

EXTENDED ABSTRACT

EFFECT OF CONSUMER AGE GROUP ON ONLINE SHOPPING BEHAVIOUR: SPECIAL REFERENCE TO MAHARAGAMA DIVISIONAL SECRETARIAT DIVISION

Karunarathna M.M.S.A.*

University of Sri Jayewardenepura, Sri Lanka

* abhiskarunarathna@gmail.com

(Published 15 October 2021)

Abstract

On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. The study examines whether there is a change in the tendency of consumers to buy products through online stores according to age group. The research employed a questionnaire to collect empirical data from 314 consumers by using convenience sampling in the two Grama Niladhari divisions of Wijerama and Maharagama town in the Maharagama divisional secretariat division in the Colombo district of the western province. Accordingly, IBM SPSS Statistics version 26 was utilized for data analysis. One Way Anova was conducted. The age groups were categorized as children, young and adults. Through data analysis, it was identified that there is a difference between child adult groups and adults young groups in purchasing products through online stores. Therefore, it is important for online store owners to be aware of age groups and use different strategies to promote their marketing. Several managerial implications are discussed along with the scope for future research.

Keywords: Age group, consumer behaviour, online shopping

1. Introduction

Nowadays it has become a global trend to transact through online stores and cater to needs through it. Through online stores, consumers can be accessed to a wide range of products, which allows them the opportunity to be better satisfied their needs (Amer & Gomez, 2010) refers to online marketing as the process consumers go through to purchase products or services over the internet. By the year 2020, Nearly two billion people worldwide had been accustomed to buy products through online stores. Thus, by 2020, the sales of online stores worldwide will be 4.2 trillion US Dollars (Coppola, 2021). Considering e-commerce in Sri Lanka, Sri Lanka's annual consumer sales value as of 2016 was Rs. 300 billion, but it accounted for only 1% of sales through online stores. This shows that internet commerce in Sri Lanka is at a low level compared to other countries. But it is clear that it is growing day by day. Researchers at various times have conducted research covering various aspects of e-commerce in Sri Lanka.

Accordingly, a study has been done on how the age level of consumers influences consumers to buy products through online stores. (Hernandez, Jimenez, & Martin, 2009) studied whether or not

there is a difference in gender and income that leads consumers to buy products through online stores. It has been found that there was no difference in the age at which consumers buy products through online stores. (Sorce, Widrick, & Perotti, 2005) also used students and staff at a U.S. university to study how consumer attitudes and age factors influence product purchases through online stores. It had been identified that there is a difference in the age at which consumers turn to buying products through online stores. Also, (Wan, Sutcliffe, & Nayakama, 2012) used 549 consumers to study how consumer age factors influence consumers' purchases of products through online stores. It identified the age factor as a factor influencing consumers to purchase products through online stores and found that there is a difference in the age at which consumers tend to purchase products through online stores.

Accordingly, based on the above researches, a study was conducted based in Sri Lanka to determine whether there is an age difference in the tendency of consumers to purchase products through online stores. This allows online store owners to develop strategies to promote their business. Also, by identifying the age groups that buy the most products through online stores, they will be able to add the products they need to their needs to their stores.

2. Methodology

This research was conducted to identify whether there is a difference in the age of the customers as they tend to buy products through online stores. The sample used for this study was 314 consumers in the two Grama Niladhari divisions of Wijerama and Maharagama town in the Maharagama divisional secretariat division in the Colombo district of the Western province. In selecting this sample, the Stratified Sampling method was used to select the Grama Niladhari domains and the Convenient Sampling was used to select the 314 sample of customers. This research was based on both primary data and secondary data sources. In this study, questionnaire method is used as it has to cover a large number of participants or the sample is in a considerable size. The other reason for adopting questionnaire method is the time limitation to conduct the study.

There, they were categorized as a child under the age of 20, as young age 21-40, also classified as adults between 41-60. Accordingly, One Way Anova was conducted based on the age level and the amount of money spent by consumers in a year to purchase products through online stores. It focused at whether there is a difference in the tendency of consumers to buy products through online stores according to age group. Here the hypotheses were constructed and tested. The hypotheses constructed are as follows

H1: There is a change in the tendency of consumers to buy products through online stores according to age group.

