CAN MONEY BUY CONVENIENCE: A STUDY ON INCOME AS A MOTIVATOR OF ONLINE SHOPPING?

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Abstract:
The fast and hectic life of professionals has created an essence of convenience and urgency in their activities and behavior. With the advent of technology and the swift internet era online activities are on a growing trend. This growing trend in online shopping has led to the consideration of this paper which aims to explore the role of individual income as a motivator of online shopping behavior. This study is descriptive in nature. It consists of primary survey of customers belonging to different individual income levels. The researcher has classified respondents on the basis of their individual income earned per annum into low, medium and high category. It investigates the influence of demographic factor income on shopping experiences of users of the major shopping websites of India. Data has been collected both from primary as well as secondary sources. The sampling technique used is convenience with a sample size of 755.The research results reveal that there is no significant effect of income on product categories purchased online. The effect of income on frequency of online shopping is not significant. There is no significant effect of income on payment mode in online shopping. Further there is no significant relationship between income and satisfaction in online shopping.The managers can benefit immensely from the results. Customers are offer driven in case of all items except necessary and emergency goods. The necessary items would sell even if there is no discount and offers on them. For other items offers and discounts influence the shopping behavior. The higher the offer the better the sale. Moreover to gain competitive advantage online marketers need to provide products and brands of higher value to customers. The cash on delivery facility should be applied to all product categories across the country so that every customer benefits from it. Care should be taken to manage reverse logistics as there should be a pick up facility from the delivered address if the product is not liked by the customer. Other services associated with the shopping process such as customer complaint handling and order processing should be made easier and smoother.This paper studies the gap in literature on motivator of individual income on online shopping trend. Extant literature has found studies on the relationship between household income and online shopping but not on individual income. Moreover the income has been categorized into low, medium and high levels of income as motivators for online buying behavior. It further draws on the research domino effects for implications for shopping website management and design, then suggests some ways to enhance performance for the website shopping industry.

Keywords: online shopping, consumer behavior, income level

1. Introduction

The advent of technology has made our lives easier but hectic too. This is because our productivity is expected to increase by use of technology than manually driven work. Moreover the ever increasing population is leading to plying of more number of vehicles on the roads with traffic jams causing problems in travelling. Along with this lack of time is another factor which is making people to seek for easier ways of shopping. By the time they leave office most of the brick and mortar shops are closed. These inconveniences have made the entry of online websites to make shopping easier. Since today's world has become tech savvy, all of us have internet facilities on our desktops, laptops, tablets and smart phones. One can be connected to the internet 24 hours 7 days a week. Online or web based stores constitute approximately $4 billion in size of the $518 billion modern retail trade in India (The Economic Times, 2014). It is otherwise known as e-tailing where the consumer has the convenience of sitting at one place and shopping. Virtual shopping, online shopping or e-shopping is a form of electronic commerce where consumers buy goods or services directly from a seller over the internet utilising a web browser. There are many names of online shopping such as e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, online storefront and virtual store (Wikipedia, 2014). The market of virtual shopping is expected to reach $56 billion at 6.5 per cent of the total market by 2023 (Strategist, 2014). The annual growth of e-shopping is 60 percent in comparison to 20 percent of direct selling and home shopping. Bharat Banka, founder and ex-chief executive, Aditya Birla, PE has said that e-commerce has opened up the market. It has helped create a business which is not necessarily profitable but does have value (Business Standard, 2015). As per research, 90% of online shoppers are planning to buy more products online which reflect on the positive experience of the users. According to the report compiled by data from Google Trends and online research conducted by TNS Australia on behalf of Google India in November 2012 consumer interest for apparels & accessories (30%) emerged as the second biggest product category after consumer electronics (34%).

Demographics has always been of immense interest to researchers for cross-sectional research. It has been a parameter to study the adaptability and variations of various topics. Gender, age, marital status and income have been mostly used to cram the differentiation and distinction between usage and influence of areas of study (Fram & Grady, 1997; Kunz, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000). The demographic factors can predict the type of product purchased by consumers on-line (Kulkarni and Bhattachary, 2015). Income has been chosen to be the crux of this research. It is because shopping involves money and income or salary or revenue is the only way of obtaining the means of livelihood. There has study on influence of household income on online shopping behavior (Richa, 2012). But the gap has been found in the study of individual income. Moreover income levels division in India and the trend of spending online of the various levels has not been studied upon. Hence the objective of this study is to study the role of individual income as a motivator of online shopping of customers. Further the trend in spending pattern of netizens of assorted levels of income is also researched upon. Income has been classified on the basis of

classification by the Income Tax of India officio (incometaxofindia, 2015).

