

## **A STUDY OF THE IMPACT OF AGE AND GENDER ON ONLINE SHOPPING AWARENESS**

**HINA KHAN<sup>1</sup> & SAMTA KOTHARI<sup>2</sup>**

<sup>1</sup>Assistant Professor, FMS, JRN Rajasthan Vidyapeeth University, Udaipur, India

<sup>2</sup>Research Scholar, FMS, JRN Rajasthan Vidyapeeth University, Udaipur, India

### **ABSTRACT**

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. The primary purpose of this study is to add to the understanding of the Internet as a retail outlet and to better understand the person who has made an online purchase. It also examines the awareness about the online shopping among the consumer respondents of Udaipur district of Southern Rajasthan. Demographic factor i.e. gender and age is used to study the awareness among people. It uses various tests to prove the hypothesis thus formed. It also studies how gender and age vary according to locality (urban, rural and semi-urban). The result shows that the relationship between the gender of customer and awareness for online shopping is not found significant statistically and the relationship between the age of customer and awareness for online shopping is found significant statistically.

**KEYWORDS:** Online Shopping, Gender, Age, Awareness