3. Results and Discussion

The findings obtained from the analysis of the data collected using the above methods are as follows.

Table 1. Descriptive statistics about the Age group

enter name								
	N	Mean	Std. Devia- tion	Std. Error	Lower Bound	Upper Bound	Min	Max
Child	24	2975.00	1447.411	295.452	2363.81	3586.19	500	5000
Young	268	6588.62	9032.325	551.737	5502.31	7674.93	400	60000
Adults	22	20963.64	16553.249	3529.164	13624.34	28302.94	1700	50000
Total	314	7319.59	10154.833	573.070	6192.03	8447.14	400	60000

Source: SPSS Output

This table provides detailed information about the sample. Accordingly, the median, standard deviation of the amount of money consumed by consumers to purchase products through online stores, according to age level, is shown. Also, the 95% confidence interval for mean column represents the upper and lower limits on how much money a consumer can spend in a year to buy products through online stores. Also, the minimum column represents the minimum amount of money spent on purchasing products in a year through online stores, and the maximum column indicates the maximum amount.

Table 2. Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4691728347.908	2	2345864173.954	26.448	.000
Within Groups	27585028698.270	311	88697841.474		
Total	32276757046.178	313			

Based on Table 2, The constructed hypothetical test was performed. The null hypothesis was rejected because the result is $P < 0.05$ ($0.00 < 0.05$). Accordingly, it had to be acknowledged H1, there was a change in the tendency of consumers to buy products through online stores according to age group.

Table 3. Multiple Comparisons

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Child	Young	-3613.619	2006.665	.171	-8339.30	1112.06
	Adults	-17988.636*	2779.832	.000	-24535.11	-11442.16
Young	Child	3613.619	2006.665	.171	-1112.06	8339.30
	Adults	-14375.017*	2088.703	.000	-19293.89	-9456.14
Adults	Child	17988.636*	2779.832	.000	11442.16	24535.11
	Young	14375.017*	2088.703	.000	9456.14	19293.89

This table illustrates the age difference between consumers' tendency to purchase products through online stores. Accordingly, the mean difference between child group and adults is 17988.63. This is statistically significant at the 5% confidence interval. That is ($0.00 < 0.05$). Therefore, it is clear that there is a difference between child and adult group in purchasing products through online stores.

Also, the mean difference between the young and adults' group is 14375.017. This is statistically significant at the 5% confidence interval. That is ($0.00 < 0.05$). Therefore, it is clear that there is a difference between young and adult group in purchasing products through online stores. But since

it is in both the young and child groups ($P > 0.05$) i.e. ($0.171 > 0.05$) it was found that there is no difference in the focus on buying products through online stores.

4. Conclusions

The findings that we have gained in this study are as follows; consumers are affected by their age level when purchasing products through online stores. It was also identified that this difference exists between child adults' group and young adults' group. Therefore, it is important for online store owners to consider age groups in order to advertise their business. There should be created strategies to attract them to their online stores based on each age category. Based on the findings of the research, this will help online retailers to make strategies according to different age brackets. Also, it is possible to use one method to attract the customers of the child young group and different methods can be used to attract the product to the child and adult group and the adult and young group.

References

- Amer, M., & Gómez, J. M. (2010). Measuring b2c quality of electronic service: Towards a common consensus. In *Encyclopedia of e-business development and management in the global economy* (pp. 135-143). IGI Global.
- Coppola, D. (2021). E-Commerce Worldwide- Statistics and Facts. Statista.
- Hernández, B., Jiménez, J., & Martín, M. J. (2011). Age, gender and income: do they really moderate online shopping behaviour?. *Online information review*
- Sorce, P., Perotti, V., & Widrick, S. (2005). Attitude and age differences in online buying. *International Journal of Retail & Distribution Management*.
- Wan, Y., Nakayama, M., & Sutcliffe, N. (2012). The impact of age and shopping experiences on the classification of search, experience, and credence goods in online shopping. *Information Systems and e-Business Management* 10(1): 135-148.