2. Literature Review

Amongst the top product categories purchased online, apparels & accessories was in the top category (84%) electronics (71%), beauty & personal care (64%), books (62%) and household products (61%) (Ganguly, 2013). The frequency of purchase was higher for apparels & accessories and beauty & personal care products in comparison to electronics which makes these categories more profitable because of repeat purchase. Online marketers have started to offer alluring offers even to brick and mortar customers to attract them to shop online. In converting and convincing more users to shop online, online ticketing emerged as the gateway, as it was easier to convert online ticket buyers to shop online. Train, flight and even bus tickets can be booked online with better offers. Online ticket consumers spend higher average amount of INR. 2347 on their first product purchase in comparison to internet users who spend INR 1626. Online shoppers were also more comfortable with the use of cash on delivery (55%), debit cards (24%) and credit cards (19%). For habitual internet buyers cash on delivery was the most preferred mode of payment (74%), followed by debit card (18%) & credit card (5%). Cash back guarantee was the first benefit to motivate consumers to shop online. Apart from it the ability to provide cash on delivery (COD), fast delivery, great deals and access to branded products were highlighted amongst the other benefits of shopping online (Sangani, 2014). The consumers also spoke about upon some barriers that deter them from shopping online. The number one factor was inability to touch and try the goods before purchase, fear of faulty products, fear of posting their personal and financial details online and lack of facility to bargain were cited among the other reasons. Speaking about the insights and implications for the online shopping industry players in India, Rajan Anandan, VP & Managing Director of Google India, said "With approximately 8 million Indians shopping online in 2012, online shopping industry in India is growing rapidly and will continue to see exponential growth. By looking at the trends in 2012, we expect 2013 to be a strong growth year for players who're focused on fast growing categories like apparels & accessories and niche product categories like baby products, home furnishings & health-nutrition. We expect the growth to come from outside of top 8 metros as was evident in our recently concluded "Great Online Shopping festival' which saw over 51% of traffic from non-metros." (yourstory.com, 2014).

According to a recent PwC study, the footwear industry in India which is the world's second-largest producer and third-largest market is growing at the rate of 15% for the last couple of years. Men's footwear led the industry with a share of 55% followed by women's footwear having a share of around 30% and kids 15% in the Rs 23,500-crore Indian shoe market, which would be worth over Rs 7,000 crore. Higher disposable incomes, fashion consciousness, online shopping, mushrooming of shopping malls and a rise in the number of working women are driving the consumption of ladies footwear segment.

Rakesh Sharma of Catwalk Worldwide, the women's footwear major, says, "Although a very big market, most of the country's ladies footwear segment is unorganized. With women becoming brand-conscious, availability of various brands in smaller

towns - especially via online channel - has expanded the horizon (Manna, 2013).

2.1.   Income as motivator of online shopping

Apart from the above reasons the rise in income level has been found to be positively proportional to online shopping (Bagchi and Mahmood 2004; Donthu and Garcia 1999; Korgaonkar and Wolin 1999; Li et al. 1999; Susskind 2004; Zhou et al. 2007). Earlier studies done by Sultan and Henrichs in 2000 reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was positively related to income. Further income has been proved to be a predictor of purchase intention for clothes, jewelry and accessories online (Kim and Kim, 2004). Results show that income as one of the variables of demographics factor has a significant impact on impact frequency of online purchase of consumers (Nagra and Gopal, 2003). People with high income tend to be frequent online purchasers where as those with low income took more time in making decisions and purchased when required (Li et al, 2006). Income is a powerful predictor of online shopping as found from literature (Li and Ping, 2002). Extant literature has also proved that customers with higher household income of more than $75000 tend to shop more online than those with lower income level. This was because of the affordability to buy computers and internet facilities. Since most of the high paid customers were highly educated therefore they had knowledge and expertise of using computers and internet (Lohse et al., 2000). Income has a direct influence on shopper's intention to buy online but for brands (Sui and Cheng, 2001). Families with high income had greater attitude to

shop online (Haque et al, 2006). Myriad studies have found that the tendency to shop online increases with an increase in income (Bagchi and Mahmood 2004; Donthu and Garcia 1999; Korgaonkar and Wolin 1999; Li et al. 1999; Susskind 2004). The demand for online goods rise as income soar high. The most popular items purchased online, include books, CDs, holiday and leisure travel, PC hardware, and software, which are treated as normal goods. Low income of people has an adverse effect on online shopping (Raymond, 2015). Other studies show that income as one of the demographic variables does not significantly affect on-line shopping in India (Bagdoniene and Zemblyte, 2009; Richa, 2012).

