



## **A Comparative Study of Consumer Demographic Profile with Reference to Online Shopping Behaviour**

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### **ABSTRACT**

Demographic segmentation is the market segmentation based on the attributes such as age, gender, income etc. Let it be an existing product or service or a new product launch demographic segmentation plays an important part as companies need to stay in sync and up to date with the changing market conditions. Though large chunk of the population is still not active in terms of online shopping services it would be a tough ask for the online industry to gain the confidence of the customers. This research paper is and attempts to analyse how population based on demographic segmentation behave towards changes in product or services offered and the behaviour of the customers towards these products and services offered to them. Primary data was collected form 100 respondents from Nagpur city and nearby areas of Nagpur city. It was found that customer satisfaction in online shopping among the youth of Nagpur city was based on previous experience. Not only the level of customer satisfaction, but also information like demographic framework, online presence & buying behaviour of the customers was analyzed. Increased Internet penetration, a hassle free shopping environment and high levels of Net savviness see more and more Indians shopping online.

Keywords: Demographics, segmentation, customer satisfaction, internet penetration.

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### **INTRODUCTION**

With the emergence of globalization and digitization, people, places, and products have started coming close, approachable as well as affordable. Life was very fast, as everything from toilet roll to airplane ticket was just one click away. All the business plans, meetings, trips came to halt with the introduction of COVID-19 to the globe. The situation of the COVID-19 outbreak, made people think, dynamically and timely diagnosis of how families have adjusted their spending and online shopping, and what are the characteristics of the households who have responded the fastest and strongest. News media reported that customers collapsed supermarket drops to stock-pile for durable goods. Online marketing and shopping trends among customers are also squeezed by this unsure epidemic. If the situation continues for a longer period, it will not be possible for the big giants such as Myntra, Flipkart, Amazon etc. to retain their workforces as they have huge turnover which have come to a complete halt. As per the current status, Coronavirus disease (COVID-19) has infected more than 2.8 million people globally. Since as per the medical science it spreads primarily through contacting the infected person (even through cough or sneeze) or by touching the surface that has a virus on it, so the best way chosen out by the government is to stay at home and stay safe. Initially, this has jumped the number of users of online shopping, globally, but because of delay in order deliveries, this has come to halt after a week. Specifically, in context to India, stay at home has augmented the number of First Time Users (FTUs), earlier who were inhibited to shop online. The present research also relates to the literature done on how crises influence the economy of the world, and policymaker's reactions to those crises. In the outcome of the 2008 Great Recession time, a large literature studied the impact of credit supply shocks and securitization led to the financial crisis. This paper is an attempt to join a quickly growing body of work swatting the impact of the COVID-19 epidemic on the economy of the Indian online market.

Online shopping is shopping while online or while on the interest. A lot of shoppers are using the internet now a day as Internet provides a lot of advantages to shopper. It is save times and enables them to avoid crowd. Certain products are substantially cheaper and allow customers to purchase product from anywhere anytime in the world. By shopping online customers are able to compare prices easily many large retailers display affiliates link and will refers their customers to similar product. Which again adds to the variety of products available there? The process of buying products through an online store has become rather refined Business provides customer care by answering their queries sending e-mail after purchase and follow up after the post purchase. Consumer can also visit websites if they have any clarification with the product usage or performance. Impact of Technology in online shopping has brought a revolution in shopping industry on the whole. Online Shopping is booking delivery of a new and traditional sale products and service to the customer through electronic channels. It facilitates receiving prompt information on financial products and services. For the customers the important benefits are anywhere purchasing through internet and mobile. It has also facilitated the use of secured Debit card and Credit card and online bank transaction and cash on delivery. The major focus of the study was the majority of internet users are youngsters. The majority of goods and services

