



An Association Of Age With Purchase Frequency In E-Tailing

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Abstract

E-tailing is the process of selling the goods and services to the large number of customers in the lesser quantity through the internet platform. Indian e-tailing sector is showing a burgeoning growth during the COVID Pandemic. The main purpose of the study is to test the association of the demographic variable Age with the customer's preference towards the frequency of purchase in online shopping. The scope of the study is confined with both the tangibles and the intangibles in horizontal e-tailers. The sampling frame of the study is the respondents those who have a previous experience in buying goods from the horizontal e-tailers. The purposive sampling technique was adapted to choose the respondents. The sample size was 410 respondents. The data was collected during November 2021 in India. The data analysis tool used was the Chi-square test. The result from the data analysis indicates that the Age of the customers are significantly related to the customer's frequency of purchase during the online shopping. The suggestions and conclusions are discussed further in detail.

Keywords: COVID pandemic, Age, E-tailing and Purchase frequency

Introduction

E-tailing is the adaptation of modern e-commerce technology in the conventional retailing business model. It is defined as the process of selling goods and services in a smaller units to the large number of customers through the online or internet. Due to COVID pandemic since March 2020 in India, the total sale of goods & services in e-tailing shown a phenomenal growth with Indian e-tailing is the fastest growing industry globally with 27% Compounded Annual Growth Rate (Pwc, July 2021).

The purpose of the present research is to investigate the significant association of the demographic variable Age with the customer preference towards frequency of purchase. It also going to study the customer preference towards favourite e-tail shop among Amazon India and Flipkart. This study used demographic variable Age as independent variable and Frequency of purchase as the dependant variable.

Review of literature

According to Akbar et al (2009), age is the most important demographic variable which increases the purchase frequency in online shopping. According to Gurumoorthy & Sasirekha (2017), customer satisfaction increases the frequency of purchase in e-tailing industry. All the demographic variables increases the frequency of purchase and total sales volume in online shopping (Battacharyya et al, 2017). According to Jamaludhin (2018), Age and Education significantly related to the frequency of purchase in e-tailing. Demographic variables increases the sales in the e-tailing industry (Chan and Haung, 2019).

Research Methodology

The research design of the study is cross-sectional descriptive research. The primary data was used in this study. The population zone of the study is the Greater Chennai Area. The sampling frame of the study is the respondents those who have a previous experience in buying goods from the horizontal e-tailers. The sampling technique is Judgmental sampling technique. The sample size is 410 respondents. The data was collected during the November 2021. The data collection method is the personal interview method using structured questionnaire. The study variables Age and Purchase Frequency are categorical in nature. The Percentage analysis was used for the data classification and the Chi-square analysis was used to test the association of the Age and Purchase Frequency.

Research Hypothesis

H1 - There is an association between Age and Purchase frequency.

Data Analysis and Interpretations

Percentage Analysis of Demographic Variables

The Percentage analysis of the demographic variables Education and Incomes are displayed in the below table 1.4.1.

Table 1.4.1 – Percentage Analysis of Age

Age	Category	Frequency	Percentage
	18 -30	210	51%
	31 -40	140	34%
	Above 40	60	15%
	Total	410	100%

Source: Primary data

When the educational qualification is concerned, more than half of the respondents are in the age group of 18 -30. One third of the respondents'age are between 31 and 40 years and the rest are with the age of above 40 years.

Percentage Analysis of Purchase Frequency

The customer preference towards the frequency of purchase in online shopping is the significant study variable during this post COVID situation. In this analysis, frequency of purchase is categorised into 3 categories.

Table 1.4.2 – Percentage Analysis of Purchase Frequency

Purchase frequency	Frequency	Percentage
Very often	120	29%
Monthly once	200	49%
Rarely	90	22%
Total	410	100%

Source: Primary data

From the above table 1.4.2, it is inferred that half of the respondents purchasing monthly once; one-third of the respondents very often from e-tailers; and the rest of the customers purchases rarely.

Chi-square Analysis

Chi-square analysis is used to test the association or relationship between two categorical variables (Mchugh, 2013). The table 1.4.3 indicates the cross tabulation between the age of the customers and the frequency of purchase in online shopping.

Table 1.4.3 – Cross tabulation between Age and Purchase Frequency

Education		Purchase Frequency			
		Very often	Monthly once	Rarely	Total
18 to 30	count	60	130	20	210
	Percentage	14%	32%	5%	51%
31 to 40	count	40	60	40	140
	Percentage	10%	14%	10%	34%
Above 40	count	20	10	30	60
	Percentage	5%	2.5%	7.5%	15%
Total	count	120	200	90	410
	Percentage	29%	49%	22%	100%

Source: Primary data

From the above table 1.4.3, it is inferred that 32% of the customers are in the age group of 18-30 years purchases monthly once. 14% of the customers are in the age group 18-30 purchases very often. 14% of the customers are in the age group of 31-40 years purchases monthly once. Around 8% of the customers are in the age group of above 40 years purchases rarely.

The chi-square test value for the above table is 83.8 with the degree of freedom is 4. The probability value is 0.000, which is below 0.05. Hence the alternative hypothesis is accepted. Therefore the age of the customer is related to the frequency of purchase from e-tailers.

Conclusion

From the data analysis and interpretation, it is inferred that age of the customer is significantly related to the frequency of online purchase by the customer. It is recommended that the e-tailers must focus more on retaining the younger generation customers and also to focus on making the middle age and elder peoples to purchase frequently from the online shops. Strategies have to be framed especially during COVID pandemic to focus on increasing the frequency of purchase in all age group of the customers.

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