3. Research Methodology

The study is basically descriptive in nature. This research is based on finding facts through enquiries. Data was collected from both primary and secondary sources. Primary data are collected from direct resources through questionnaire. The questionnaire was administered to respondents by online through emails and offline personally. Secondary data collected from literature was used for research to know about online shopping in India and the position of income as a motivator of online shopping. Purposive sampling has been used for the research. Customers of online shopping were chosen for the survey. 755 respondents have been selected as sample size for research. The area of survey included respondents from the city of Cuttack. Respondents consisted of people with no income, low, medium and high level of individual incomes. No income included students and housewives who did not work to earn their income followed by less than 2.5lakhs per annum (low level) which is not taxable. This is proceeded by the range of

2.5lakhs-5lakhs (medium) of individual income per annum which is taxable followed by income of above 5lakhs treated as high level. Since this study is conducted in India therefore the income levels have been categorized in accordance to the standards set by government of India.

4. Data Analysis and Interpretation

The data was put forth for analysis and the interpretation follows.

Table 1

Distribution of respondents on the basis of income level

Income level/annum	Percentage
No income	12
< Rs. 2.5lakhs (low)	25
Rs.2.5lakhs to Rs.5lakhs (medium)	33
> Rs.5lakhs (high)	30

Table 1 shows the percentage of respondents categorized on basis of income level. There are 12% no income level respondents, 33% under 2.5 lakhs, 25% between 2-5 lakhs, 30% above 5 lakhs. This shows that most of the respondents are in the income group of 2.5-5 lakhs and the least under no income per annum.

Table 2

Gender and income cross section

Gender	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Male	63%	55%	62.5%	60%
Female	37%	45%	37.5%	40%

From the above representation it is clear that there are 63% male respondents and 37% female respondents under no income category, 55% of male respondents and 45% of female respondents are under less than 2.5lakh category, 62.5% are male and 37.8% are female under 2.5lakh-5lakhs, 60% are male and 40% are female under more than 5lakhs. This shows that the number of male respondents are more in each category compared to female respondents.

Table 3

Educational level and income distribution

Educational level	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
High school degree	7	12	25	20
Bachelor degree	83	88	62	50
Master degree	10	-	13	20
Ph d degree	-	-	-	10

The above table reveals that 25 percent of the respondents with high school degree had an annual earnings of 2.5-5 lakhs whereas 7 percent had no income. Most of the respondents had a bachelor degree with less than 2.5 lakh income whereas respondents between the income level of more than 5 lakhs had mostly masters degree qualifications. Respondents from all educational levels were taken for the study to maintain uniformity of data and get response from all educational planes.

Table 4

Details of occupation and income of sample respondents

Occupation	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Executives	0%	90%	75%	70%
Students	97%	0%	0%	0%
House wives	3%	10%	0%	0%
Others	0%	0%	25%	30%

The highest percentage of respondents were students with no income followed by executives with 75% within 2.5-5 lakhs income. 10% of the housewives had income less than 2.5 lakh. Others included entrepreneurs and business men.

Most of the respondents were executives who had their own earning followed by students who had no earning of their own.

The respondents were enquired regarding the time schedule when they shop online and the results obtained are shown in table 5.

Table 5

Schedule of online shopping

Occasion	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
At the time of festivals	25%	15%	18%	23%
At the time of celebrations	20%	20%	10%	20%
At the time of discounts and offers	35%	45%	65%	35%
Gifting option	15%	15%	5%	17%
No specific occasions	5%	5%	2%	5%

From above observation we see people shop online more at the time of discounts and offers i.e. under no income category there are 25% who go for shopping at the time of festivals, 20% go at the time of celebration, 35% go at the time of discounts and offers, 15% shop when they want to gift it to someone and 5% shop on no specific occasions. 65% of the respondents of medium income 2.5-5 lks shop during offers and discounts.

Reasons for shopping online.