demand are related to only this segment. The e-stores are frequently visited by the shopper 24×7 has made very easy shopping for consumer. Customer satisfaction is a primary goal of process improvement programs. So how satisfied are our customer? One of the best ways to find out is to ask them using customer satisfaction surveys. These surveys can provide management with the information they need to determine their customer 's level of satisfaction with their products and with the services associated with those products. Employees and the management of the store can use the survey information to identify opportunities for improving the existing product varieties and to introduce new products. This project includes details on designing your own customer satisfaction questionnaire, tracking survey results and turn survey data into useful information. As a customer tastes and preferences are changing, the market scenario is also changing from time to time. Today's market scenario is very different from that of the market scenario before 1990. There have been many factors responsible for the changing market scenario. It is the changing tastes and preference of customer which has brought in a change in the market. Income level of the people has changed lifestyle and social class of people have completely changed now than that of olden days. There has been shift in the market demand in today's world. Technology is one of the major factors which is responsible for this paradigm shift in the market. New generation people are no more dependent on hot market and far off departmental store. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shopper's stop, mall, branded retail outlets and specialty store. In today's world shopping is not any more tiresome work rather it's a pleasant outing phenomenon now.

Factors affecting customer satisfaction:

- Quality
- Delivery time
- Low price
- Choice availability
- After sales service
- Discounts/offers
- Payment options
- Expectation fulfilment

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## REVIEW OF LITERATURE

Dr. V. Santhi et al. (2018) did an exploratory study to understand the consumer behavior towards online retailing in Coimbatore city. The researcher found that the quality, price and website design are the main motivational factors to buy online and demographic variables – age, annual income, occupation, gender have no relation with consumer attitude factors.

M.Vidya et al. (2019) did a research to find the consumer behavior towards online shopping using product dimensions. The research suggested that company should give frequent advertisements during discounts and special offers period. Company should device a delivery service for customers which live in remote areas.

Charles Dennic et al. (2007) did a research to understand E-consumer behavior. An integrated model of E-consumer behavior is presented using disparate yet interconnected researches. The research gave 11 postulates and an advanced model. These 11 postulates help to understand the whole relationship model.

Mohammad Anisur Rahman et al. (2018) did a research in Dhaka city to understand behavior towards E-shopping. According to the findings, convenience, time savings and wide variety of products are ranked 1st, 2nd and 3rd respectively influencing the customer satisfaction towards online shopping. Less quality and color, absence of touch and feel and return problems are the main problems associated with online shopping. They are ranked 1st, 2nd and 3rd respectively.

Marion Garaus (2016) did a research to understand the causes of confusion in e-retailing and the various consequences of it. The result suggested that 60% of the customers faces confusion while shopping for clothes at online stores. Followed by confusion while shopping general merchandise (25%). The main cause for customer confusion is website functionalities. Second is due to information content. And, third is due to design and navigation. The result shows that consumer confusion leads to negative word of mouth, less time and expenditure on online shopping, and cart abandonment. There is various limitation to this research. The research respondents were selected only from a particular city; thus, the results and findings could not be generalized. Sample size taken is small. A big sample size should have been taken to get more accurate and reliable findings. This research is the first study to understand the confusion faced by customers. It has a high implication for the retailers. The findings facilitate e-retailers to understand the main reason for customer confusion and to make suitable strategy.

Ziqi Liao et al. (2005) did an empirical research in Hong Kong to understand the consumer perception of e-retailing. Total 501 questionnaires were randomly distributed to people. Out of 501, 195 people responded i.e. a response rate of 39%. Out of 195, 102 were females and 93 were males. Likert scale was used to measure the intentions, attitude and perception of customer towards online retailing. Findings suggested various factors which give positive and negative impact on customer attitude. There is various limitation to this research. The research respondents were selected only from the city of Hong Kong; thus, the results and findings could not be generalized. Sample size taken is small. A big sample size should have been taken to get more

accurate and reliable findings. The research has great practical applications. E-retailers can understand what factors affect the customer 's attitude towards e buying. It also tells the importance of influence from social group and the way it shapes behavioral intentions. Further research can be done by taking customers of different geographies.

Chanaka Jayawardhena (2004) did a research to find the personal values impact on customer 's e-shopping attitude. The research aims to measure the relation between customer attitude and e-shopping behavior. Three dimensions are taken in personal values i.e. self-direction, self-achievement and enjoyment. A total of 664 questionnaires were distributed to a random set of people. Out of it, only 625 were usable. Likert scale is used to measure customers 'response. The findings suggested that personal values are positively associated to the favorable attitude towards e-buying. And, a positive attitude leads to favorable shopping.

