

IMPACT OF GENDER DIFFERENCES ON ONLINE PURCHASE INTESIONS OF INDIAN CONSUMERS

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ABSTRACT: Gender differences influencing buying behaviour towards online shopping remain poorly understood in the E-commerce setting. It is already established that in case of offline marketing demographic factors influences buying behavior for variety of products. Few studies also found that, attitude toward online product presentation influences buying behaviour more strongly for females than male. Whether this concept equally hold good in case of online marketing is an important question before the marketers. This information will be useful for them for designing their market offerings and marketing campaigns. It is generally observed that the taste, preferences, emotions, motives, rational, etc. of consumers differ w.r.t. their gender. This paper is an attempt to answer whether gender affects buying behaviour of comers in case of online shopping also. The outcome of this paper will be useful for designing gender specific marketing programs.

Keyword: *Gender, Buying, Behaviour, Online, Shopping, Market.*

Introduction : With rapid growth and increase in prosperity the Information Technology is being developed expeditiously since last few decades, and with a relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of the Internet, which rapidly increased web users and a higher speed internet connection, and some new technology also has been developed and used for web developing (Web 2.0)¹, which leads the firm to promote their product and services online through web applications.

With increase is the number of internet user in India, there is ample potential for business through the virtual channel. Online shopping is the process where a customer does the transaction through the Internet. People can purchase or sell the product or service virtually from anywhere without time constraints, i.e. (24 x 7).

E-commerce is defined as a platform for buying and selling of goods and services, or the sending of funds or data, over the web. E-commerce transactions can be B2B, B2C, C2C, or C2B. Indian E-commerce industry inception can be traced back in the early 1990s. When IRCTC and Rediff successfully launch their ecommerce portal for Indian consumers.

However in recent the revolution in smart phone and telecommunication industry have amplified the change in Indian ecommerce industry .According to IAMAI-IMRB report, over 460 million Indians use Internet and India has been the second largest online market after China. The emergence and extraordinary success of various online

¹ Web 2.0 is the name used to the describe the second generation of the world wide web, where it moved static HTML pages to a more interactive and dynamic web experience

commerce startups like Flipkart, Jabong, Snapdeal, have recreated the model of online marketplace. Even global companies like Amazon and eBay made their entry in the Indian market that can be seen to dominate the e-commerce industry. (iNurture, 2018)

Understanding customer decision making on web is essential to the success of e-commerce. (Hajli, 2018).

According to Kantar IMRB report 91% Indians say they will spend more money on e-commerce sites in 2019. A massive part of hike will come from service sector like Housejoy and UberClap. With technology and social media giving origin to new forms of peril so as online trolling. Brands will have to create a stable, positive atmosphere and enable support groups to change the discourse of negativity (IMRB, 2019).

According to Association of India "Digital commerce in India is expected to reach Rs. 2.47 lakh crore in 2018 in utility services, travel and e-commerce segments the report also said as on December 2017, an predicted 295 million people were online in urban India. With the costs of mobile internet seeing a rapid drop, there has been a significant increase in the number of online users and the level of online activity and engagement. (IBEF, 2018).

REVIEW OF LITERATURE :

Mitchell and Walsh (2004): said males and female's likes and dislikes about the product are differing and this difference plays important role in buying behaviors of the customer. The genders differences vary from there, want, need, life-style, and expectation etc. which reflect to their buying behavior.

According to **Solomon et al (2010)**, products are classified sex-typed or androgynous. Sex-typed determines a product that takes on gender characteristics.

According to **Bellman, S. Lohse, G.L. & Johnson, E.J. (1999)** in their paper "Predictors of online Buying Behaviour" explains that consumers worldwide can shop online 24*7. Some market sectors, including insurance, financial service, computer hardware and software, travel, books, music, videos, flowers and automobiles, are feeling rapid growth in online sale. Authors explain consumers lead a wired lifestyle, and they shop online to save time. Paper suggests the implication for designing online as sites should make it convenient to buy or repeat purchase, provide information to make a purchase decision and should make the checkout process easy. As is that consumers seem to value the web's over its cost saving. The result shows that the people who spend more money online have a more wired lifestyle and receive more e-mails compared to other internet users.