Reasons for online shopping	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Low price	24%	26%	39%	22%
Home delivery	35%	23%	25%	41%
Cash on delivery facility	40%	38%	38%	35%
Wide variety of products	16%	25%	19%	17%
Saves time	21%	15%	24%	12%

From above table we get to know that people shop more due to low prices and home delivery i.e. 39% of respondents under 2.5-5 lakhs shop online because of low price, 41% of respondents under >5 lakhs high It was seen that respondents do not buy all the products available online. The following table shows the effect of income on the category of products income level buy due to home delivery, 40% of no income group buy due to cash on delivery (COD) facilities, 25% of low income category <2.5 lakhs buy due to wide variety of products and 24% of 2.5-5 lakhs category buy due to time saving.

purchased. The following hypothesis is also tested in the table 7.

H$_0$1: There is no significant effect of income on product categories purchased online.

Effect of income on category of products purchased online

Items mostly Purchased	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Clothes	35%	45%	81%	72%
Shoes	32%	15%	15%	43%
Cosmetics	8%	2%	0%	3%
Jewelry	0%	5%	9%	8%
Mobile phones	15%	2%	4%	12%
Computer accessories	30%	12%	10%	14%

'Chi-Square test' Result over Effect of income on category of products purchased online			
Details	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	5.176	15	.281

From above analysis we get to know that maximum no of respondents buy clothes online i.e. about 81% of respondents buy clothes under income level 2.5-5lakhs and above, 43% buy shoes in >5lakhs category. 15% under no income category buy mobile phones and 30% buy computer accessories. Since these are the most frequently bought products they have been taken for the study. The association between

income and products purchased online is tested.

From the last row of the Table 7, Pearson Chi-Square statistic, $X^2 = 5.176$, and $p > 0.05$; i.e a very high probability of the observed data under the null hypothesis have relationship p. The null hypothesis was accepted.The most preferred sites of the respondents are noted in table 8.

<div align="right">Table 8</div>

<div align="center">**Most preferred site**</div>

Site name	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
www.homeshop18.com	32%	47%	35%	45%
www.jabong.com	23%	21%	18%	43%
www.myntra.com	18%	4%	21%	33%
www.flipkart.com	17%	12%	20%	34%
www.amazon.in	10%	4%	14%	13%
www.snapdeal.com	12%	7%	15%	18%

From above representation it is clear that though Flipkart is rated as the numero one online shopping site in India respondents prefer to buy from homeshop18. 47% of respondents under < 2.5 lakhs category bought items from www.homeshop18.com, 43% from www.jabong.com in >5 lakhs level, 33% from www.myntra.com, 34% from www.flipkart.com and 18% from www.snapdeal.com sites. Similarly there are three more categories and their respective analysis above. Over all it was found that people buy mostly from www.homeshop18.com compared to other sites.

<div align="right">Table 9</div>

<div align="center">**Money spent on online buying/per month**</div>

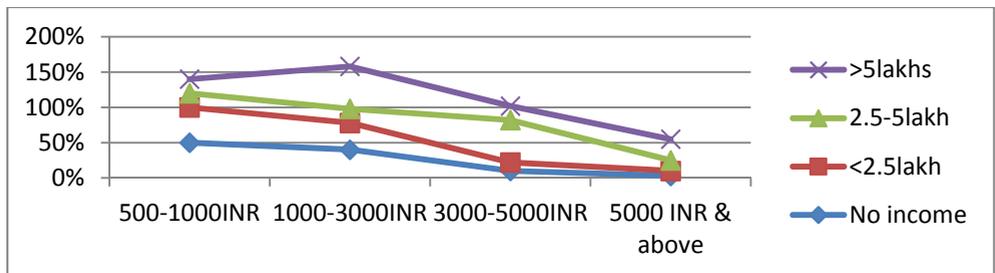| Range in INR	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
500-1000	50%	50%	20%	20%
1000-3000	40%	38%	20%	60%
3000-5000	10%	12%	60%	20%
5000 & above	3%	7%	15%	30%

Figure 1. Money spent on online buying/per month

From the table 9 and figure 1 it is clear that 50% of respondents would like to spend Rs500-Rs1000 under no income and less than 2.5lakh income category. 60% of the respondents would like to spend between Rs1000-

Rs3000 under income group 2.5-5 lakhs. 30% having income above 5 lakhs would like to go for Rs5000 and above. The frequency of online shopping for the income groups are shown in table 10 and the hypothesis H_02 is also tested.

H_02: There is no significant effect of income on frequency of online shopping.

