


Gender and Behaviour Differences Influencing on Web Shopping

P. Ashok

Assistant Professor, Department of Management

KG College of Arts and Science, Coimbatore, Tamil Nadu, India

 <https://orcid.org/0000-0002-7435-1386>

OPEN ACCESS

Manuscript ID:
MGT-2021-08043809

Volume: 8

Issue: 4

Month: April

Year: 2021

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Received: 10.02.2021

Accepted: 13.03.2021

Published: 01.04.2021

Citation:

Ashok, P. "Gender and Behaviour Differences Influencing on Web Shopping." *Shanlax International Journal of Management*, vol. 8, no. 4, 2021, pp. 54-59.

DOI:

<https://doi.org/10.34293/management.v8i4.3809>



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Abstract

Despite several pieces of evidence showing the growth of Internet usage by Indian consumers. Online sales show less than 1 percent of the total retail sales in India. This may represent a great potential to grow yet some obstacles to overcome for online retailers. Many Indian consumers have low self-efficacy in using the Internet and feel shopping online to be eccentric. It seems that even for those who use the Internet regularly, the Internet is mainly for searching product information, comparing prices, and checking consumer reviews rather than making a purchase. Thus, the purpose of this study is to identify factors affecting Indian consumers' attitudes towards shopping online. This information will help Internet retailers find a way to encourage Indian shopper's online purchase behavior. Previous studies (i.e., Bhatnagar et al., 2000; Jarvenpaa and Todd, 1997; Vijayarathay and Jones, 2000) attempted to identify factors affecting Indian online consumers' online purchases. However, only risk and benefit factors identified from the US studies were applied to the Indian web shopping context, failing to incorporate Indian culture-specific factors. Thus, the purpose of this study is to identify factors affecting Indian consumers' web shopping gender behavior, specifically elucidating them in the Indian context. In addition to the previously identified factors (i.e., Convenient and time-saving, on-time delivery, availability of detailed information about the product, safe and secure while shopping online, selection of goods available on the internet is a very broad, special offer/discounted prices, convenient and time-saving, shop online from a trustworthy website, easy price comparison to online and offline stores. Web shopping only if online prices are lower than actual price etc.); this study included Indian gender-specific factors that may play an important role in determining Internet adoption for e-commerce. Also, a potential gender difference in identifying factors affecting male/female purchase behavior was investigated.

Keywords: Web shopping, Gender, Online purchase, purchasing behavior, Perceived risk

Background Research

Nowadays, the Internet is being widely used in daily life. The existence of the Internet brought many advantages to individuals' daily lives. With the media's help, people can communicate, learn something about goods, entertain, buy products and get services. The disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming, etc. Studies on web shopping investigated the factors that influence web shopping and motives for the value of and antecedents of online buying behavior. As a result, academic researchers and business world started to focus on the consumer side of online purchasing behavior, and lot of researches & articles prepared to make guidance for development of web shopping.

Scope of the Study

The aim of this study is to investigate factors that affect online purchasing behavior of two consumer groups like male, female and transgender. Moreover, it is also wanted to identify and analyze online buying habits of male, females, and transgender of our country. Scope of study is to help to identify gender differences towards purchasing influencing of web shopping.

Objectives of the Study

- To find out the gender differences towards web shopping.
- To identify the demographic profile of the Respondents.
- To evaluate the response for reasons for purchasing online.

Study Methodology

The purpose was to profile on-line consumers, then identify concerns and perceived benefits of e-commerce in the minds of the online consumer and utilize the information to develop a better relationship with the online consumer through an understanding of their underlying motivations. The data was collected in January of 2020. An online survey was conducted of 416 respondents from important cities of India. These cities were chosen for the proportionally greater percentage of online consumers than other regions in the country.

Data Collection Procedure

Single methods of data collection were used online surveys. The online survey allowed the researcher to capture the Indian consumers who were proficient technology users. As identified in the review of literature, a large portion of the Indian population does not use the Internet regularly, nor do they shop online. To obtain a better understanding of their web shopping fears (i.e., perceived risks), it was deemed critical to survey this group. Confidentiality of responses was assured, and potential respondents were invited to forward any queries via e-mail to the researcher.

