A STUDY ON IMPACT OF AGE AND MARITAL STATUS ON E-SHOPPING OF APPARELS

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ABSTRACT

This study aims at finding the impact of demographic variables: Age and Marital Status towards the factors of consumer attitude towards online shopping of apparels. The study has undergone convenience and purposive sampling technique to make 150 apparel shoppers participate in the study. Data was collected by means of a questionnaire. The chi square test proves that the demographic variable age is influenced by only one behavioural characteristic related to online shopping of apparels and same is the case with the demographic variable marital status.

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Keywords: *e-Shopping, Demographic Variables, Online Shopping,* e-Commerce.

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Introduction

In current scenario due to technology advancement and development, people can do things very comfortably by sitting at their homes and one such thing is online shopping. E-shopping is most suited for people who do not have much time due to their hectic lifestyle and for those who don't like to go to crowded places like malls for shopping. Online shopping means buying and selling of goods and services by the use of a technology channel named World Wide Web or Internet. The motive behind e-commerce is to provide goods and services to people who are at distant place from the physical location of the product or service and would otherwise have a difficult time in arranging for these products and services. E-shopping is gaining vogue day by day and consumers have now started enjoying this due to its numerous advantages which are as follows: easy availability of products, easiness in comparison, reduced prices, no time and place boundation, different payment methods etc. But as said, everything has its own pros and cons; Security concern and privacy issue is posing a major threat to e- shopping. In the current time, customers are forced to adopt online shopping as an alternative to traditional shopping due to highly demanding lifestyle. Also in the present, corona pandemic is also giving a way to e-shopping. Worldwide retailers keep an eye on Indian retail market because there is a lot of give and take in Indian culture in marriages, festivals and other important events and rituals especially when it comes to purchase of apparels. In our country at the time of festivals, marriages, rituals, new clothes become more like a necessity. Therefore, it has become imperative for people to spend on gifts as a part and parcel of life irrespective of their cultural/ religious background and economic status.

Technology is also a major player in addressing some key concerns of Apparel e-shopping. Graphics of high resolution, fascinating videos of garments donned by models, virtual dressing rooms, 360 degree viewing, reduced prices of branded clothes and many more features provided by the e –shopping websites have made it an interesting exercise. Customers can just enter their vital measurements to find the right fit and can also browse through multiple brands for the perfect dress. Although e- shopping has come a long way, but the journey is still incomplete. Huge opportunities are lying ahead for e –commerce sector. Apparel and Textile Industry is India's second largest industry after

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IT industry. Presently it's among the most rapidly growing industry segment and is also the second largest foreign exchange earner for the country. The demand for apparels is increasing at an alarming rate due to increasing standard of living of people and clothes are not just a necessity in the current time. It also acts as a symbol of standard and status. Due to India's huge domestic market, opportunities of growth exist in Indian textiles market. It is estimated that Indian retail sector will reach $ 1 trillion in 2020, which currently is approximately $500 billion.

In today's competitive era it becomes very significant for marketers to study the buying behaviour of their consumers or what induces them to go for impulse buying. Impulse buying is a type of unplanned buying which arises as a result of sudden whim or impulse. Retailer cannot stand in today's time without having the knowledge of consumer behaviour. Consumer behaviour knowledge is directly related to marketing strategy, market segmentation and market positioning. To wrap up, we can say the success of retailers depends upon their consumer behaviour knowledge. Previous studies and literatures suggests that there exists a number of factors which induces the consumers to go for impulse buying and among them the impact of demographic factors have a very significant role. The present paper will focus on studying two demographic variables: Age and Marital status; that how it influences e- shopping of apparels.

Review of Literature

The present paper focuses upon studying the impact of age and marital status on online shopping of apparels, so an attempt is being made to know the end results of various studies which have been conducted on this.

Kumaravel, R (2018) in her paper studied the influence of age and marital status of women consumers on dimensions of the supermarket. It was found that every women relate factors of the store differently and also have different objectives when it comes to the shopping and buying experience. Women shoppers pay more attention on payment security, inside store interaction and to promotions.

Ravi, P &Subhalakshmi, R (2015) in their paper studied gender and marital status impact on online shopping of the cosmetic products. The study employs independent t-test. And it was found that demographic variable, age has influenced only 2-3 factors of consumer and marital status has influenced only one factor. Comparatively, gender had higher influence but overall impact of both the factors are less.

