An Empirical Investigation on Strength of Association Between the Demographic and Behavioural Aspect of the Consumer Purchasing through Online Mode– A Behavioristic View

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Abstract: *The study of consumer purchase decisions has become a very challenging task for organisations. As in the modern time especially with the appearance of the economic crises, and the global pandemic. The features of a particular product or service and the strategy that a particular company should obtain in the competitive environment has become one of the major activities for the organisation. In modern times, the advancement of technology and the internet (online shopping websites) has changed the consumer purchase decision-making process towards a particular product or a service. As of now, the consumer has started comparing the different product prices on the different online sites and different traditional stores before purchasing. Now consumers have become more particular towards their purchase decision. This study sought to address the gap in the literature concerning the different factors that influence the buying decision of different shopping platforms. The study was conducted covering major two-tier cities of Central India. Various statistical tools like mean analysis, chi-square Cramer V, **ANOVA** were applied. Close to moderate association was observed between various variables.*

Key Words: *Consumer buying behavior, Online Shopping, shopping mode, Price.*

1. Introduction

For the years, marketers are using several psychological pricing strategies to influence the consumer purchase decision. The purchase decision is a process where the action is taken by the consumer to choose a product or a service. The consumer purchase decision is considered a most complex and dynamic issue. Consumers consider numerous factors while choosing a product, such as brand image, price, service, quality, experience. However, price is one of the major factors which directly influence the consumer purchase decision. It is a factor that majorly attracts the buyer or one of the significant attributes on which consumers highly focus while making a significant choice of product. Price can be defined as an exchange rate that can be equated with the money or even the other item to drive benefit from the good or in other words price is an element that is paid by the consumer to get the benefit of a product. This is the only element in the marketing mix which is much more flexible as compared to other elements of marketing and the only element which generate revenue for the company. Thus, consumer pricing psychology highly impacts a pricing strategy of a product. When Consumers make a decision, a consumer has different price perceptions. Although this perception directly or indirectly influences consumer purchase behaviour (Herrmann et al., 2007). Thus the fact drive that higher the price of a product leads to higher quality for a product as compared to lower the price of the product leads to lower the quality (Amanah et al., 2017).

Researchers also noted that when the consumer makes a

purchase decision, the consumer checks a large number of different products to ensure the best price available. With advanced technology, there is an increase in consumer knowledge about how to spend their money on their desired product in a well-utilized manner or other words in a manner so that they get more value about their product (Harahap, Amanah and Agustini, 2018). As of now with the increase in technology, there is an increase in the customers' awareness through the internet-enabled search for obtaining the lowest priced product. This unquestionably makes online or offline pricing as most extrinsic cues are utilised by the consumer to make a purchase decision. As there is a rapid increase in competition between online and offline markets to attract consumers and marketers started using different pricing strategies by lower prices which also give consumer option to browser or suffers different shopping websites and different traditional stores to get the best offer or price for a product (Harahap et al., 2018).

2. Literature Review

2.1 International Studies

Faith & Edwin, (2020) observed in their research work that among the 4P's price is the most important and also one of the income-generating factors, which adds value to the product or service, where the price is a value that a customer agrees to pay to gain the benefit of that product or service. Different consumers consider price differently. The higher the importance of price in the purchase of the product the higher the intensity of the information and the higher the amount of comparison between the different shopping channels to purchase a product which gives more value for their money with the low price. The main determinant of this study shows that the, most flexible element of the marketing mix is price and one of the most important factors which consumers want to perceive for their product is price.

Salamin & Hassan, (2020) in their research paper observed that purchase decision is majorly based on how consumer considers or perceives the price where the price is a factor that highly affects the consumer decision-making process. Some of the consumers also care or consider the other factor rather than price such as brand, Image, quality, service but the majority of consumers are sensitive toward the price of a product because consumers consider price as an indicator of the quality and always try to obtain for the best quality. This paper also shows the positive relationship between the price and the purchase decision of the consumer as the suitable price make the consumer more comfortable or willing to purchase the product.