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## Research Methodology

The study is completely based on the primary data that collected from 100 respondents from different parts of Nagpur district. To collect the primary data from the respondents from Nagpur district a well-structured questionnaire was designed which was intended to study the customer behaviour online shopping behaviour. Responses were collected from the samples.

Sampling unit: online customers were chosen as sample unit.

Sample size: 100 was the sample size for this research work. Convenience sampling method was used to collect data. The respondents were asked predefined questions as listed in the questionnaire. Any question which needed clarification was explained to the respondents.

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## Objective of the study

- To understand the recent trends in the consumer behavior in Online Shopping towards COVID-19 Period.
- To study the awareness of e-marketing among consumers on Online Shopping.
- To study the buying behavior of customer towards online shopping
- To identify the factors influencing online buying behaviour of consumers.
- To study the impact of various medias on online shopping.
- To study the factors influencing the consumer to switch from offline to online buying and vice-versa.

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## Limitations of the study

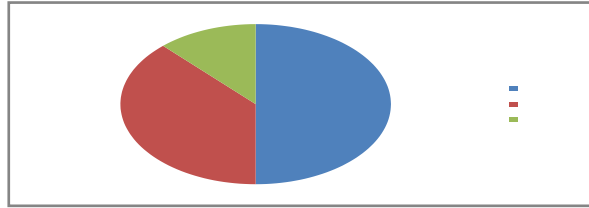
- The study is limited to Nagpur.
- The study is limited to Consumer satisfaction of Social Media Strategies for Online Shopping.
- The study is limited to data obtained from 100 customers.
- The sample size taken is very small as compared to the Populations size using the product.
- The study will be conducted in Nagpur city for the period 2020-21.

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## DATA ANALYSIS & INTERPRETATION

### 1) Do you feel that online shopping is better than shopping at physical store?

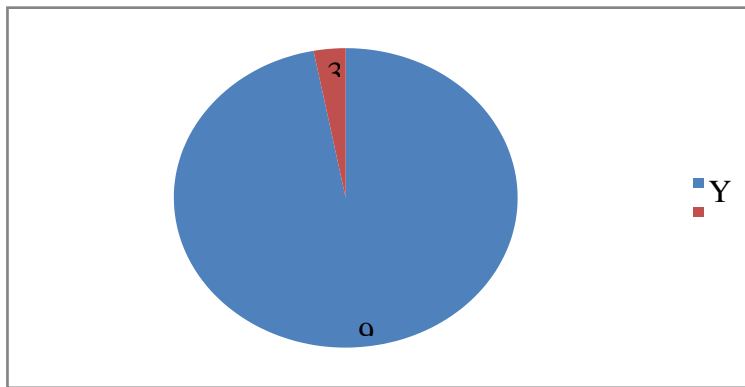
| Opinion      | Percentage  |
|--------------|-------------|
| Yes          | 50%         |
| No           | 38%         |
| Can't Say    | 12%         |
| <b>Total</b> | <b>100%</b> |



After analyzing the above graph shows that the people are in favor of that online shopping is better than physical store, the percentage of people who says online shopping is better is 50% and the people who say it not good is 40%. Still the percentage of people who says yes is more than other who says no.

