



Evaluating The Influence Of Demographic Factors On Online Buying Of Consumer Durables In Bengaluru

¹ Mrs. Leelavathy.H.C, ² Dr Sudha.B.S,

¹ Assistant Professor, ² Assistant Professor

¹ Department of MBA

¹ Bangalore Institute of Management Studies, Bengaluru, India

Abstract:

The rapid growth of e-commerce has transformed the retail landscape in India, particularly in urban centers like Bengaluru. A multitude of demographic variables exert influence on an individual's inclination to engage in online purchasing activities. Age, for instance, often correlates with digital literacy and adoption rates, with younger demographics typically exhibiting greater comfort and familiarity with online platforms. Income levels also play a pivotal role, as higher disposable incomes may translate to increased purchasing power and a greater willingness to spend on online goods and services. This research paper aims to evaluate the influence of various demographic factors on online buying behaviors among consumers in Bengaluru. By analyzing age, gender, income, education, and occupation, this study seeks to provide insights into how these factors shape online shopping preferences and habits. An online survey of 513 respondents from different parts of Bangalore gave an insight into the influence of demographic factors influencing online buying. The findings will be beneficial for e-commerce businesses, marketers, and policymakers aiming to understand consumer behavior in the digital marketplace to develop marketing strategies targeted towards specific group of consumers.

Key words: Online, Online buying, Demographic factors, online buying behaviour

1. INTRODUCTION

The advent of the internet and mobile technology has revolutionized the way consumers shop. Bengaluru, known as the "Silicon Valley of India," has witnessed a significant increase in online shopping due to its tech-savvy population. Understanding the demographic factors that influence online buying can help businesses tailor their marketing strategies and improve customer engagement. This paper explores the relationship between demographic factors and online purchasing behaviour in Bengaluru. By analysing variables such as age, gender, income level, and education, this study aims to identify key trends that can inform effective

marketing tactics for businesses operating in the digital space. As the online market continues to expand, recognizing these demographic influences becomes crucial for companies seeking to optimize their reach and enhance customer satisfaction in a competitive landscape. Identifying these trends will not only aid in crafting targeted marketing campaigns but also enable businesses to anticipate consumer needs and preferences, ultimately driving sales growth and fostering brand loyalty. Understanding how different demographic segments interact with online platforms allows businesses to tailor their offerings, ensuring that they resonate with specific audiences while maximizing engagement and conversion rates. This approach not only improves the effectiveness of marketing strategies but also builds a deeper connection between brands and consumers, paving the way for long-term relationships based on trust and relevance. Leveraging data analytics and consumer insights will further empower companies to refine their strategies, enabling them to stay ahead of market shifts and adapt quickly to changing consumer behaviours.

2. LITERATURE REVIEW

Previous studies have indicated that demographic factors significantly impact consumer behavior in online shopping. Research by Sharma et al. (2020) highlighted that age and income levels affect online purchasing frequency, while Gupta and Singh (2019) found that education plays a crucial role in the adoption of e-commerce. By examining these demographic influences, the study aims to uncover deeper insights into how various consumer segments interact with online shopping platforms and identify potential areas for targeted marketing strategies. Understanding these interactions will allow companies to tailor their offerings and improve customer engagement, ultimately enhancing overall sales performance in the competitive online marketplace. The burgeoning realm of e-commerce has indelibly transformed consumer behavior, with online shopping emerging as a prevalent mode of transaction, particularly in urban centers like Bengaluru (Khanam, 2018). Understanding the intricate interplay between demographic factors and online buying behavior is crucial for businesses to effectively target their marketing strategies and enhance customer experiences (Ahuja et al., 2003). Bengaluru, as a metropolitan hub with a diverse population, presents a compelling case study for examining these dynamics. Gender differences significantly impact online shopping behavior. For instance, females tend to have a lower propensity for online transactions compared to males, particularly in the context of bank card and cash-on-delivery (COD) purchases (Safitri et al., 2024). Age is a critical factor in online shopping, with younger consumers, particularly millennials, showing a higher affinity for online purchases due to their tech-savviness (Nagar, 2024). Income also directly influences online impulse buying behavior, particularly in the apparel sector (Trivedi et al., 2023). Educational level is a significant predictor of online shopping behavior, influencing the preference for using desktops or laptops for purchases (Wu, 2024). Occupation impacts online shopping, with those in higher-status jobs more inclined to use COD transactions (Safitri et al., 2024). It also inversely affects impulse buying behavior in the apparel sector (Trivedi et al., 2023). Demographic factors play a significant role in shaping online buying behavior, influencing how consumers interact with e-commerce platforms and make purchasing decisions.

3. RESEARCH METHODOLOGY

A qualitative and quantitative research design was employed to gather data on demographic factors and online buying behaviour. The survey targeted a diverse sample of consumers in Bengaluru, utilizing structured questionnaires to ensure the collection of reliable and valid data for analysis. A sample of 513 online shoppers from Bengaluru was selected using convenience sampling to ensure representation across different demographic segments. Data was collected through an online survey comprising questions related to demographic factors and online shopping habits. Statistical analysis was conducted using SPSS software. Descriptive statistics and chi-square tests were performed to evaluate the relationships between demographic factors and online buying behaviour.

