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Gender Specific Behavioral Difference of Netizens in Online Shopping

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Abstract: Differences in gender are important to understand so we can increase our ability to provide more targeted, relevant and desirable user experience. The author notes that very few studies of gender exist and there is a need for more exploration. This study approaches the question of whether on-line shopping behavior differs from a gender perspective. The implications for research are twofold: first, the study provides additional insight into on-line shopping behavior from a gender perspective. Second, the study demonstrates that significant differences might not show on the construct level but only when behaviors are individually compared with each other. The implications for practice is to help businesses enhance their on-line shopping platforms to better consider the particular needs of male and female on-line shoppers.

Keywords: Internet shopping, Consumer behavior, E-commerce, Consumer purchase decision making process.

I. INTRODUCTION

The growing use of internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online behavior, and the relationship between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Online shopping has become new type of retail shopping. Online shopping has been growing because of the technological advancement, convenience, better purchasing capacity and the availability of different search engines and easier payment modes. The availability of the quality of the information, various brands and products enable the customers to make a choice from a wider market.

Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. In addition to the tremendous potential of the E-commerce market, the internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. The current study has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in internet shopping.

II. REVIEW OF LITERATURE

1. **Eric Weiser (2000)**, studied gender difference in usage patterns and internet application preference resulted from a survey assessing gender differences in relation to specific usage of the internet. Numerous gender differences in preference for specific internet application emerged. Result showed that males used the internet mainly for purposes related to entertainment and leisure, whereas women used it primarily for interpersonal communication and educational assistance. However, additional analysis showed that several general differences were mediated by differences in age and internet experience
2. **Sujana Adapa (2008)** examines the adoption of internet shopping patterns exhibited by Indian women currently residing in India and Australia emphasizing on the prevailing cultural dimension. She also examined the factors influencing their intention to shop online and its subsequent effect on adoption of actual internet shopping is portrayed. The valid questionnaire after sorting out for missing data, from each country contain to 42 from India and 44 from Australia. She concluded that culture in the country of origin (India) demonstrated a negative effect of individualism and long-term orientation and a positive impact of power distance, uncertainty avoidance and masculinity on the adoption of internet shopping, whereas on the other hand culture in the country of residence (Australia) exhibited a positive effect of individualism and long-term orientation and negative effect of power distance, uncertainty avoidance on the internet shopping adoption
3. **Meenakshi Honda and Nirupama Gupta (2009)** studied the influence of the gender on consumer innovativeness among college going youth online shoppers of urban India. They targeted a sample of 150 college going young adult between age group of 18-24 years, who had engaged in online shopping during last one year and were studying in various colleges located in Delhi. They concluded that gender has no influence on the innovativeness of online shoppers and both male and female have a higher score for domain specific innovativeness as compared to the open processing innovativeness. They also pointed out that respondents are not very innovative in general but nevertheless are experiential with respect to new retail websites. They surf new retail websites but are hesitant to shop from online retailers

III. RESEARCH OBJECTIVE

1. To uncover the shopping attitude and motives existing among Indian consumers
2. To identify the difference in the shopping attitude and behavior of Indian shoppers when they belong to different gender
3. To probe how the pattern of online buying (types of goods, e-commerce experience and hours use on internet) influence consumers' attitude towards online shopping.
4. To examine how purchase perception (product perception, customer service and consumer risk) influence consumers' attitude towards online shopping.

IV. RESEARCH METHODOLOGY

Problem identification

The phenomenal growth of the Internet over the past few years, the vast potential of conducting business over the Internet remains largely untapped. Moreover, the changing lifestyle of the Indian consumer, make it imperative for the retailers to understand their pattern of consumption. It is therefore pertinent to undertake a comprehensive study about consumer behavior and the influence of gender for the same. In this paper an attempt has been made to explore the shopping attitude and behavior of Indian shoppers. The paper further investigates the influence of the consumer's gender on shopping behavior.

Research Design

A research design is a framework or blueprint for conducting the scientific inquiry. It details the procedures necessary for obtaining the information needed to structured or solve marketing research problem. Descriptive research design was followed in this research.

Sampling Unit

A sampling unit is an element, or a unit containing the element, that is available for selection at some stage of the sampling process. From the above population, all the internet users who are either aware of online shopping or have done online shopping were identified as sampling unit for the purpose of the study.