Sethi, UJ & Sethi RS (2017) in their paper examined that whether demography influences online purchase Intention and took 3 variables for their study- Gender, Income and Marital status. T-test was applied to study the gender effect and one way ANOVA was used for studying the variables income and marital status. The findings of the study say that gender and marital status has a significant effect on online purchase intention. Compared to females, males shop more and unmarried people are most likely to shop online. Market segmentation can be done on the basis of gender and marital status. Also marketing campaigns should be more focused on making females more familiar with the use of technology and e-shopping.

Srinivasan, R, Srivastava, R.K. & Bhanot, S (2015) attempted to study the marital status impact on purchase behaviour of luxury brands. The findings of the study reveals the following: relationship exists between marital status and kind of luxury products that consumers intend to buy. No relationship exists between marital status and place of buying luxury products. Apparels, mobile phones and watches are preferred things by all luxury consumers but married people also like to buy luxury bags, shoes, pens as compared to single people. Married people are more influenced by family as compared to single people who are more influenced by friends. Also no relationship exists between marital status and intention to repurchase the brand. Difference in perception is found with respect to marital status.

Bauboniene, Z &Guleviciute, G (2015) in their paper studied the factors driving consumers to go for online shopping. The paper explored the factors that encourage consumers to shop online through analysis of such advantages as security, fast delivery, comparable price and wider choice. Also, the paper revealed the discouraging factors and how different demographic variables influence online shopping.

Research Methodology
Research Objectives

- To study the e-shopping behaviour of consumers.
- To study the impact of age towards e-shopping of apparels.
- To study the impact of marital status towards e-shopping of apparels.

Sources of Data Collection

Both primary and secondary data was collected for the study. Secondary data refers to the already available data. The sources of secondary data were: journals, magazines and books related to e-commerce, various research papers prepared by research scholars, internet. Primary data was collected by means of a questionnaire. Structured questionnaire was used for collecting primary data from online apparel purchases.

Sampling Design

- **Sampling Unit:** Individual online apparel purchases are the respondents of the study.
- **Sample Size Conceived:** The finalized questionnaire was given to 150 online apparel purchasers.
- **Sampling Technique-** Convenience sampling technique and purposive sampling technique was undergone for the study. The respondents were personally approached and asked whether they go for e-shopping of apparels. If the reply was affirmative, the questionnaire was given to them and asked to return in a day or two.

Plan for Data Analysis

- **Objective I-** Objective I is to study the impact of age on e-shopping of apparels.

Table 1: Age Group Distribution Table

Age Group				
Age Group in Years	Frequency	Percent	Valid Percent	Cumulative Percent
20 and below	17	11.3	11.3	11.3
21 – 30	67	44.7	44.7	56.0
31 – 40	38	25.3	25.3	81.3
Above 40	28	18.7	18.7	100.0
Total	150	100.0	100.0	

It is observed that 11.3% of the respondents belong to 20 years and below age group, maximum respondents are in the age group of 21-30 years, a good percent falls in 31-40 years age group also and 18.7% belong to above 40 age group. It is found that more than half of the respondents are in 21-40yrs age group and below 20 forms a small part of the sample.

- **Objective II-** Objective II is to study the influence of marital status on e-shopping of apparels.

Table 2: Marital Status Distribution Table

Marital Status				
Category	Frequency	Percent	Valid Percent	Cumulative Percent
Unmarried	107	71.3	71.3	71.3
Married	43	28.7	28.7	100.0
Total	150	100.0	100.0	

It is found that more than 70% of the respondents are married and only 28.7% belong to unmarried category.

Analysis of Impact of Age and Marital Status on the E-shopping Behaviour of Consumers

The objective of the study is to analyse the impact of age and marital status factor on online shopping behaviour of the consumers. As per the objective, the formulated hypotheses are:

H_{01}: There is no significant impact of age on e-shopping behaviour of consumers.

H_{A1}: There is a significant impact of age on e-shopping behaviour of consumers.

H_{02}: There is no significant impact of marital status on e-shopping behaviour of consumers.

H_{A2}: There is a significant impact of marital status on e-shopping behaviour of consumers

The e-purchase behaviour is to be studied through different behavioural characteristics associated with e-shopping. Both demographic factors and behavioural characteristics related to online buying are measured through categorical responses and so, the impact of age and marital status on e-purchase behaviour is assessed through "Chi square Test of Association." This test establishes association between two categories of variable here, it is to assess the association between the demographic factors (Marital Status & Age) and different behavioural characteristics related to online buying. The behavioural characteristics taken are as follows:

– No. of years of computer usage

– Frequency of e-shopping of apparels

- Factor influencing e-shopping of apparels
- Amount spent on online shopping in last year
- Future online purchase of apparels
- Benefits availed during e-shopping

As e-purchase behaviour of apparels is studied through six different features related to online buying, a separate Chi square test is applied for each factor and each online shopping characteristic.