According to **Davis and Rigaux (1997)** he found in his research on the study of family decision-making roles that the husband and wives different approach towards buying product.

According to **Belch and Willis (2002)** in his studies show that the buying decision is shifting from male dominated to joint decision.

Cheung Christy M K and Lee Mathew K O (2006) have done extensive work on "understanding consumer trust on internet shopping". The central focus of the study is to find out variables that engender consumer trust in internet shopping. This paper focused on three kinds of literature and tries to find out the integrative model of consumer trust. The article further explained that social psychological perspective guides to include perceived

trustworthiness, sociological view suggested including legal framework and third-party recognition, which are the consumer trust in internet marketing. Further, trust transference program, the approval program, online and the needed to help engender consumer trust in the risky shopping environment. **Dahiya Richa (2012)** in research paper “impact of demographic factors of consumers online shopping behaviour” a study of consumers in India” finds out through online shopping is very common outside India, its growth in the Indian market, which is a big and important consumer market, is still not in order with the global business. The possible growth of online shopping has triggered the idea of conducting a study on online shopping in India. Research finds out that demographic factors show that gender impacts the frequency of online shopping positively and family size impacts the overall spend on online shopping. Finally, it is concluded that customer has a positive response towards online shopping and this clearly explains that there will be significant growth in online marketing.

RESEARCH METHODOLOGY:

After an extensive literature survey on buying behavior of Indian consumers research gap was identified. It was useful in framing needs, scope and objectives of present study. It has been observed that substantial work has not been done on online consumer behavior. More so, the research on influence of gender on buying intentions in case of online shopping was not researched. There exists a research gap among various studies available so far. Therefore, the present study has been undertaken on difference in opinion of males and females towards online shopping.

In this research, mixed research approach is used in which Quantitative (survey) and Qualitative approach both is used. So the sampling method used in this study is Convenience Sampling and data was collected from 120 Indian respondents through structured questionnaire.

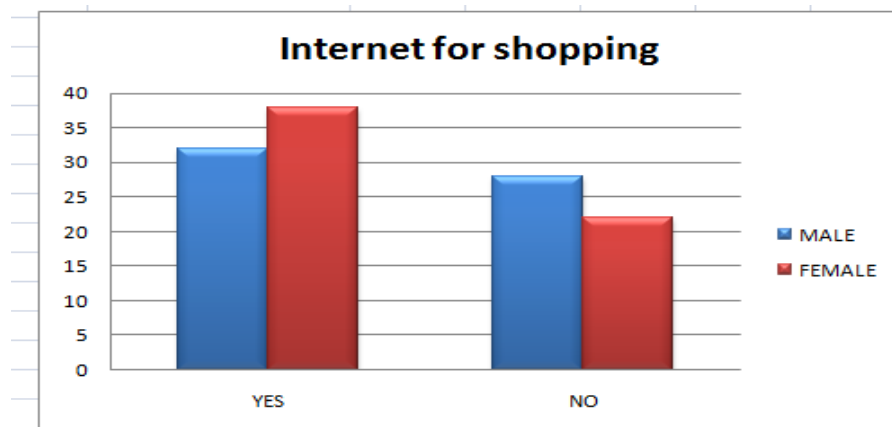
OBJECTIVES:

1. To ascertain whether differences exist in the purchase intentions of Indian customers in case of online shopping.
2. To ascertain the differences in the online shopping approach of male and female consumers.
3. To study the influence of different medias on online shopping

