



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2018; 4(11): 255-258
www.allresearchjournal.com
Received: 27-09-2018
Accepted: 29-10-2018

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Impact of demographic factors on the customers' level of satisfaction toward online shopping in Chhattisgarh

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Abstract

Nowadays people are intended to do online shopping. Online shopping has become an alternative for consumers since it is more comfortable than other conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc. This research study has used a survey method of distributing structured questionnaires to 200 respondents. Questionnaires were distributed among online shopping users of different demographic level to check their level of satisfaction the data that has been collected and analyzed by using Statistical Package for Social Science (SPSS) version 16.

Keywords: Demographic factors, Gender, age, education, income, marital status, family size etc, online shopping satisfaction

Introduction

Today, internet has become a necessity for everyone. In which consumers demographics play a specific role. With the proliferation of Internet, the E-commerce and e-business concepts have expanded. Therefore, a boost in the expansion of the internet services in the country will not only help countries to become a dominant player of the emerging globalization of economy, but will also enable the citizens of the country to avail the benefits associated with the web technologies.

Demographics and Consumer Buying Behaviour

Consumer demographics an objective of the study and measurable characteristics which are used in consumer description. It includes gender, age, education, language, occupation, income, geographic location, family structure) appear to affect purchase decisions and brand preferences.

Gender

According to Kollat and Willett (1967); Woman enjoy the on line shopping more than men and usually, they make more purchases than men. On the basis of these findings, it may be explained that online purchasing percentage of women is higher than male Kollat and Willett (1967).

Age

According to the studies), new age consumers have prior online shopping experiences and they feel better to evaluate the purchase alternatives. Wood (1998) also found the similar result that online buying is at a higher level than between the of age 18 to 39 and at a lower level thereafter).

Education

According to Bellenger, Robertson and Greenberg, on the basis of their findings suggested that the level of education of consumers' influences online shopping.

Literature Review

Customer refers to the person who does the purchase activities of the product and satisfaction can refer his / her feelings of pleasure or disappointment that results from comparing a

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product’s perceived performance or outcome with their expectations. Satisfaction level refers to the degree a customer is happy about the, product, price and place utility products and services.

Product quality

The quality of product refers to the group of features and characteristics of a saleable good which determine its desirability happiness of consumers and which can be controlled by a manufacturer to meet certain basic requirements. According to John, Mowen & Michael, (1997) Product quality is customers’ overall analysis of the excellence in the performance of the tangible good or service.

Research Methodology

In this research study, the researcher has used descriptive analysis. All data have been processed by using Statistical Package for Social Science (SPSS) version 16. One set of structured questions has designed and distributed to customers who have online shopping experience as respondents. The questionnaires distributed to 200 respondents to the targeted respondent to get data more accurately. The questionnaires are totally based on this research topic.

In this study, questionnaire is divided into two sections, Section A & Section B. Section A indicating demographic information: respondent’s gender, age, education etc, while section B has been designed based on a five-point Likert-type scale. The scales represents, 1: “strongly disagree”, 2: “disagree”, 3: “neutral”, 4: “agree”, 5: “strongly agree”.

Hypothesis

H₀₁: There is no significant difference across demographic factors with respect to level of satisfaction of online shopping. The hypothesis H₀₁ has sub hypothesis H_{01a}, H_{01b}, H_{01c}, H_{01d} and H_{01e}

Objective of study

To study the impact of demographic factors on level of satisfaction of online shopping.

Data Analysis:

Table 1: In this study participation of male respondents is 47 percent while female is 53 percent.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	47.0	47.0	47.0
	Female	106	53.0	53.0	100.0
	Total	200	100.0	100.0	

Source: Primary data, (N=200)

Table 2: 40 percent of the consumers (majority) belong to the age group of 18 to 25 years, 32.05percent consumers belong to the age group of 26 to 35 years, 18.5 percent consumers belong to the age group of 36 to 45 years, while 9.0 percent consumers are between 46 to 60 years.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -25	80	40.0	40.0	40.0
	26-35	65	32.5	32.5	72.5
	36-45	37	18.5	18.5	91.0
	46-60	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Source: Primary data, (N=200)

Table 3: Out of the total 200 respondents selected for the study, 38 percent consumers earn up to rupees 5, 00,000 per year, 26 percent earn rupees 5, 00,001 to Rupees 8,00,000 per year while 22.0 percent earn Rs.8,00,001 -12,00,000 per year while remaining 8 percent earn above 12,00,000 per year

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	55	27.5	27.5	27.5
	Un Married	145	72.5	72.5	100.0
	Total	200	100.0	100.0	

Source: Primary data

Table 4: Out of the total 200 respondents selected for the study, 38 percent consumers earn up to rupees 5, 00,000 per year, 26 percent earn rupees 5, 00,001 to Rupees 8,00,000 per year while 22.0 percent earn Rs.8,00,001 -12,00,000 per year while remaining 8 percent earn above 12,00,000 per year

Religion					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hindu	88	44.0	44.0	44.0
	Muslim	44	22.0	22.0	66.0
	Sikh	40	20.0	20.0	86.0
	Cristian	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Source: Primary data

Table 5: Out of the total 200 respondents selected for the study, 38 percent consumers earn up to rupees 5, 00,000 per year, 26 percent earn rupees 5, 00,001 to Rupees 8,00,000 per year while 22.0 percent earn Rs.8,00,001 -12,00,000 per year while remaining 8 percent earn above 12,00,000 per year

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below Rs. 200000	12	6.0	6.0	6.0
	200001 to 500000	76	38.0	38.0	44.0
	500001 to 800000	52	26.0	26.0	70.0
	800001 to 1200000	44	22.0	22.0	92.0
	above 1200000	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Source: Primary data

Table 6: Out of the 200 respondents selected for the study, 37.5 percent consumers have 3 to 5 family members, while 32 percent having 6 to 8.