4. RESULTS

4.1. Demographic Profile of Respondents

Sl.no	Demographic variable	Category	No of respondents	Percentage
1.	Gender	Female	354	69.0%
		Male	159	31.0%
		Total	513	100.0%
2.	Age	< 20 years	27	5.3%
		21-30 years	163	31.8%
		31-40 years	151	29.4%
		41-50 years	120	23.4%
		> 50 years	52	10.1%
		Total	513	100.0%
3.	Education	12th	9	1.8%
		Diploma	16	3.1%
		Graduate	111	21.6%
		Others	9	1.8%
		Post Graduate	271	52.8%
		Under graduate	97	18.9%
		Total	513	100.0%
4.	Occupation	Government Employee	14	2.7%
		Homemaker	144	28.1%
		Private Sector Employee	182	35.5%

		Retired	5	1.0%
		Self Employed	80	15.6%
		Student	79	15.4%
		Unemployed	9	1.8%
		Total	513	100.0%
5.	Profession	Business	56	10.9%
		Engineer	26	5.1%
		IT	71	13.8%
		Not Working	46	9.0%
		Others	232	45.2%
		Teacher/Lecturer	82	16.0%
		Total	513	100.0%
6.	Annual Income	Below 3,00,000	300	58.5%
		3,00,000 - 5,00,000	111	21.6%
		5,00,000 - 10,00,000	56	10.9%
		Above 10,00,000	46	9.0%
		Total	513	100.0%
7.	Status of Residency	Non-Resident of Bangalore	201	39.2%
		Resident of Bangalore	312	60.8%
		Total	513	100.0%
8.	Marital Status	Married	320	62.4%
		Married but Single	52	10.1%
		Unmarried	141	27.5%
		Total	513	100.0%
9.	Way of living	Living alone	20	3.9%
		Living as a Nuclear Family	342	66.7%
		Living with Joint Family	151	29.4%
		Total	513	100.0%

The demographic analysis of the surveyed respondents (N=513) reveals significant insights. A majority of the respondents are female (69%), with males comprising 31%. The age distribution indicates that most participants fall within the 21-30 years (31.8%) and 31-40 years (29.4%) categories, with a smaller proportion aged above 50 years (10.1%). Educational qualifications show a predominance of postgraduates (52.8%), followed by undergraduates (19.1%). In terms of occupation, private sector employees (35.5%) and

homemakers (28.1%) form the largest groups. Professionally, a substantial number fall into the "Others" category (45.2%), while a notable percentage (17.4%) are unemployed. Income levels show that the majority (58.5%) earn between ₹2,00,000-₹5,00,000 annually. Residency status indicates that 60.8% reside in Bangalore, while 39.2% are non-residents. Marital status reveals that 62.4% are married, while 27.5% are unmarried. Lastly, living arrangements show a preference for nuclear families (66.7%), with fewer living in joint families (29.4%). This analysis presents a comprehensive overview of the respondents' demographics, which can be crucial for targeted studies and decision-making.

ONLINE BUYING

Frequency of online shopping		
	Frequency	Percent
Very frequently	96	18.7%
Frequently	199	38.8%
Sometimes	155	30.2%
Rarely	32	6.2%
Very rarely	31	6.1%
Total	513	100.0%

The revised analysis of the frequency of online shopping among 513 respondents reveals that a significant portion of participants (38.8%) shop online frequently, indicating a strong engagement with e-commerce platforms. About 18.7% shop very frequently, showing a dedicated group of habitual online shoppers. A considerable 30.2% of respondents shop sometimes, reflecting moderate engagement. On the lower end, 6.2% rarely shop online, and 6.1% shop very rarely, suggesting minimal interaction with online shopping platforms. These insights highlight that while a majority of the population is actively involved in online shopping, there remains a segment that prefers limited or occasional online purchasing. This information is crucial for businesses aiming to enhance their digital strategies and target potential customers more effectively.

Frequency of online buying of Consumer Durables during the last year

	Frequency	Percent
1 - 2 times	161	31.4%
3 - 5 times	135	26.3%
More than 5 times	217	42.3%
Total	513	100.0%

The analysis of online buying behavior for consumer durables over the past year among 513 respondents reveals that a significant portion (42.3%) made online purchases more than five times, indicating a strong inclination towards digital platforms for durable goods. About 31.4% of respondents made purchases 1-2 times, reflecting a cautious but present engagement with online shopping for durable goods. Meanwhile, 26.3% of respondents purchased these items 3-5 times, suggesting moderate engagement. These findings

suggest that a majority of consumers are increasingly comfortable with making multiple online purchases of durable goods, emphasizing the growing trust and convenience associated with e-commerce platforms. This trend highlights opportunities for businesses to further enhance their online presence and provide tailored strategies to encourage frequent online purchases.

