

[DOI: 10.20472/IAC.2018.039.041](https://doi.org/10.20472/IAC.2018.039.041)

AMIT SHARMA

University School of Management Studies, GGS Indraprastha University , India

DEMOGRAPHIC AND PERSONALITY DIFFERENCES IN DIGITAL CONSUMER BEHAVIOR: A STUDY OF INDIAN CONSUMER

Abstract:

Digital buying behavior is now the most used method by Indian consumer for shopping. Indian consumer who was reluctant and skeptical of online purchases until half a decade ago has taken a major leap towards digital buying. India, being second most populous country in the world is definitely a huge market even if ninety percent of us may not buy products online. This ten percent digital consumers are enough to give big business to companies selling their products online and the selling platforms. Since this explosive digital buying behavior is very recent for India as a digital market, there is urgent need to understand the digital consumer behavior of Indian customer. In this context the present study was conducted to see how consumer with different types of personality and demographic differences differ on their frequency of online purchase, types of products purchased, type of websites preferred to purchase online, preferred mode of payment, attraction of online offers, and reasons to prefer online purchase over traditional go market behavior. The study was conducted on a sample of 160 respondents from various regions of India. The results of this research reveals that digital consumer behavior in India is affected by demographic factors like Gender, Age, Marital Status and Personality factors like Agreeableness, Conscientiousness and Open to Change. The paper discuss the implications of these differences with respect to Indian digital market.

Keywords:

Frequency of online purchase, Reasons to prefer online purchase, Age, Gender, Marital Status, Agreeableness, Conscientiousness, Open to Change.

JEL Classification: M10