The Impact of Demographics on Online Buying of Digital Cameras

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Abstract

Demographics play an integral part in shopping process. The individual's choice for a particular product/service is largely related to his demographics. A structured questionnaire was used as a tool to collect the primary data. The study was conducted in Himachal Pradesh (Shimla City) and a sample size of 450 was selected by making use of non-probability sampling technique. The collected data was analyzed using tools like Weighted Average and Rank Technique. Canon was the most preferred choice of digital cameras by the customers'.

Keywords: Demographics, Online Shopping, Digital Cameras, Online Buying, Demographic Variables

I. INTRODUCTION:

Demographic refers to the "statistical characteristics of human populations used to identify markets". When we talk of photography, the only thing that comes to our minds is digital camera. Despite the presence of high-tech mobile phones in the current market, the demand and passion for digital cameras is still prevalent.

II. LITERATURE REVIEW:

Chu, J., Chintagunta, P., & Cebollada, J. (2008) in their study used a unique data set to estimate the price sensitivities of households in online and offline shopping channels when the same households shop across channels. Households' price sensitivities were also closely related to demographics and inversely related to how far the households are located from the offline stores.

Bashir, Adil (2013) analyzed from their study that E-commerce has made life simple and innovative of individuals and groups; consumer behavior in online shopping is different from the physical market where he

has access to see the product. The purpose of the research was to study the consumer behavior in online shopping of electronics especially in Pakistan.

III. RESEARCH METHODOLOGY:

A. Research Design: The research design adopted for this study was descriptive research.

B. Sample Design: 450 customers were selected through subjective sampling method.

C. Data Analysis: The data collected was analyzed with the help of tools like Weighted Average and Rank Technique.

IV. RESULT AND DISCUSSION:

The table 1 below shows the percentage of male and female customers' involved in online buying of digital cameras.

Table 1: Gender of Customers'

Demographics	Classification	Percentage
	Male	52.4
	Female	47.6

The table 2 below shows the age classification of customers' involved in online buying of digital cameras.

Table 2: Age of Customers'

Demographics	Classification	Percentage
	Up to 20 Years	7.1
	20 to 40 Years	76.9
	40 to 60 Years	13.8
	Above 60 Years	2.2

The table 3 below shows the classification of area of residence of customers'.

Table 3: Area of Residence of Customers'

| Demographics	Classification	Percentage
	Urban	68.0
	Rural	32.0

The table 4 below shows that, Canon was the most preferred choice of digital camera and ranked 1st with a weighted mean score of 3.74. Sony was ranked 2nd with a weighted mean score of 3.72.

Table 4: Preferred Brands by Customers' (Digital Cameras)

Digital Cameras (Brands)	Weighted Average	Rank
Canon	3.74	1
Fujifilm	1.85	5
Sony	3.72	2
Nikon	3.56	3
Panasonic	2.05	4

Nikon ranked 3rd (weighted mean score of 3.56), followed by Panasonic (ranked 4th) with a weighted mean score of 2.05. Fujifilm was the least preferred brand of digital camera and ranked 5th with a weighted mean score of 1.85.

Chart 1: Preferred Brands by Customers' (Digital Cameras)
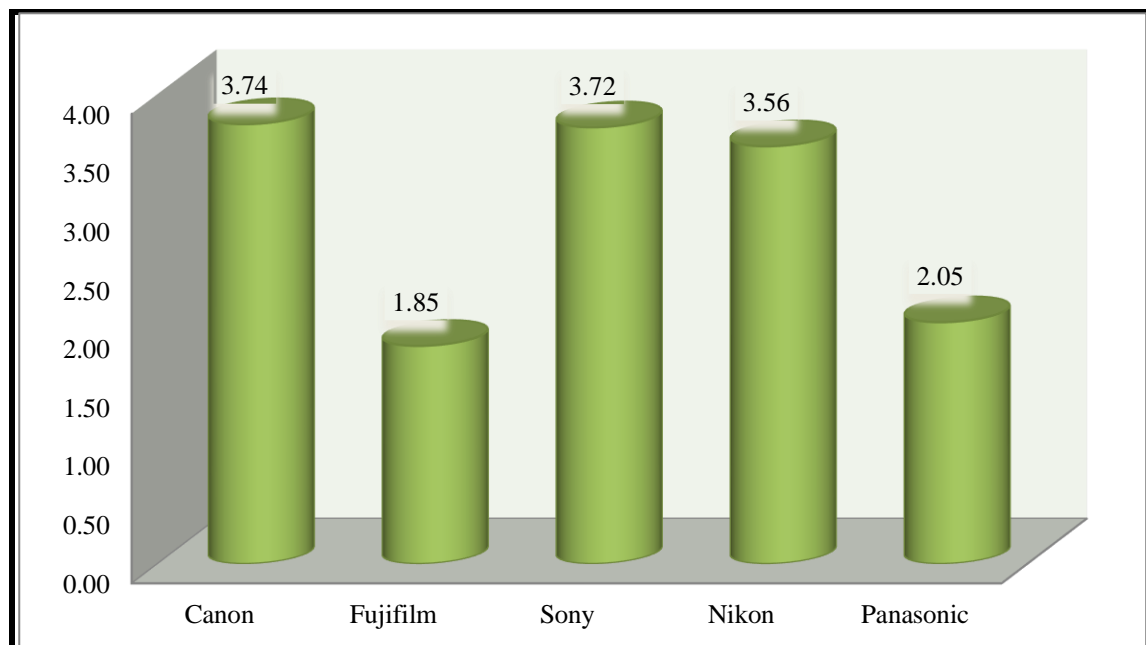
The Chart 1 above shows the weighted average for all the brands of digital cameras respectively.

V. CONCLUSION:

From the findings it can be concluded that the percentage of male customers was more, the customers' age classification between 20 to 40 years had the highest percentage and urban customers preferred online buying of digital cameras. The customers' first choice for digital cameras was Canon and Fujifilm was least preferred by the customers'.

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