2) **Are you aware of the Concept of Online Shopping on Social Media?**

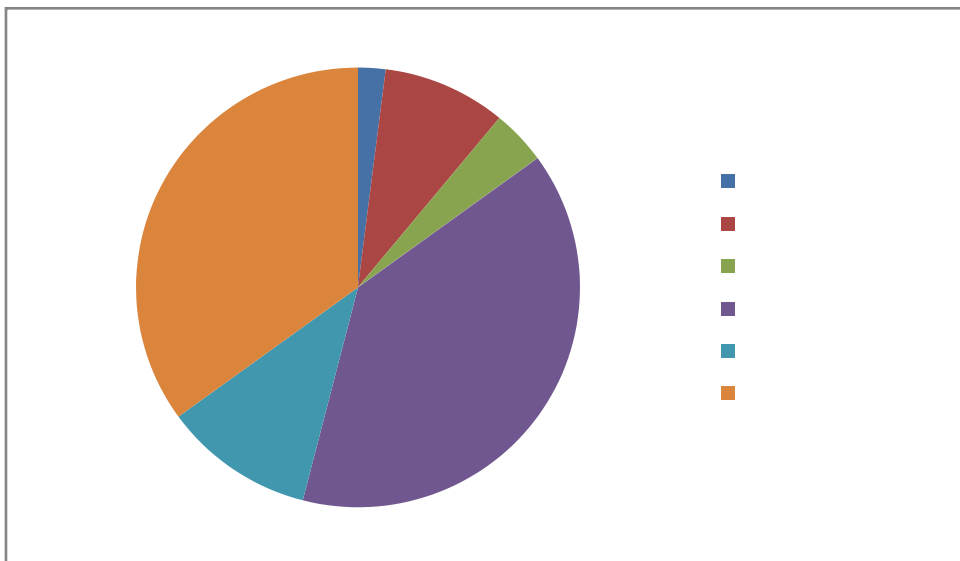
| Opinion      | Percentage  |
|--------------|-------------|
| YES          | 97%         |
| NO           | 3%          |
| <b>Total</b> | <b>100%</b> |



The Figure 1 above clearly depicts that from amongst a sample of 100 respondents, 97% were aware of the concept of online shopping on Social Media. This simply explains the level of awareness regarding Online shopping on Social Media Strategies among the youth of Nagpur city. The youth is very much aware of the concept and hence goes for online shopping owing to a number of inherent advantages.

3) **How often do you shop online on Social Media?**

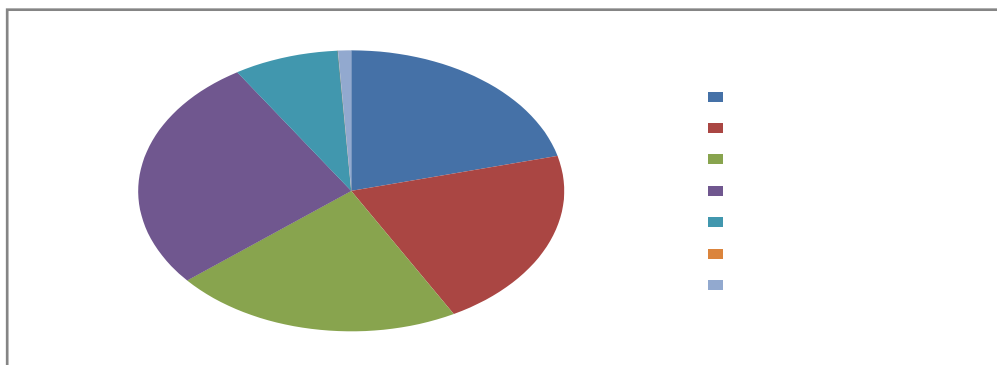
| Opinion            | Percentage  |
|--------------------|-------------|
| Twice a Week       | 2%          |
| Once a Week        | 9%          |
| Fortnightly        | 4%          |
| Monthly            | 39%         |
| Bi-Monthly         | 11%         |
| Once in Six Months | 35%         |
| <b>Total</b>       | <b>100%</b> |



From the above Figure clearly depicts that from amongst a sample of 100, highest number of respondents 39% purchased online at least once in a month. This high frequency level of online purchases makes it clear that the youth of Nagpur city are very much interested in online purchasing and hence undertake online shopping at least once a month. The availability of vast choice and convenience make online shopping a preferred trend amongst youth.