Householdsize1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto-2	20	10.0	10.0	10.0
	3-5	75	37.5	37.5	47.5
	6-8	64	32.0	32.0	79.5
	9-11	32	16.0	16.0	95.5
	More than 11	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Source: Primary data

Table 7: Majority of the consumers (63.5 percent) have completed their graduation, 22.5 are are post graduates, and 16 percent consumers are Ph.D holders, while 08 percent consumers have got completed 12th.

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completed 12th	8	4.0	4.0	4.0
	completed graduation	127	63.5	63.5	67.5
	post graduate	45	22.5	22.5	90.0
	PhD	16	8.0	8.0	98.0
	others	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Source: Primary data, (N=200)

H01a: There is no significant difference across gender with respect to with respect to level of satisfaction of online shopping

Table 8: The table 8 indicates the T scores with the p value being 0.000 at 199 df.

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	43.245	199	.000	1.530	1.46	1.60
AVGSF	110.753	199	.000	4.22700	4.1517	4.3023

The table 8 indicates the T scores with the p value being 0.000 at 199 df. As can be seen from the results t (199) = 0.000, $p < 0.05$. We therefore reject H_{01a} on the basis of the above. It may be concluded that gender has significant bearing on with respect to with respect to level of satisfaction

of online shopping.

H01b: There is no significant difference across age with respect to with respect to level of satisfaction of online shopping

Table 9: Table 9, shows among the different age categories as categorical variable has significance value (p) 0.169, which is greater than 0.05 at 199 df. Hence we are failed to reject the null hypothesis H_{01b} as stated above. Therefore converse may be inferred that no different age group of respondents shows the similar influence on with respect to level of satisfaction of online shopping.

ANOVA					
AVGSF	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.469	3	.490	1.698	.169
Within Groups	56.506	196	.288		
Total	57.974	199			

Analysis

Table 9, shows among the different age categories as categorical variable has significance value (p) 0.169, which is greater than 0.05 at 199 df. Hence we are failed to reject the null hypothesis H_{01b} as stated above. Therefore converse may be inferred that no different age group of respondents shows the similar influence on with respect to level of satisfaction of online shopping.

H01c: There is no significant difference across marital status with respect to with respect to level of satisfaction of online shopping

Table no.10 shows the data between the married and unmarried consumers as categorical variable indicates significance value (p) 0.108, which is more than 0.05 and F value, is very low. Hence we are failed to reject the null hypothesis H_{01c} as stated above. Therefore converse may be inferred that married and unmarried respondents show the similar influence with respect to level of satisfaction of online shopping.

H01d: There is no significant difference across income level with respect to with respect to level of satisfaction of online shopping.

Table 10: Shows the data between the married and unmarried consumers as categorical variable indicates significance value (p) 0.108, which is more than 0.05 and F value, is very low.

ANOVA					
AVGSF	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.754	1	.754	2.611	.108
Within Groups	57.220	198	.289		
Total	57.974	199			

Table 11: Indicates the ANOVA values with the p value being 0.048 at 199 df.

ANOVA					
AVGSF	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.769	4	.692	2.445	.048
Within Groups	55.206	195	.283		
Total	57.974	199			

Table 11 indicates the ANOVA values with the p value being 0.048 at 199 df. We accept H_{01d} , as indicated in the results income does not have a significant difference with respect to level of satisfaction of online shopping at $p < 0.05$. Ahmad (2011) who studied different demographic variables, in his study found that people below income of 2 lakh have lower level of satisfaction from online shopping.

H_{01e}: There is no significant difference across family size with respect to with respect to level of satisfaction of online shopping

Table 12: Among the different household size as a categorical variable has significance value (p) 0.002, which is greater than 0.002.

ANOVA					
AVGSF					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.826	4	1.207	4.427	.002
Within Groups	53.148	195	.273		
Total	57.974	199			

Table no 12, among the different household size as a categorical variable has significance value (p) 0.002, which is greater than 0.002. Hence we are failed to accept the null hypothesis H_{01e} as stated above. Therefore converse may be inferred that the different household sizes of respondents donot show the similar influence satisfaction of online shopping.

Conclusion

Findings are based on primary data. In which data has been collected from direct questionnaire method through primary survey. Above study show that except gender and family size all the variables shows similar level of satisfaction toward online shopping.

Further Research Scope

The present study has been emphasized on the on limited demographic factors affecting the customers' satisfaction towards e-commerce in Chhattisgarh and it can be conducted in other state also.

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