Size of Sample

The sample size of the study is 416.

Survey Instrument

A structured questionnaire was developed with a five-point rating scale ranging from strongly agree to strongly disagree on website variables such as website design, customer service, security, reliability towards web shopping. It was developed with the discussion of experts, online shoppers, and literature review.

Statistical Tools

Data analysis was done using a statistical package for social science (SPSS) version 18.0 for the structured questionnaire. To test the study's hypothesis, Chi-square Test and T-test were used to analyze the effect of an independent variable on dependent variables.

Findings of the Study

This study here examined some factors affecting web shopping behavior of genders differences. A conceptual model was used to assess the effects of variables on each other using ANOVA. Results of hypotheses testing indicated that financial risk and non-delivery risk hurts buying attitude toward web shopping behavior. E-retailers should make their website safer and assure customers for delivery of their products has a positive effect on attitude toward web shopping on the web shopping behavior of consumers. That indicates that considering attitude variables makes a substantial contribution to web shopping. Also, subjective norms have a positive effect on web shopping behavior. This means the more people suggest e- buying, the more this buying method will be popular among people. This makes necessary the use of word of mouth or oral marketing for retailers. Domain-specific innovativeness has a positive effect on gender differences in web shopping behavior. This means that marketing specialists should target this society in their marketing strategy formulation for better effectiveness of their marketing program.

Analysis and Interpretation

Category	Options	Frequency	%
Gender	Female	178	42.79
	Male	238	57.21
Age	Below 20	148	35.58
	20-40	196	47.16
	40-50	52	12.50
	Above 50	20	4.81
Occupation	Private employee	169	40.63
	Business	29	6.97
	Student	199	47.84
	Others	19	4.58

Qualification	HSC or below	52	12.50
	UG	126	30.29
	PG	238	57.21
Monthly Income	Below 20,000	231	55.53
	20,000-40,000	86	20.67
	40,000-60,000	57	13.70
	Above 60,000	42	10.10
N		416	

Inference: The above table shows that male respondents be more than female respondents. As can be seen that people aged 20-40 years is largest group which represents 47.16% of the respondents. On other hand, the smallest respondent group is of those aged above 50 years & over. Many types of research have found that the younger generation would likely do web shopping more because of their more knowledge in computer technology as opposed to the older generation. Most (47.84%) of internet users

are students. The largest proportion of respondents, at 57.21%, has postgraduate degree students. The largest income classification represented the income range of less than 20,000 per month (55.53%).

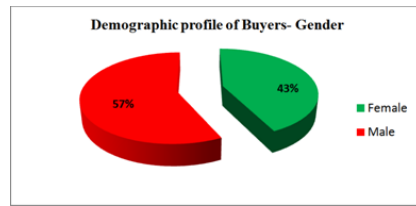


Figure 1: Demographic Profile of Buyers- Gender

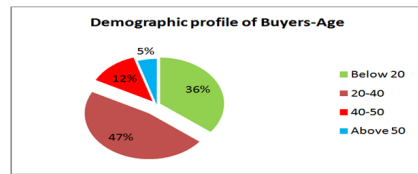


Figure 2: Demographic Profile of Buyers-Age

Table 1: Responses for Reasons for Purchasing Online - Frequencies and Percentage