Research conducted by Safitri (2020) suggests that various factors are taken under consideration by the consumer to make a purchase decision but the price is the major factor that highly impacts the consumer perception because the price explains or provide deep information about the product. The research determines that consumer is very rational when it comes to judging the benefit of the product while paying the minimum cost as well as a consumer always decide to drive or purchase at the time when they can obtain a low-price good as compared to high priced goods.

Harahap et al, (2018) in their study found that if the price of a product is too high or even too low then it will directly affect the consumer purchase decision. The high price makes the consumer switch to other similar products or even the substitute of the product with the cheaper price. If the price of the product is too low then the consumer becomes unsure about the quality, of the product, thus he will try to delay his purchase decision.

Mbuya Njeru, (2017) in his research stated that consumer is price-sensitive as well as more demanding for the value of their money. It also reflected that there is a positive relationship between pricing strategy and consumer purchase decision and a firm should adopt different pricing strategies that appeal to the consumer about the influence the buying behaviour of consumer as well as also make more sales of the product.

Cavallo, (2017) observed that in the digital era there is a dynamic pricing strategy that typically causes high pricing differences on the online or offline channel. Both

channels provide different prices for the same product but consumer always checks on a different channel to obtain a product that is cheaper or gives more value for the product.

Fassnacht and Unterhuber (2016) suggested various strategies that traditional and online channels adopt to make their sale where they charge different prices for the same product but consumers are allowed to purchase their preferred channel. There is a wide range of price dispersion in the online and offline market but consumer makes purchase decision only when after they evaluate different prices of the product on different shopping platform.

Findings in this (Arihara et al , 2016) study suggest that most consumers prefer to buy when the price is low because they have the perceptive of saving money. At the time of buying, low prices make the consumer to save their money.

Alfred, (2013) observed in this study that no matter how the quality of the product is and what product is about some consumers are unable to pay more than a certain price however some can afford but they believe to spend their money on another way which may give them greater satisfaction. Conversely being cheap of the product is not enough for the consumer a product must come -up with some kind of expectation but the fact remains the same as consumer considers both price and quality in their purchase decision.

Kenesei and Todd, (2013) in their paper states that if **the** consumer obtains the special-price product or the high price product then the consumer does a more intensive search on the different channel and compare more different prices of the same product on a different network to get the cheap price. Although consumers become better at recalling the price of a product as compared to those who purchase the product at the normal prices.

Chang (2009) found that at the evaluating stage price play a crucial role because at the time of browsing websites and searching in traditional market consumer use price as the first determinant to filter out the prices which are exceeding the perceived or acceptable range. However, at the time of purchase, there is no guarantee that the consumer obtains the best offer.

2.2 Indian Studies

Akalamkam and Mitra, (2017) inferred that consumers normally like to surf the internet and other traditional platforms before making a purchase decision and always try to peruse low prices for the product. Majorly this is considered as a consumer pre-purchase stage which is considered as the acquisition of the information from different sources about the product. This search is influenced by a number of factors and price is the first factor that consumers mostly filter out and consumers always try to pursue the best value of the product within a certain pricing limit.

Indian consumers are value-conscious as well as price maven. They find themselves well informed on price and always try to obtain the best value for their money. (Dawra et al, 2016)

This study shows that not only by the internet firms but also the traditional stores also use low price to attract the consumer most of the Indian malls come up with the low pricing strategy to attract them. (Khare et al, 2014)

Agarwal and Agrawal, (2012) studied the buying behaviour of Indian consumers and observed that they are emerging or becoming more trend-conscious which is seems a shift from price consideration to the design and quality of the product but at the same time consumers do not prefer to pay the high price to the retailers or any firm as well as commensurately, they will also try to compare different prices of the product to obtain for the low on value product. The result of this study shows price highly impact the consumer perception towards a product.