4) Why you prefer Online Shopping on Social Media?

| Opinion              | Percentage |
|----------------------|------------|
| Convenient           | 21%        |
| Low Price            | 21%        |
| Time Saving          | 22%        |
| Wide range of choice | 27%        |
| Consumer Reviews     | 8%         |
| Guarantee Warrantee  | 0%         |
| After Sales Service  | 1%         |
| Total                | 100%       |

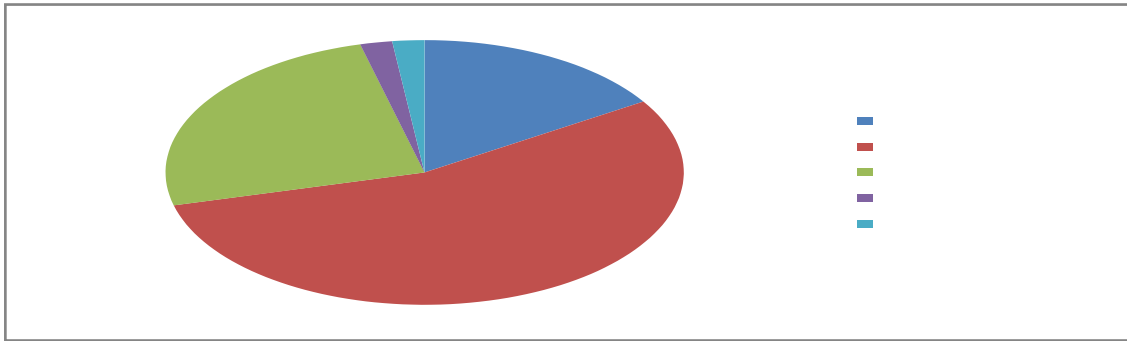


The Figure 3 above clearly depicts that from amongst a sample of 100; there is a neck to neck rating for the factors which motivate the buyers to purchase online. 27% respondents said they prefer online shopping because of the wide range of choice available. Whereas, 22% said online shopping is time saving followed by a rating 21% each for convenience & low price. Hence, they prefer online shopping on Social Media Strategies. Online shopping is time saving, convenient & available at low price. Hence, online shopping is preferred by Social Media Strategies.

5) The quality of products purchased online is highly satisfactory of Social Media Platform sites?

| Opinion | Percentage |
|---------|------------|
|         |            |

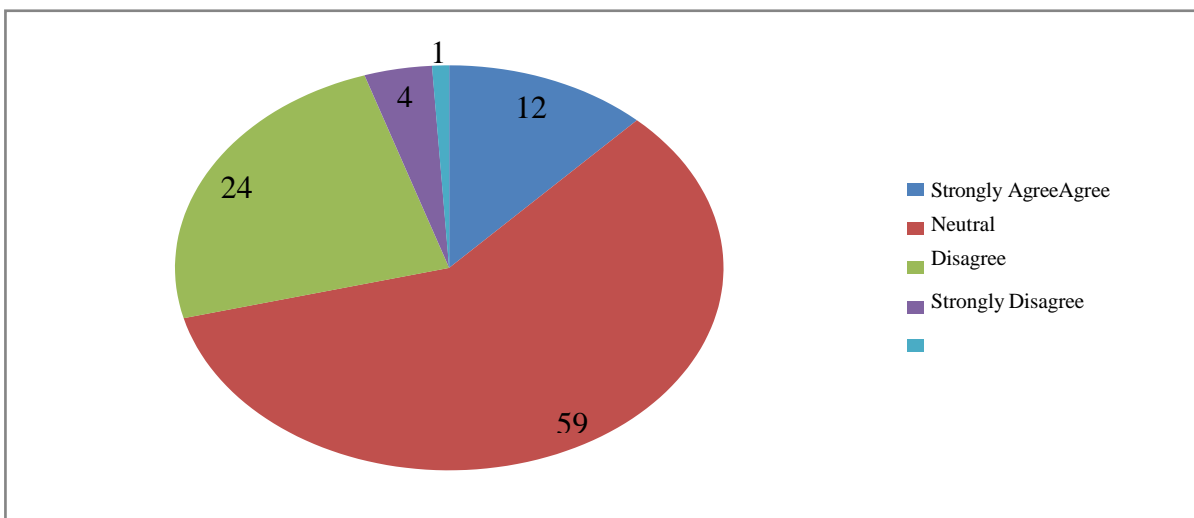
|                   |             |
|-------------------|-------------|
| Strongly Agree    | 16%         |
| Agree             | 55%         |
| Neutral           | 25%         |
| Disagree          | 2%          |
| Strongly Disagree | 2%          |
| <b>Total</b>      | <b>100%</b> |



The Figure above clearly depicts that from amongst a sample of 100; maximum number of respondents 55%, Agree with the fact that they are highly satisfied with the Quality of products that they buy Online.