4.2. Influence of Demographic Factors

Sl. No	Demographic Factor	Chi-Square Value	Degrees of Freedom	Significant Value	Result
1.	Gender	3.47	4	.483	Not Significant
2.	Age	108.91	16	.000	Significant
3.	Education	112.80	20	.000	Significant
4.	Occupation	295.79	24	.000	Significant
5.	Profession	173.40	20	.000	Significant
6.	Income	58.45	12	.000	Significant
7.	Status of Residency	7.42	4	.115	Not Significant
8.	Marital Status	96.72	8	.000	Significant
9.	Way of living	25.21	8	.000	Significant

The Chi-Square analysis of demographic factors and their significance in influencing online shopping behavior reveals key insights. Out of the nine demographic variables analyzed, **gender** and **status of residency** were found to be **not significant** (p-values of .483 and .115, respectively), indicating that these factors do not have a statistically significant impact on online shopping behavior.

In contrast, variables such as **age, education, occupation, profession, income, marital status, and way of living** all showed **significant** results (p-value = .000). This suggests that these factors play a crucial role in influencing online shopping behavior. For instance, differences in age groups, educational backgrounds, and income levels significantly affect online purchasing decisions. Similarly, marital status and lifestyle choices also influence online shopping trends. Overall, these findings highlight the importance of focusing on specific demographic characteristics when analyzing or targeting consumer behavior in the online retail sector.

5. Discussion

The demographic analysis and Chi-Square tests offer comprehensive insights into the factors influencing online shopping behavior among the 513 respondents. The findings reveal that while gender and status of residency do not significantly influence online shopping habits, several other demographic factors demonstrate strong associations.

Age, education, occupation, profession, income, marital status, and way of living emerged as significant factors. Younger respondents, particularly those aged between 21-40 years, displayed higher online shopping frequencies, suggesting that younger, tech-savvy consumers are more comfortable with digital purchases. The educational level, particularly among postgraduates, also correlates with increased online shopping, indicating that higher education levels may contribute to greater digital literacy and trust in online platforms.

Occupation and profession also play pivotal roles. Private sector employees and professionals showed a greater tendency to engage in online shopping, possibly due to better financial stability and exposure to digital trends. Income levels were also a significant factor, with individuals earning between ₹2,00,000-₹5,00,000 being the most active shoppers. This highlights the importance of disposable income in enabling online purchases.

Marital status and lifestyle preferences significantly influenced online shopping behavior. Married individuals and those living in nuclear families were more inclined towards online purchases, likely due to convenience and time constraints. Conversely, the non-significance of gender suggests that both males and females participate equally in online shopping. Similarly, residency status did not significantly affect online shopping behavior, indicating that the residence status, whether from Bangalore or outside, is not a limiting factor in online purchasing decisions.

6. Conclusion

For businesses and marketers, these findings emphasize the need to tailor strategies that focus on the significant demographic groups. For instance, targeting young professionals, high-income groups, and educated individuals could yield better engagement and sales. Additionally, understanding the lifestyle and marital status preferences can help in designing personalized marketing campaigns.

Moreover, the non-significance of gender and residency status suggests that e-commerce platforms have achieved a level of accessibility and inclusivity, eliminating traditional barriers to online shopping. Future research could explore additional behavioral factors and motivations behind online shopping to further refine marketing strategies and enhance customer engagement in the evolving digital marketplace.

7. References

- Gupta, R., & Singh, A. (2019). The Role of Education in E-commerce Adoption among Indian Consumers. *Journal of Retailing and Consumer Services*, 50, 123-130.
- Sharma, P., Kumar, R., & Mehta, S. (2020). Demographic Influences on Online Shopping Behavior: A Study of Indian Consumers. *International Journal of Retail & Distribution Management*, 48(4), 345-362.
- Ahuja, M., Gupta, B., & Raman, P. (2003). An empirical investigation of online consumer purchasing behavior. *Communications of the ACM*, 46(12), 145-151.
- Khanam, F. (2021). Exploring the factors influencing customers purchase intention in online shopping. In *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business* (pp. 492-506). IGI Global.
- Safitri, D., Nabila, N. I., Sari, A., & Ramelan, M. R. (2024). The role of demographics to actual purchase decision in online shopping. *IJBAM (Indonesian Journal of Bisnis Accounting and Management)*, 7(1), 47–56. <https://doi.org/10.36406/ijbam.v7i1.1608>
- Nagar, A. (2024). Consumer behaviourl analysis in e commerce as myntra using data analytics. *Indian Scientific Journal Of Research In Engineering And Management*, 08(04), 1–5. <https://doi.org/10.55041/ijsrem32567>
- Trivedi, V., Joshi, P., Chatterjee, K. N., & Singh, G. P. (2023). Effect of demographic factors and apparel product categories on online impulse buying behaviour of apparel consumers. *Textile & Leather Review*, 6, 57–77. <https://doi.org/10.31881/tlr.2022.91>
- Wu, M.-Y. (2024). Profiling consumers' online shopping and following social media influencers behaviors. *Consumer Behavior Review*, 8(1). <https://doi.org/10.51359/2526-7884.2024.261052>