Rakesh and Khare, (2012) observed that there are different pricing strategies and price promotions offered by different channels in India. Most Internet firm uses price as a mode of promotion. The top internet firms

like Amazon, Flipkart follow low prices to attract the consumer.

3. Research Method

3.1 Research Objectives

1. The main objective of this research is to study the association of various demographic variables with selected variants of consumer buying behavior.

2. To study the demographic influence on Shopping time, pricing, offers & Discounts.

3.2 Type of Research

In this study, a descriptive cross-sectional design has been applied.

3.2.1 Scope

The data was collected using the convenience sampling snowball method, as there was no chosen target group, individuals of all age groups were asked to participate in a survey to get unbiased results. The survey was conducted in the cities of Madhya Pradesh namely Indore, Bhopal, Jabalpur, Ujjain and Gwalior. The sampling unit includes everyone whether male or female, married, unmarried professional, homemaker, self-employed, employee, and person with any level of education but must be above 18 years of age. In this survey total of 482 respondents participated who represented the purchasing patterns of the large population.

3.2.2 Data Collection

A self-administered questionnaire was used for data collection. It consisted of close-ended questions. The respondents were asked to rate the factors that influence their decision making. Variables were rated on a four-point Likert Scale. A high level of validity was ensured through a pilot test of the questionnaire with 56 respondents. Their views were incorporated in the final questionnaire. The data was collected during April and July 2020. The total number of questionnaires distributed was 655. However, the researcher received 482 fully answered questionnaires and all of them were included in the study. Thus, the response rate was 73%. Geographically, the study was restricted to the tier 2 city of Madhya Pradesh. Secondary data was collected through various sources like a past journals, books, newspapers etc.

Table 1
Methodology Compendium

S. No.	Parameter	Brief Note
1	Type of Research	Descriptive cross-sectional design
2	Data collection method	Primary and Secondary (Mixed method)
3	Data Collection Time	February 2021-June 2021
4	Research Instrument	Survey Questionnaire was sequential based for Hypothesis testing, Pilot study for validation of the Questionnaire
5	Survey Administration	Google Form
6	Instrument Validity Testing	Cronbach's Alpha
7	Sampling Type	Convenience sampling and snowball
8	Sample Size	482
9	Analysis	Reliability Test, Descriptive statistics, Mean Analysis, Chi-Square Test, Cramer V
10	Hypothesis Testing	Chi Square
11	Software Tools	SPSS Version 23

3.2.3 Data Analysis

Various statistical analysis techniques such as descriptive statistics, Chi-square analysis, Cramer V ANOVA & mean analysis were used, which were processed by statistical software. The analysis of data was carried out using Statistical Package for the Social Sciences (SPSS) 23.0 for Windows.

3.2.4 Hypothesis

30 hypotheses were tested

Table 2

Hypothesis	Statement
H 1.1 to 1.5	There is no significant association between shopping time and Demografic variables
H 2.1 to 2.5	There is no significant association between price influence and Demografic variables
H 3.1 to 3.5	There is no significant association between promotional Offers and Demografic variables
H 4.1 to 4.5	There is no significant association between promotional Discount and Demografic variables
H 5.1 to 5.5	There is no significant difference between mean of Shopping mode and Demografic variables
H 6.1 to 6.5	There is no significant difference between mean of Price comparision and Demografic variables

4. Data Interpretation

4.1 Descriptive Statistics

The respondents' demographic profile looks at the age bracket, level of income, gender, occupation, and education. In Table 2, it is shown that how respondents are distributed based on their demographic profile. The collected data revealed that this study consist of 232 Male and 250 females. The major number of respondents about 71.6% are aged between 19 - 30 years. The data on education revealed that major respondents are educated that is 39.6% respondents are graduated, 21.8% are postgraduate while 6.8% are professionals in their qualified field. The occupational information of respondents shows that 53.3% are students, whereas as 12.2% homemaker and 16.6% are businessmen. The statistical data on the income level revealed that the family income of 47.9 % of respondents is less than 5,00,000 and 39% are between 5,00,000 to 15,00,000 and 6.6% have more than 25,00,000, this data indicates that the majority of respondents in this study are middle-class and upper-middle class.