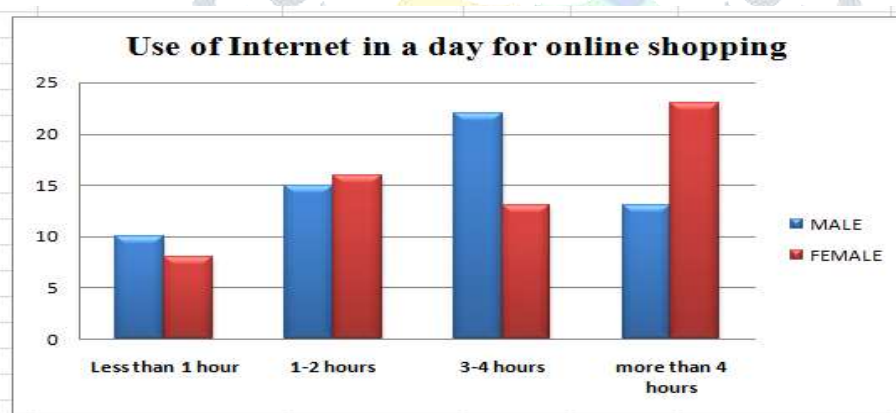
HYPOTHESIS OF RESEARCH:

H0: differences exist in the purchase intentions of Indian customers in case of online shopping.

H1: otherwise

FINDINGS OF THE STUDY:**Do you use the internet for shopping?****Figure 1**

Out of the 120 respondents surveyed, 60 were male respondents while the remaining 60 were female respondents. Out of the 60 male respondents, 32 said that they used the internet for shopping, while the remaining 28 said that they did not use the internet for shopping. Further, out of the 60 female respondents, 38 said that yes, they did use internet for shopping while the remaining 22 said no. From this we get to know that females are more inclined towards shopping on the internet compared to the male .

How frequently do you use the internet on every day basis ?**Figure 2**

Out of the 60 male and 60 female respondents surveyed, 16 % (10) of male use internet less than one hour and 26% of the males i . e .15 of them said that they used the internet for 1-2 hours in a day, approximately 36% (22) of the males said that they used the internet for 3-4 hours a day, while the remaining 22% that is around 13 respondents said that they use the internet for more than 4 hours a day. Out of the 60 female respondents, 13% (8) of the females said they used the internet for less than an hour a day; while around 27% (16) of the females use the internet for 1-2 hours a day while 22% (13) each used the internet for 3-4 hours and 38 % (23) female respondent use internet 4 hours a day respectively.

The internet for Information Prior to a Purchase

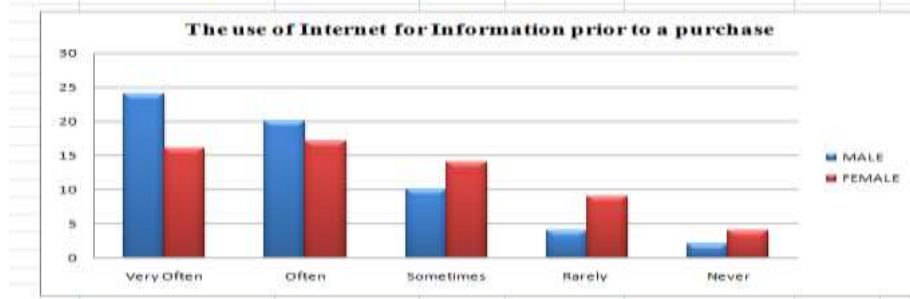


Figure 3

From the above graph we can see that out of the 60 male respondents, 24 respondents very often use the internet for information prior to a purchase. While 20 use it often. 10 of them sometimes use it, whereas as 4 respondents rarely use the internet for information prior to a purchase and 2 of them never use. Also out of the 60 female respondents, 16 respondents very often use the internet for information prior to a purchase. While 17 use it often. 14 of them sometimes use it, whereas as 9 respondents rarely use the internet for information prior to a purchase and 4 of them never use.

The reasons you don't prefer online shopping?