Reasons	Not answered	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Standard Deviation
Convenient and time saving	0	128 (30.77)	220 (52.88)	45 (10.82)	15 (3.61)	8 (1.92)	87.47
on-time delivery	0	118 (28.37)	227 (54.57)	41 (8.89)	18 (4.33)	12 (2.88)	88.04
Availability of detailed information about the product	0	128 (30.77)	231 (55.53)	37 (8.89)	12 (2.88)	8 (1.93)	92.17
I feel safe and secure while shopping online	0	102 (24.52)	238 (57.21)	51 (12.26)	14 (3.37)	11 (2.64)	90.68
Selection of goods available on the internet is very broad	0	81 (19.47)	122 (29.33)	76 (18.27)	21 (5.05)	16 (3.85)	47.48
Special Offer/discounted prices	0	72 (17.31)	237 (56.97)	101 (24.28)	4 (0.96)	2 (0.48)	92.44
Convenient and time saving	0	114 (27.40)	194 (46.63)	78 (18.75)	18 (4.33)	12 (2.88)	75.28
I like to shop online from a trustworthy website	0	112 (26.92)	216 (51.92)	56 (13.46)	18 (4.33)	14 (3.66)	82.47
Easy price comparison to online and offline stores.	0	84 (20.19)	168 (40.38)	148 (35.58)	11 (2.64)	5 (1.20)	75.48
I will prefer web shopping only if online prices are lower than actual price	0	81 (19.47)	171 (41.11)	151 (36.30)	7 (1.68)	6 (1.44)	77.25

Reason	Hypothesis	Predicted Value	Inference
Convenience and Time Saving	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving.	a) F-value for convenience is 8.24 and the corresponding p-value is given as .003, which is less than .05	We reject the null hypothesis Hence, it is clear that, There is a significant difference in perception of male buyers and female online buyers regarding convenience and time saving
On-time delivery	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding on-time delivery. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding on-time delivery.	F-value is .884 and the corresponding p-value is .323, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding on-time delivery
Availability of detailed information about the product	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding availability of detailed information about the product. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding availability of detailed information about the product.	F-value is 0.157 and the corresponding p-value is 0.784, which is more than 0.05.	There is no significant difference in perception of male online buyers and female online buyers regarding availability of detailed information about the product.
Feel safe and secure while shopping online	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding non- availability of products. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding non-availability of products.	F-value is .170 and the corresponding p-value is .680, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding their safe and secure factor while shopping online
Selection of goods available on the internet is very broad	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection	F-value is .128 and the corresponding p-value is .767, which is more than .05.	Therefore, we accept the null hypothesis There is no significant difference in perception of male online buyers and female online buyers regarding broad availability of goods for selection
Special Offers/ discounted prizes	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes.	F-value is .921 and the corresponding p-value is .324, which is more than .05.	We accept the null hypothesis. There is no significant difference in perception of male online buyers and female online buyers regarding offers/discounted prizes.

Like to shop online from a trustworthy website	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy website Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy Website	F-value is 1.857 and the corresponding p-value is given as .174, which is more than .05.	We accept the null hypothesis There is no significant difference in perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy website
Easy price comparison	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding easy price comparison Ha: There is a significant difference in the perception of male online buyers and female online buyers easy price Comparison	F-value is .439 and the corresponding p-value is .508, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding easy price comparison.
Availability of low price product	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding availability of low price product Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding availability of low price product	F-value is 1.458 and the corresponding p-value is given as .201, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding availability of low price products

Limitations of the Study

As is discussed before, there are many factors affecting web shopping behavior. But in this study, because of time constraints here didn't examine all factors influencing web shopping behavior.

In this research, because of time and cost constraints here, it is examined factors affecting web shopping behavior of consumers in India. That in other countries, people have different characteristics and behaviors. Result of this study may lack of generalizability to other countries. The statistical society of study was online stores selling electronic goods. So development of statistical society to other stores with different products and services decreases the limitation of the study. Methodology of study for analyzing data may not fully assess the web shopping behavior of consumers based on discussed variables.

Recommendations

For future studies suggests that: In this research, few factors have only been tested on web shopping behavior. Researchers can examine other factors affecting web shopping behavior with extensive researches. By extending this study to other cities,

here it can reach to better results and understanding about web shopping behavior of people.

Here it is used only 416 sample units for our statistical data. By assessing better sites like Amazon.com, Flipkart etc., we can reach to better and more reliable society for research. Including cultural factors in the model could show a better dimension of online shoppers.