Table 10

Frequency of shopping online

Frequency of shopping	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Once in 15days	0%	0%	0%	10%
Once in a month	0%	0%	0%	15%
Once in 3 months	10%	11%	0%	35%
As per requirement	90%	89%	100%	40%
'Chi-Square test' Result over Effect of income on frequency of shopping				
Details	**Value**		**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	1.333		9	.721

From above analysis it is clear that maximum respondents have chosen option as per requirement by all income categories. Category 2.5lakh-5lakhs has 100% respondents under as per requirement. None of the respondents under no income, less than 2.5lakh shopped monthly or as per requirement. 10% of the respondents earning above 5 lakhs per annum shopped once in 15 days. Pearson Chi-Square statistic, $X^2 = 1.333$, at 9 df, and p > 0.05; i.e., a very high probability of the observed data under the null hypothesis have relationship**.** The null hypothesis was accepted.The effect of income on the mode of payment used by the respondents are shown in table 11 along with the testing of hypothesis H_03.

H_03: There is no significant effect of income on payment mode in online shopping.

Table 11

Mode of payment mostly used

Mode of payment	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Internet banking	35%	40%	45%	45%
Cash on delivery	65%	50%	55%	70%
Credit card	0%	0%	0%	23%

Debit card	0%	10%	0%	35%
'Chi-Square test' Result over Effect of income on payment mode				

Details	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	2.331	9	.421

It is clear from the analysis that maximum customers want and prefer cash on delivery option with 70% as the highest under >5lakhs. Under no income category 35% of respondents use internet banking and 65% use C.O.D as mode of payment, under less than 2.5lakh category 40% use internet banking, 50% use C.O.D and 10% use debit cards, under 2.5lakh-5lakhs category 45% use internet banking, 55% use C.O.D. Respondents in 5lakhs and above category used all kinds of payment options. Pearson Chi-Square statistic, X^2 = 2.331, at 9 df, and p > 0.05; i.e., a very high probability of the observed data under the null hypothesis have relationship. The null hypothesis was accepted. The effect of income on satisfaction are shown in table 11 along with the testing of hypothesis H_04.

H_04: There is no significant relationship between income and satisfaction in online shopping.

Table 12

Satisfaction from online shopping

Satisfied	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Yes	87%	78%	90%	72%
No	13%	22%	10%	28%
'Chi-Square test' Result over Effect of income on payment mode				

Details	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	.127	3	.231

From table 12 it is clear that under no income category 87% are satisfied with online shopping and 13% are not. Under less than 2.5lakh category 78% say yes 22% say no, under 2.5lakh-5lakhs category 90% say yes and 10% say no and under >5lakhs category 72% say yes and 28% say no. Maximum no of respondents say yes that means they are satisfied with online shopping.The satisfied respondents were further enquired regarding the reasons behind their satisfaction and the results are shown in table 13.

Pearson Chi-Square statistic, X^2 = 0.127, at 3df, and p > 0.05; i.e., a very high probability of the observed data under the null hypothesis have relationship. The null hypothesis was accepted.

Table 13

Satisfying factors for shopping online

Reason for "yes"	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
quick delivery	57%	44%	63%	25%
Saves time	15%	22%	37%	25%
Good quality	13%	11%	0%	15%
Easy buying	15%	33%	0%	35%

From above analysis it is seen that quick delivery is the reason which mostly satisfy the respondents i.e. 57% ,few say it saves time i.e. 15%, few say product is of good quality i.e. 13% and few say it's easy to buy online i.e. 15% under "no income" category, 44% say home delivery, 22% say saves time 11% say good quality and 33% say easy buying under less than 2.5lakh, 62.5% say home delivery and 37.5% say saves time under 2.5lakh-5lakhs category and 25% home delivery, 25% say 15% and 35% say easy buying under >5lakhs category. Respondents who were not satisfied with online shopping were asked to cite the reasons for not being satisfied as shown in table 14. Inferior quality was most cited reason by low income group of <2.5lakhs for not being satisfied with internet shopping. 70% of the medium income group said that the time taken by the delivery of product is longer than usual, the reason for their dissatisfaction.