Sampling techniques:

For conducting this study the convenient sampling was adopted in selecting the respondents

Size of sample

The sample size of the study is 356

Data collection: The study is based on primary data and secondary data and the respondents are from Chennai. The primary data was collected through questionnaires and the Secondary data were collected from books, journals, news papers and websites.

Statistical tools: This data was analyzed through percentage analysis and ANOVA

V. ANALYSIS AND INTERPRETATION

TABLE 1
Demographic profile of Buyers

Category	Options	Frequency	Percentage
N		356	
Gender	Female	114	32.0
	Male	242	68.0
Age	Below 20	268	70.5
	20-40	63	19.38
	40-50	18	7.02
	Above 50	7	3.09
Occupation	Private employee	141	39.60
	Business	25	7.02
	Student	189	53.09
	others	1	0.28
Qualification	HSC or below	18	5.06
	UG	107	30.05
	PG	231	64.88
Monthly Income	Less than 20,000	253	71.06
	20,000-40,000	43	12.07
	40,000-60,000	31	8.70
	Above 60,000	29	8.14

Inference: The table shows that male respondents outnumbered female respondents. As can be seen that people aged below 20 years is the largest group which represents 70.5% of the respondents. On the other hand the smallest respondent group is of those aged above 50 years and over. Many researches has found that younger generation would likely to do online shopping more because of their knowledge in computer technology as opposed to the older generation. Most (53.09%) of internet users are students. Apparently, the largest proportion of respondents at 64.88 % has a postgraduate degree. The largest income classification represented the income range less than 20,000 per month (71.06%).

TABLE 2
Internet Usage among Buyers

Category	Options	Percentage
N	356	
Average Time spent	0-2 hrs/day	54.8
	3-4 hrs/day	17.2
	Once a week	13.5
	Once a month	7.8
	Rarely	6.7
Sources used for gathering Information	Search Engine	79.2
	Product catalogs	29.7
	Friends and family	31.5
	Company websites	45.8
	Blogs	9.6
	Product review in print media	24.5
	Advertisements	25.0
	Promotional e-mails	17.7
Online Advertisements	11.9	
Frequency of online Purchase	None	.3
	once a week	11.5
	at least once a month	15.6
	once in 2-5 months	45.1
	Rarely Once in a year	27.5

Inference: It is clear from the above figures that average time is high for 0-2 hrs/day followed by 3-4 hrs/day. It is clear that the major source used for gathering information is search engine followed by company website and friends and families. 45.1% of the respondents did online shopping once in 2-5 months followed by 27.5% doing rarely once in a year.

TABLE 3
Responses for reasons for purchasing online – Frequencies and Percentage

Reasons	Not answered	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	MEAN	STD DEVIATION
Convenient and time saving	2 (0.6)	128 (36.0)	171 (48.0)	40 (11.2)	14 (3.9)	1 (0.3)	4.16	.806
Availability of detailed information about the product	2 (0.6)	160 (44.9)	150 (42.1)	31 (8.7)	13 (3.7)	0	4.29	.785
Easy price comparison	3 (0.8)	61 (17.1)	135 (37.9)	113 (31.7)	35 (9.8)	9 (2.5)	3.58	.985
on-time delivery	2 (0.6)	86 (24.2)	176 (49.4)	64 (18.0)	24 (6.7)	4 (1.1)	3.89	.899
I like to shop online from a trustworthy website	3 (0.8)	106 (29.8)	138 (38.8)	71 (19.9)	36 (10.1)	2 (0.6)	3.88	.984
I feel safe and secure while shopping online	2 (0.6)	100 (28.1)	128 (36.0)	81 (22.8)	41 (11.5)	4 (1.1)	3.79	1.028
Selection of goods available on the internet is very broad	3 (0.8)	76 (21.3)	127 (35.7)	88 (24.7)	56 (15.7)	6 (1.7)	3.60	1.058
I will prefer online shopping only if online prices are lower than actual price	2 (0.6)	74 (20.8)	137 (38.5)	104 (29.2)	34 (9.6)	5 (1.4)	3.68	.969
Offer/discounted prices	3 (0.8)	77 (21.6)	141 (39.6)	92 (25.8)	37 (10.4)	6 (1.7)	3.70	.993