Conclusion

The new media of the internet and the World Wide Web have revolutionized many aspects of everyday life, including the way in which it is buying consumer goods. The purchasing power of consumers who buy goods through the Internet has increased phenomenally. Online shopping is now a serious alternative to conventional shopping. Given that men and women have been shown to differ in their attitudes toward both the internet and shopping, it seems surprising that there is little research that explicitly addresses gender difference in on-line buying. Attitude and gender are important factors that web shopping behavior. Accordingly, a better understanding of web shopping attitude is critical for

designing and managing effective websites that can help businesses attract and retain online customers. The study has implications for academicians and research scholars in terms of research scope this area of marketing and online retailing opens up. This field of research has ample opportunities for further exploration. Further studies need to be conducted to track changes in the perception and behavioral patterns of online shoppers.

References

- Alreck, Pamela, and Robert B. Settle. "Gender Effects on Internet, Catalogue and Store Shopping." *Journal of Database Marketing*, vol. 9, no. 2, 2002, pp. 150-162.
- Andrews, Lynda, et al. "Gendered Perceptions of Experiential Value in using Web-based Retail Channels." *European Journal of Marketing*, vol. 41, no. 5/6, 2007, pp. 640-658.
- Armstrong, Gary, and Philip Kotler. *Marketing - An Introduction*. Pearson Prentice Hall, 2009.
- Bauer, Hans H., et al. "Building Customer Relations over the Internet." *Industrial Marketing Management*, vol. 31, 2002, pp. 155-163.
- Bhatnagar, Amit, et al. "On Risk, Convenience, and Internet Shopping Behavior." *Communications of the ACM*, vol. 43, no. 11, 2000, pp. 98-105.
- Chiu, Yu-Bin, et al. "Gender Differs: Assessing a Model of Online Purchase Intentions in e-Tail Service." *International Journal of Service Industry Management*, vol. 16, no. 5, 2005, pp. 416-435.
- Davis, Fred D. "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology." *MIS Quarterly*, vol. 13, no. 3, 1989, pp. 319-340.
- Eastlick, Mary Ann, and Richard A. Feinberg. "Gender Differences in Mail-Catalog Patronage Motives." *Journal of Direct Marketing*, vol. 8, no. 2, 1994, pp. 37-44.
- Engel, James F., et al. *Consumer Behavior*. Dryder Press, 1995.
- Flavián-Blanco, Carlos, et al. "Analyzing the Emotional Outcomes of the Online Search Behavior with Search Engines." *Computers in Human Behavior*, vol. 27, no. 1, 2011.
- Francis, Julie E., and Lesley White. PIRQUAL: A Scale for Measuring Customer Expectations and Perceptions of Quality in Internet Retailing." *Proceedings of the 2002 American Marketing Association Winter Educators' Conference: Marketing Theory and Applications*, 2002, pp. 263-270.
- Karthikeyan, K, et al. "A Study on Influence of Social Media on Online Buying Decision with Special Reference to Management Students at Tiruchirapalli City." *Shanlax International Journal of Management*, vol. 6, no. 3, 2019, pp. 52-60.
- Muthupriya, A. "Online Shopping Attitude among the Youth: A Study on Alagappa University Students in Karaikudi, Sivaganga District." *Shanlax International Journal of Management*, vol. 7, no. 1, 2019, pp. 43-47.
- Negahdari, Amirnima. "A Study on Gender Differences Influencing on Online Buying." *Management Science Letters*, vol. 4, 2014, pp. 2203-2212.
- Richard, Marie-Odile, et al. "A Proposed Model of Online Consumer Behavior: Assessing the Role of Gender." *Journal of Business Research*, vol. 63, 2010, pp. 926-934.
- Sebastianelli, Rose, et al. "Perceived Quality of Online Shopping: Does Gender make a Difference?" *Journal of Internet Commerce*, vol. 7, no. 4, 2008, pp. 445-469.
- Wolin, Lori D., and Pradeep Korgaonkar. "Web Advertising: Gender Differences in Beliefs, Attitudes, and Behavior." *Internet Research*, vol. 13, no. 5, 2003, pp. 375-385.

Author Details

Dr. P. Ashok, Assistant Professor, Department of Management, KG College of Arts and Science, Coimbatore, Tamil Nadu, India, **Email ID:** ashok.p@kgcas.com