Table 3

Demographic Details		Frequency	percent	cumulative percent
Gender	Male	232	48.1	48.1
	Female	250	51.9	100.0
	Total	482	100.0	100.0
Age	Under 18	42	8.7	8.7
	19 -30	345	71.6	80.3
	30- 60	85	17.6	97.9
	60 above	10	2.1	100.0
	Total	482	100.0	100.0

Demographic Details		Frequency	percent	cumulative percent
Education	10th/12th pass	153	31.7	31.7
	Graduate	191	39.6	71.4
	Post Graduate	105	21.8	93.2
	professional	33	6.8	100.0
	Total	482	100.0	100.0
Occupation	Homemaker	59	12.2	12.2
	Student	257	53.3	65.6
	Self-employed/Business	80	16.6	82.2
	Service/Salaried	86	17.8	100.0
	Total	482	100.0	100.0
Family Income (yearly)	Less than 5,00,000	231	47.9	47.9
	5,00,000 - 15, 00,000	188	39.0	86.9
	15,00,000 - 25,00,000	31	6.4	93.4
	More than 25,00,000	32	6.6	100.0
	Total	482	100.0	100.0

4.2 Reliability Test

The test of reliability was applied to dependent variables. As a test of reliability Cronbach's Alpha was adopted to represent internal consistency. The value of Alpha is .725, thus can be concluded that there is a high level of internal consistency.

4.3 Mean Analysis of Identified Component Variable

Table 4

		[choose to shop based on the offers]	[choose to shop on the discount]	[I usually spend more time whenever I do shopping]	[prefer brands with low price]
N	Valid	482	482	482	482
	Missing	0	0	0	0
Mean		3.0934	3.0373	2.9004	2.6805
Std. Deviation		.69270	.69946	.79135	.84420

Based on the above table it can be inferred that respondents are influenced by offers and discounts and they choose to shop and like to avail. Although mean suggest that majority of respondents like to spend more time while shopping, probably they enjoy this activity. Respondents do not prefer brands that have low price.it means they don't prefer cheap brands.

4.4 Testing of Hypothesis
Chi-Square Test

Table 5

Hypothesis Statement			
Hypothesis	**Statement**	**Sig**	**Remark**
H 1.1	There is no significant association between Shopping time and Age	0.000	Hypothesis Rejected
H 1.2	There is no significant association between Shopping time and Gender	0.000	Hypothesis Rejected
H 1.3	There is no significant association between Shopping time and Education	0.000	Hypothesis Rejected
H 1.4	There is no significant association between Shopping time and Occupation	0.000	Hypothesis Rejected
H 1.5	There is no significant association between Shopping time and Family Annual Income	0.000	Hypothesis Rejected

At 5% significance level Hypothesis H1.1 to H1.5 is rejected as the value is less than .05, thus there is an association between Shopping time with all demographic factors. The strength of association will be observed through Cramer's V.

Table 6

Strength of association between variables		
Hypothesis	**Association of Demografic factors with Shopping Time**	**Cramers V**
H 2.1	Strength of association between Shopping Time and Age	0.245
H 2.2	Strength of association between Shopping Time and Gender	0.301
H 2.3	Strength of association between Shopping Time and Education	0.152
H 2.4	Strength of association between Shopping Time and Occupation	0.211
H 2.5	Strength of association between Shopping Time and Family Annual Income	0.246

As per table 6 value of Cramer's V for H1.3 is .15 which imply that the association between variables is weak .H1.1 H1.4 and H1.5 has to value between .20 &.29 which also indicate moderate association. While Strength of association between Gender and shopping time is .301 which suggest a strong association.