6) The speed of Delivery of products is fast?

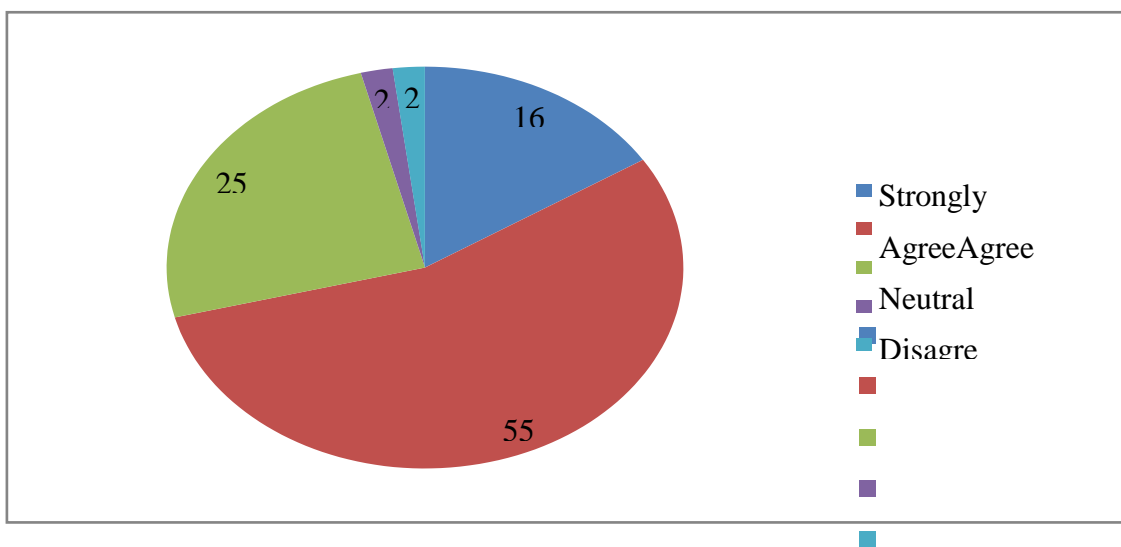
| Opinion           | Percentage  |
|-------------------|-------------|
| Strongly Agree    | 12%         |
| Agree             | 59%         |
| Neutral           | 24%         |
| Disagree          | 4%          |
| Strongly Disagree | 1%          |
| <b>Total</b>      | <b>100%</b> |



The inference drawn from Figure states that with respect to the speed of delivery of the products, 59% respondents Agree to the fact that the Speed of delivery of the products is fast. 24% respondents are neutral to the speed of delivery of products purchased online whereas, 12% Strongly Agree to the fact that speed of delivery is fast.

7) **The products available online are priced low in comparison to traditional market?**

| Opinion           | Percentage  |
|-------------------|-------------|
| Strongly Agree    | 16%         |
| Agree             | 55%         |
| Neutral           | 25%         |
| Disagree          | 2%          |
| Strongly Disagree | 2%          |
| <b>Total</b>      | <b>100%</b> |



The inference drawn herein from Figure 9 states that taking into consideration the cost of products purchased online, the cost is much lower as compared to the traditional market. 55% respondents Agree to the fact that the cost of products purchased online is lesser than those purchased from retail outlet. 28% respondents are neutral to the cost of products purchased online, whereas, 15% Strongly Agree to the fact that cost of products purchased online in low.