Figure 4

From the above graph we can interpret that the main reason why males are not shopping on the internet is that they feel that online shopping is not trustworthy and also the second important reason is that they feel that it is not secure enough. From the above graph we can also interpret the main reasons why females do not prefer online shopping. The most important reason is again that even the females feel that online shopping is not trustworthy, whereas the second important reason is that they are not comfortable using the internet for shopping.

Under whose influence did you go for online shopping?

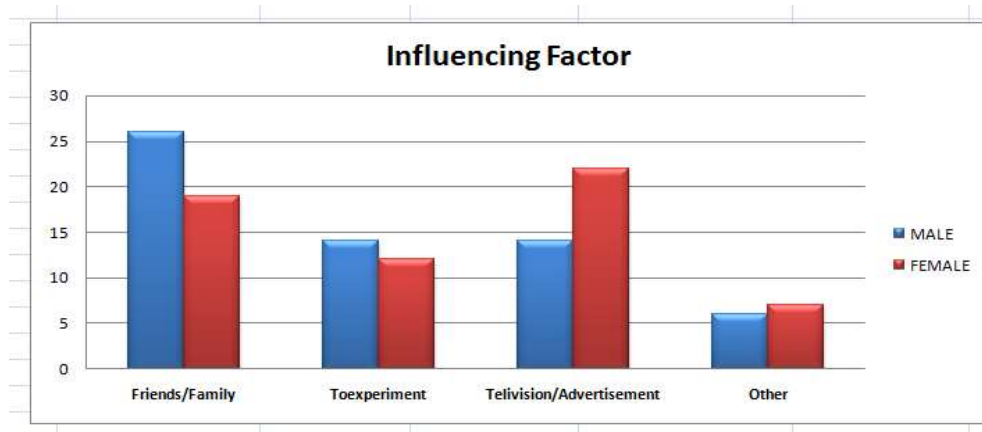


Figure 5

From the above graph we can interpret that approximately 40-50% of the male and female respondents are influenced by their friend/ family when it comes to online shopping. While around 25% of the male respondents do online shopping to experiment and the remaining are either influenced by television advertisements or some other reasons. In case of females also around 30% of the females go for online shopping to experiment while 38% are influenced by television advertisements and remaining are influence by to experiment and other factor.



Figure 6

Out of the total respondents around 20% prefer to do their online shopping through credit card. Only 24% of the male respondents prefer debit card, whereas 35% of the male respondents choose cash on delivery as the mode of payment while they do online shopping, whereas 21% of them opt for the net banking facilities. Out of the total respondents around 15% prefer to do their online shopping through credit card. Only 21% of the male respondents prefer debit card, whereas 57% of the male respondents choose cash on delivery as the mode of payment while they do online shopping, whereas 7% of them opt for the net banking facilities.

Would you prefer store shopping over online shopping?



Figure 7

When asked whether the respondents would prefer traditional store shopping over online shopping, Majority 53% of the male respondents said No that they would prefer Online shopping whereas the remaining 47 % said no. When asked whether the female respondents would prefer traditional store shopping over online shopping, around 60% of the female respondents said No that they would prefer Online shopping whereas the remaining 40 % said no.

		Sum of Squares	df	Mean Square	F	Sig.
Opinion of males and females towards online shopping	Between Groups	5.052	2	2.526	3.328	.039
	Within Groups	88.815	117	.759		
	Total	93.867	119			
	Within Groups	149.583	117	1.278		
	Total	153.867	119			

Table 1

.039 < 0.05 : **Reject H0**

From above analysis we can conclude that, Ho is rejected and H1 is accepted because p<0.05.Hence we conclude that there is difference in opinion of males and females towards online shopping

CONCLUSION:

The above study makes it clear that differences exists in online shopping of male and female. That means the influence of demographic factor like gender is significant on buying intensions of Indian consumers even in online shopping. Online shopping is preferred more by the females whereas males prefer offline buying. Female buyers were found to spend more than 4 hours/day on internet whereas, it was found that prior to actual buying male use to study that market offering more than the female.

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