Table 7

Hypothesis Statement			
Hypothesis	**Statement**	**Sig**	**Remark**
H 2.1	There is no significant association between Price Influence and Age	0.000	Hypothesis Rejected
H 2.2	There is no significant association between Price Influence and Gender	0.001	Hypothesis Rejected
H 2.3	There is no significant association between Price Influence and Education	0.007	Hypothesis Rejected
H 2.4	There is no significant association between Price Influence and Occupation	0.023	Hypothesis Rejected
H 2.5	There is no significant association between Price Influence and Family Annual Income	0.000	Hypothesis Rejected

Hypothesis H 2.1 to H 2.5 in table 7 are rejected, as values is less than .05 which means that there is a significant association between variables. The strength of association will be detected through Cramer's V.

Table 8

	Strength of association between variables	
Hypothesis	**Association of Demografic factors with Price Influence**	**Cramers V**
H 2.1	Strength of association between Price Influence and Age	0.218
H 2.2	Strength of association between Price Influence and Gender	0.185
H 2.3	Strength of association between Price Influence and Education	0.125
H 2.4	Strength of association between Price Influence and Occupation	0.115
H 2.5	Strength of association between Price Influence and Family Annual Income	0.23

As per table 8 value of Cramer's V for H2.3 and H2.5 is .12 & .11 which imply that the association between variables is very weak, while the value of H 2.2 indicate it was weak. Value of H2.1 and 2.5 suggest that the association is moderate.

Table 9

	Hypothesis Statement		
Hypothesis	**Statement**	**Sig**	**Remark**
H 3.1	There is no significant association between promotional offers and Age	0.000	Hypothesis Rejected
H 3.2	There is no significant association between promotional offers and Gender	0.213	Hypothesis Accepted
H 3.3	There is no significant association between promotional offers and Education	0.000	Hypothesis Rejected
H 3.4	There is no significant association between promotional offers and Occupation	0.000	Hypothesis Rejected
H 3.5	There is no significant association between promotional offers and Family Annual Income	0.035	Hypothesis Rejected

As per table 9 Hypothesis H 3.1, H 3.3, H 3.4 & H 3.5 are rejected, as values is less than .05 which means that there is a significant association between variables. The strength of association will be detected through Cramer's V.H 3.2 is accepted which imply that there is no significant association existed between Gender and Promotional offers.

Table 10

	Strength of association between variables	
Hypothesis	**Association of Demografic factors with Price Influence**	**Cramers V**
H 3.1	Strength of association between promotional offers and Age	0.382
H 3.3	Strength of association between promotional offers and Education	0.271
H 2.4	Strength of association between promotional offers and Occupation	0.296
H 2.5	Strength of association between promotional offers and Family Annual Income	0.193

As per table 10 Strength of association between age and promotional offer is very strong. While H 3.3 and 3.4 reading suggest that the association between variables is moderately strong. A weak association is visible in H 3.5 based on a given value.

Table 11

Hypothesis	Statement	Sig	Remark
	Hypothesis Statement		
H 4.1	There is no significant association between promotion discount and Age	0.000	Hypothesis Rejected
H 4.2	There is no significant association between promotion discount and Gender	0.021	Hypothesis Rejected
H 4.3	There is no significant association between promotion discount and Education	0.000	Hypothesis Rejected
H 4.4	There is no significant association between promotion discount and Occupation	0.000	Hypothesis Rejected
H 4.5	There is no significant association between promotion discount and Family Annual Income	0.038	Hypothesis Rejected

At a 5% significance level table 11 reflects that hypothesis H4.1 to H4.5 is rejected as value is less than .05, thus there is an association between promotional discounts with all demographic factors. The strength of association will be observed through Cramer's V.