8) **You will recommend & motivate your other friends to purchase online with the help of Social Media?**

| Opinion           | Percentage  |
|-------------------|-------------|
| Strongly Agree    | 21%         |
| Agree             | 57%         |
| Neutral           | 17%         |
| Disagree          | 4%          |
| Strongly Disagree | 1%          |
| <b>Total</b>      | <b>100%</b> |

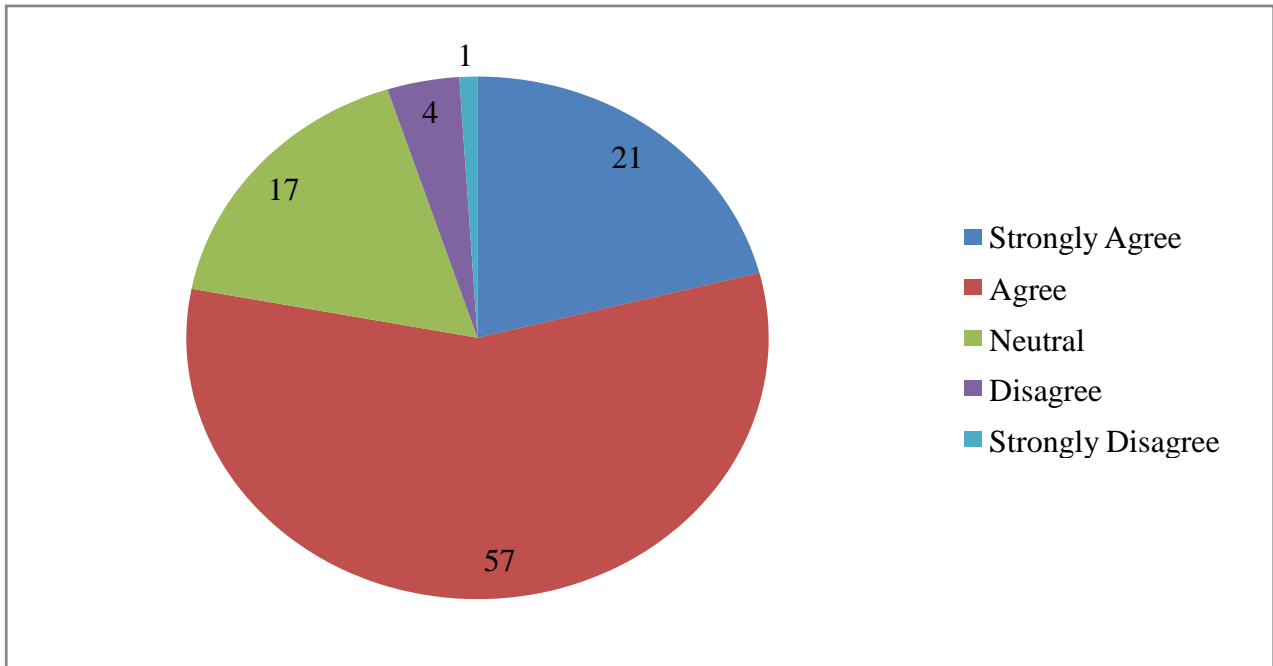


Figure infers to the fact that the respondent would recommend his other friends to purchase online. 65% respondents Agree to the fact that they would recommend the online purchase to their friends. Word of mouth communication is the best way a product can be promoted. One satisfied customer promotes the product to 10 other people in his peer group. 21% respondents Strongly Agree with the same fact of recommending online purchase to his/her friends whereas, 17% respondents are Neutral towards recommending online shopping to their friends.

## Conclusion

- The endeavor of this study was to determine the level of customer satisfaction in online shopping among the youth of Nagpur city. Various factors, based on previous researches, were taken into consideration and each one was analyzed with respect to the data collected from a random sample of 100 respondents.
- Not only the level of customer satisfaction, but also information like demographic framework, online presence & buying behaviour of the customers was analyzed.
- Increased Internet penetration, a hassle free shopping environment and high levels of Net savviness see more and more Indians shopping online.
- The companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing Internet kiosk, computers and other aids in stores.
- The goal is not to convert all shoppers to online purchasing, but to show them it's an option. In addition to above, efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase.
- Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as advertising and marketing tools and a source of feedback for enterprises.
- It is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance.
- Online retailing raises more issues than the benefits it currently offers. The quality of products offered online and procedures for service delivery are yet to be standardized.

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