TABLE 4
ANOVA of reasons scores of purchasing online gender wise

Reasons	Source of Variation	Sum of Squares	Df	Mean Square	F (Cal)	Sig.
Convenient and time saving	Between Groups	5.946	1	5.946	9.372	.002
	Within Groups	224.601	354	.634		
	Total	230.548	355			
Availability of detailed information about the product	Between Groups	.066	1	.066	.107	.744
	Within Groups	218.774	354	.618		
	Total	218.840	355			
Easy price comparison	Between Groups	.433	1	.433	.439	.508
	Within Groups	349.126	354	.986		
	Total	349.559	355			
on-time delivery	Between Groups	.803	1	.803	.994	.319
	Within Groups	285.950	354	.808		
	Total	286.753	355			
I like to shop online from a trustworthy website	Between Groups	1.812	1	1.812	1.857	.174
	Within Groups	345.343	354	.976		
	Total	347.154	355			
I feel safe and secure while shopping online	Between Groups	.180	1	.180	.170	.680
	Within Groups	374.660	354	1.058		
	Total	374.840	355			
Selection of goods available on the internet is very broad	Between Groups	.154	1	.154	.135	.713
	Within Groups	401.891	354	1.135		
	Total	402.045	355			
I will prefer online shopping only if online prices are lower than actual price	Between Groups	1.589	1	1.589	1.694	.194
	Within Groups	332.038	354	.938		
	Total	333.626	355			
Offer/discounted prices	Between Groups	.967	1	.967	.969	.326
	Within Groups	353.378	354	.998		
	Total	354.346	355			

INFERENCE**ANOVA TEST 1: Convenience and Time Saving****Hypothesis:**

H₀: There is no significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving.

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving.

From the table it is clear that,

- F-value for convenience is 9.372 and the corresponding p-value is given as .002, which is less than .05
- Therefore, 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

ANOVA TEST 2: Availability of detailed information about the product**Hypothesis:**

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.

From the table it is clear that,

- a) F-value is 0.107 and the corresponding p-value is 0.744, which is more than 0.05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding availability of detailed information about the product.

ANOVA TEST 3: Easy price comparison

Hypothesis:

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

From the table it is clear that,

- a) F-value is .439 and the corresponding p-value is .508, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding easy price comparison.

ANOVA TEST 4: On-time delivery

Hypothesis:

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.

From the table it is clear that,

- a) F-value is .994 and the corresponding p-value is .319, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding on-time delivery

ANOVA TEST 5: Like to shop online from a trustworthy website

Hypothesis:

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

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy website

From the table it is clear that,

- a) F-value is 1.857 and the corresponding p-value is given as .174, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy website

ANOVA TEST 6: Feel safe and secure while shopping online

Hypothesis:

H₀: There is no significant difference in the perception of male online buyers and female online buyers regarding non-availability of products.

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding non-availability of products.

From the table it is clear that,

- a) F-value is .170 and the corresponding p-value is .680, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding their safe and secure factor while shopping online

ANOVA TEST 7: Selection of goods available on the internet is very broad

Hypothesis

H₀: There is no significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection

From the table it is clear that,

- a) F-value is .135 and the corresponding p-value is .713, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding broad availability of goods for selection

ANOVA TEST 8: Availability of low price product

Hypothesis:

H₀: There is no significant difference in the perception of male online buyers and female online buyers regarding availability of low price product

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding availability of low price product

From the table it is clear that,

- a) F-value is 1.694 and the corresponding p-value is given as .194, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding availability of low price products

ANOVA TEST 9: Offers/discounted prizes**Hypothesis:**

H₀: There is no significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes.

H_a: There is a significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes.

From the table it is clear that,

- a) F-value is .969 and the corresponding p-value is .326, which is more than .05.
- b) Therefore, we accept the null hypothesis

Hence, it is clear that,

There is no significant difference in perception of male online buyers and female online buyers regarding offers/discounted prizes.

VI. CONCLUSION

The new media of the internet and the World Wide Web have revolutionized many aspects of everyday life, including the way in which we buy consumer goods. The number of consumers who buy goods on the Internet has increased phenomenally. On-line 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 influence online shopping behavior. Accordingly, better understanding of online 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 explorations. Studies need to be conducted from time to time to track changes in the perception and behavioral pattern of online shoppers.

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