Table 12

Hypothesis	Association of Demografic factors with Price Influence	Cramers V
	Strength of association between variables	
H 4.1	Strength of association between promotional discount and Age	0.282
H 4.2	Strength of association between promotional discount and Gender	0.142
H 4.3	Strength of association between promotional discount and Education	0.147
H 4.4	Strength of association between promotional discount and Occupation	0.213
H 4.5	Strength of association between promotional discount and Family Annual Income	0.111

As per table 12 value of Cramer's V for H 4.2, H4.3 and H4.5 is .14,.14 & .11 which imply that the association between variables is very weak, while the value of H 4.4 indicates moderately strong association. The value of H 4.1 suggests that the association is strong.

Table 13

Hypothesis	Statement	Sig	Remark
	Hypothesis Statement		
H 5.1	There is no significant difference between mean of shopping mode and Age	0.000	Hypothesis Rejected
H 5.2	There is no significant difference between mean of shopping mode and Gender	0.110	Hypothesis Accepted
H 5.3	There is no significant difference between mean of shopping mode and Education	0.896	Hypothesis Accepted
H 5.4	There is no significant difference between mean of shopping mode and Occupation	0.168	Hypothesis Accepted
H 5.5	There is no significant difference between mean of shopping mode and Family Annual Income	0.001	Hypothesis Rejected

ANOVA was applied to know the relation between shopping mode with demographic variables. It was found that there is a significant difference between shopping mode with age and family annual income H5.2,H5.3 & H5.4 was accepted which implies that nothing is significant between variables.

Table 13

Hypothesis Statement			
Hypothesis	**Statement**	**Sig**	**Remark**
H 6.1	There is no significant difference between mean of price comparision mode and Age	0.000	Hypothesis Rejected
H 6.2	There is no significant difference between mean of price comparision and Gender	0.005	Hypothesis Accepted
H 6.3	There is no significant difference between mean of price comparision and Education	0.332	Hypothesis Accepted
H 6.4	There is no significant difference between mean of price comparision and Occupation	0.000	Hypothesis Rejected
H 6.5	There is no significant difference between mean of price comparision and Family Annual Income	0.493	Hypothesis Rejected

As per Table 12 H 6.1, H6.4 and H6.5 are rejected which means there is a significant difference lies between variables.

5. Conclusion

Quite interesting findings came out of this study. Respondents admitted that they like to spend more time while shopping, no matter whether it is online or offline. Further, Cramer V was applied to check the strength of association between shopping time and demographic variables which reflected that gender and shopping time has a strong association while age and occupation moderately influence the decision. Respondents clearly stated that they don't prefer low price brands, which means they looking for quality in products, although they like offers and discounts on products. Cramer V values reflect that age has a strong association with promotional offers, which means it influences the decision making while education and occupation of a person have a moderate association. Similarly, age has a strong association with promotional discounts that means different ages may influence the decision making on the final purchase of a product while occupation may moderately influence the decision. Age and annual income may have significant relation with a mode of shopping decision, while price comparison is more related to age occupation and annual income, and has nothing to do with gender and education of a person. The main objective of this research was to study the association of various demographic variables with selected variants of consumer buying behaviour was met. Findings will help stakeholders in taking strategic decisions. The second objective of this research was to study the demographic influence on Shopping time, pricing, offers & Discounts. It was observed that few demographic factors influence these factors.

5.1 Limitations of Study

1. The geographical area is restricted to Tier II, and Tier III cities of MP can be studied to generalise the findings

2. Non-probabilistic convenience sampling and snowball sampling used to collect data is although widely used, but data can be biased and less accurate

3. Respondent's lack of conscientious responses may sometimes affect the accuracy of the study

4. The sampling selection is less diverse in terms of family annual income.

5. The time of data collection is during COVID period so it may have some biases.

5.2 Further Study

This study can be extended and further explored by including other demographic factors like Marital Status, Religion, & Type of City and with other dependent factors.

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