	85.152	8	.000
Linear-by-Linear Association	.508	1	.476
N of Valid Cases	562		

The study found that Pearson chi-square statistics = 65.556, p = .000 are statistically significant at 5% level. It is concluded that there is a deep association between attitude and age of the online shopping consumer. Hence the

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hypothesis 1 is rejected at 5 percent level and concluded that there is a significant association between age and online customer attitude

Association between Attitude and Gender of the Online Customers

Table 3,Crosstab for gender and customer attitude			Gender		Total
			Female	Male	
Attitude	Dynamic online shoppers		81	100	181
			44.8%	55.2%	100.0%
	Convenience seekers		96	74	170
			56.5%	43.5%	100.0%
	Occasional shoppers		106	105	211
			50.2%	49.8%	100.0%
Total			283	279	562
			50.4%	49.6%	100.0%

55.2% dynamic online shopping male customers, 56.5% convenience female seekers, 50.2% occasional female shoppers expressed satisfactory attitude towards their online shopping. This leads to the computation of chi-square statistics as stated in the table below.

Table 4.Chi-Square Tests for gender and customer attitude

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.818[a]	2	.000
Likelihood Ratio	4.829	2	.089
Linear-by-Linear Association	1.001	1	.317
N of Valid Cases	562		

The study found that Pearson chi-square statistics = 11.818, p = .000 are statistically significant at 5% level. It is concluded that there is a deep association between attitude and gender of the online shopping consumer. Hence the hypothesis 2 is rejected at 5 percent level and concluded that there is a significant association between gender and online customer attitude.

Association between attitude and monthly income of the online customers

Table 5,Crosstab for income and customer attitude			Monthly income				
			<30000	30000-50000	50000-100000	<100000	Total
Attitude	Dynamic online shoppers	Count	47	50	39	45	181
		% within Attitude	26.0%	27.6%	21.5%	24.9%	100.0%
	convenience seekers	Count	18	72	39	41	170
		% within Attitude	10.6%	42.4%	22.9%	24.1%	100.0%
	occasional shoppers	Count	42	70	55	44	211
		% within Attitude	19.9%	33.2%	26.1%	20.9%	100.0%
Total		Count	107	192	133	130	562
		% within Attitude	19.0%	34.2%	23.7%	23.1%	100.0%

27.6% dynamic online shopping customers, 42.4% convenience seekers, 33.2% occasional shoppers earning a monthly income of Rs.30000 to Rs.50000 expressed satisfaction in buying through online shopping. This leads to the computation of chi-square statistics as stated in the table below.

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Table 6,Chi-Square Tests for income and customer attitude

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.360[a]	6	.005
Likelihood Ratio	19.048	6	.004
Linear-by-Linear Association	.033	1	.857
N of Valid Cases	562		

The study found that Pearson chi-square statistics = 18.360, p = .005 are statistically significant at 5% level. It is concluded that there is a deep association between attitude and monthly income of the online shopping consumer. Hence the hypothesis 3 is rejected at 5 percent level and concluded that there is a significant association between income and online customer attitude.

Findings and Conclusion.
It is concluded from this rigorous analysis of the study that customer attitude is not unique phenomenon but it depends upon the customers perception towards costs, web site quality, internet network coverage, availability of product, service quality of the service provider. These factors are directly influencing the changing attitudes of online shopping consumers. There is a deep relationship between demographic background of customers and their customer attitude. It is obtained from the study that there is a very good contribution which is uniquely determined from demographic variables which are able to change the attitude of online shopping customers. The results also indicated the existence of relationship between all the demographic variables gender, age, educational qualification, income, occupation and marital status. The consumers have their uniqueness in changing the positive attitudes as well as the negative attitudes based on the requirement of the products.

The findings of the study which is being supported by the study of the previous authors and positive relationship between age of the customers and their changing attitude. The aged customers are showing very good change in the attitude on online shopping. It is also noted that the consumers are increasingly aware of all the online products, attributes and the working system. They are aware of brands and they perceived that the marketers are communicative to their customers through the brands and their self-identity. It is also concluded from the study that the customers are able to recognize their brands based on their cost. The cheap cost is completely changing the attitude of customers. It is also concluded that brands of the products available in the online shopping is of good quality comparing with the quality of products in the offline.

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