Table 14

Reason for not being satisfied with online shopping

Reason for "No"	No income	< 2.5lkh (low)	2.5-5lkhs (medium)	>5lkhs (High)
Inferior quality	37%	100%	30%	80%
Delivery of products which was not ordered	13%	0%	0%	7%
Replacement of product takes huge time	26%	0%	0%	3%
Delivery of product take huge time	24%	0%	70%	10%

Table 15

Reasons for people not preferring to shop on internet

Reasons	No income		< 2.5lkh (low)		2.5-5lkhs (medium)		>5lkhs (High)	
	Yes	No	Yes	No	Yes	No	Yes	No
Difficulty in shopping	27%	73%	33%	67%	62%	38%	20%	80%
Preference of traditional shopping	37%	63%	67%	33%	62%	38%	60%	40%
Shopping online is risky	33%	67%	67%	33%	62%	38%	40%	60%
Long time for delivery	60%	40%	67%	33%	62%	38%	60%	40%
Hesitation on paying online	60%	40%	67%	33%	62%	38%	60%	40%
Frustration due to dissatisfaction	70%	30%	56%	44%	87%	13%	70%	30%
Lacking internet facilities	73%	27%	67%	33%	62%	38%	50%	50%
Learning internet usage	70%	30%	44%	56%	87%	13%	60%	40%
No C.O.D option available	80%	20%	44%	56%	62%	38%	60%	40%
Area pincode not in delivery list	80%	20%	67%	33%	62%	38%	60%	40%
No advantage of seeing and touching the product	87%	13%	56%	44%	62%	38%	60%	40%

From above observation in table we see how consumer show their agreement by saying yes to each option, under no income category 87% say yes to option no advantage of seeing and touching the product i.e. maximum of the respondents agree that people do not shop for this particular reason, 27% say yes to option difficulty in shopping i.e. minimum of the respondents agree that people do not shop for this particular reason. Similarly we have other three income level categories with options and their analysis above.

5. Findings and Discussion

Most of the respondents were within the income level of 2.5-5 lakhs which is considered medium level followed by > 5 lakhs which comes under the higher category. Online shoppers generally shopped more during offers and discounts under all categories of income level. This shows that customers are offer driven. Delivery of the product at the door step and cash on delivery facility motivated customers under all income category to shop online. Clothes were the most

bought products followed by footwear and computer accessories according to the survey. Computer accessories were mostly ordered by students under no income group. This shows that level of income doesn't have an effect on online shopping for necessary items like computer accessories. This has also been proved by acceptance of the hypothesis that income doenot have any significant effect on the categories of product purchased. The percentage of income spent on online buying was the most for the income group of <2.5 lakhs which again shows that income level is not directly proportional to online spending. This is similar to the findings by other researchers which said that socioeconomic variables like age, gender and income do not condition the behavior of customers shopping online (Forsythe and Shi, 2003 ; Hernandez et al, 2011). Moreover unlike studies which said that increase in income level led vendor choice according to their reputation, this research found that income and reputation of vendor or online shopping sites were not directly related (Lightner, 2003).The frequency of online purchase was as per requirement in all categories of income which again shows that the respondents visited shopping sites but did not buy always. The null hypothesis which proposed that income deoesnot have any significant effect on the frequency of online shopping was accepted proving the above statement. Online shoppers were satisfied with the services and products that they bought online due to easy buying and quick delivery which saves time in their busy schedule. Unlike the findings of Nielson, 2009 which said that the most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery the findings of this research showed that cash on delivery led the preference

ladder with the highest percentage by income level holders of high income level and above followed by internet banking in the category of medium and high income groups. This was further supported by acceptance of the hypothesis that the payment mode used in online shopping is not affected by the income level. The dissatisfaction of respondents was basically due to inferior quality which meant that the product they had viewed and the actual product was different. Other customers said that the delivery time was longer than promised. Stringent return policies were also a cause of dissatisfaction. The customers had to courier back the products which were dearer than the money given by the websites. Apart from this the customer had botheration of whether the product reached the destination on time or not. It was also seen that there is no relationship between the level of income and satisfaction of online shoppers.

6. Conclusion

This research is based on the role and influence of individual income as a motivator of online shopping of customers. Income is found to be a motivator of online buying for certain income levels and some products while for others it is not a motivator. To attract more customers online marketers should provide free cash on delivery services. Other services like immediate replacement of products and refunding of payment should also be taken care of. Further Online marketers should take care of quality of products to reduce the complaints of providing poor quality. Delivery services should be enhanced more to semi urban and rural areas i.e. area pin code of such areas should be in delivery list. Thus it can be concluded that individual income level does affect online shopping but not in

all cases as found from the above   study.

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