Table 3

	Null Hypotheses for Online Behavioural Variables	Behaviour Categories	Age Groups				p value
			£ 20	21-30	31-40	> 40	**Result**
1	Age & response towards the behaviour of computer usage duration are independent	< 1 yr	0	0	0	0	0.066
		1-3 yrs	0	0	0	0	Insignificant
		3-5 yrs	0	0	1	0	
		>5 yrs	23	62	32	32	
2	Age & response towards the behaviour of online shopping frequency are independent	Very frequent	5	4	0	0	1.075
		Frequent	13	41	25	4	Insignificant
		Infrequent	2	13	6	27	
		Very infrequent	3	4	2	1	
3	Age & response towards the behaviour of being influenced are independent	Friends	5	16	3	2	0.328
		Family	2	9	4	6	Insignificant
		Print media	6	15	6	10	
		Television	9	23	20	14	
4	Age & response towards the behaviour of amount spent on online shopping are independent	<5000	3	9	2	7	0.483
		5000-10000	8	29	14	9	Insignificant
		10000 -15000	4	15	11	10	
		>15000	7	10	6	6	
5	Age & response towards the intention of shopping in future are independent	Yes	20	29	60	27	0.178
		No	3	4	2	5	Insignificant
6	Age & response towards the behaviour of ever availed benefits on online purchase are independent	Free delivery	5	16	9	9	0.490
		Gifts	3	9	4	7	Significant
		Discount	9	31	18	11	
		Any other	6	6	2	5	
Significance level 5%							

Table 4

	Null Hypotheses for Online Behavioural Variables	Behaviour Categories	p value		
			Unmarried	Married	**Result**
1	Marital Status & response towards the behaviour of computer usage duration are independent	< 1 yr	0	0	0.035
		1-3 yrs	0	0	Significant
		3-5 yrs	6	0	
		>5 yrs	82	62	
2	Marital Status & response towards the behaviour of online shopping frequency are independent	Very frequent	3	8	0.061
		Frequent	61	45	Insignificant
		Infrequent	17	7	
		Very infrequent	7	2	
3	Marital Status & response towards the behaviour of being influenced are independent	Friends	31	22	0.030
		Family	10	16	Significant
		Print media	19	15	
		Television	28	8	
4	Marital Status & response towards the behaviour of amount spent on online shopping are independent	<5000	27	21	0.062
		5000-10000	23	18	
		10000-15000	34	14	
		>15000	4	9	Insignificant
5	Marital Status & response towards the intention of shopping in future are independent	Yes	77	57	0.386
		No	11	5	Insignificant
6	Marital Status & response towards the behaviour of ever availed benefits on online purchase are independent	Free delivery	29	18	0.773
		Gifts	11	10	
		Discount	27	22	
		Any other	21	12	Insignificant

Significance level 5%

The above tables 3 & 4 provide the details of chi square test related to age and online behavioural characteristics which show that the only significant factor in Table 3 is benefits related to e-shopping. All other factors are statistically insignificant. In table 4, by looking at the p-value, it can be said that the significant factors related to marital status and online behavioural characteristic are factors influencing e-shopping of apparel and the factors taken for the study were: friends, family, print media and television. Also, number of years of computer usage is positively related with the marital status. The remaining factors are statistically insignificant.

Discussion

The present paper depicts that the two demographic variables which are taken in the study- Age & Marital Status have a minimum effect on behavioural characteristics related to e-shopping of apparels. The present paper has studied the age and marital status impact towards different behavioural characteristics related to e-shopping rather than focussing as a single dimension. Comparatively, marital status has a higher influence but overall impact both the factors are less and is not statistically significant

Limitations

Following limitations are present in the paper:

- The online apparel purchasers are the respondents of Gomtinagar area, so, the sample is restricted to a particular area. Also, rural areas of the city are excluded.
- The outcome of any such similar study may vary because demography of other city or area may vary.
- Non-probabilistic sampling technique is used.
- Presence of personal biasness is possible as the questionnaire were filled by the respondents themselves.

Directions for Future Research

- The present paper has used non-probabilistic convenience sampling technique. Future studies may employ random sampling to get more generalized results.
- Also, sample can be taken from different areas.

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