

Online Shopping Behavior of Men and Women

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Abstract

Online shopping in India is significantly affected by various demographic factors gender, marital status, age, income family size etc, but most mysterious of them is the impact of gender on the acceptance or rejection of online shopping. It's a common knowledge that men and women have different mentalities that determine both sexes' perspectives, motives and behaviors. Whether this difference is the question of nature or nurture is debatable, but the fact remains and has always been the point of particular interest to brands and merchants. Since the Internet has taken over numerous aspects of our life, and commerce in particular, marketers and advertising specialists are paying close attention to the peculiarities of online shopping behavior among women and men. In today's article we will take a closer look at the core online shopping behaviors and dynamics of men and women.

Key words: Online shopping, Gender, Shopping behavior.

Common Perception

It is perceived by most, that women usually spend longer time in shopping compared to men, who prefers to step into the shop, search for particular product they have in mind, purchase it as quick as possible (unmindful of slight variations that lead to bit expensive purchases), leave immediately. Women, on the other hand, searches patiently for the kind of products in all available brands, compare the designs, checking for any offers available (unmindful of the long time they indulge in selecting a product of their choice), bargaining and end up purchasing the product to their utmost satisfaction.

Men Vs Women

Naturally, women differ with their opposite sex in almost all characteristic features, and shopping is no exception. Both the sexes differ in thinking, perceiving, decision making, managing tactics, planning and what else? The same theory applies to shopping as well.

Men are particular about the features of a product they wish to buy, and they compare same category products for specific features and price, service availability and so on. They are less mindful of offers and brand, and they compromise for a higher price if they are satisfied with the quality. In short, men's shopping is product focused.

Women are particular about the brand. They carefully analyze the brand values and select their product of choice according to that. Also, they are keen on offers and discounts to be availed. Also, they have a particular interest in the design of the product. So, when it comes to shopping, men and women behave differently.

Online Shopping

The crucial aspect for online merchants for building proper interaction with customers of both sexes understands HOW they make purchases online and WHAT do they prioritize in their purchase. In earlier times,

when online shopping was limited to computers, electronic goods, music etc., it was a male-dominated world. As the product category expanded, women took the lead to shop online.

A majority of women prefer to shop online with a desktop while men prefer mobile. Men limit their search to particular products they have in mind at the time of purchase, while women find other products apart from their intended shopping interest, as well. Both sexes consider price as a factor to decide, but men tend to compromise easily with quality over price while women are particular about price and close a purchase with the best available offer.

When advertising is considered, social media, paper advertising, word of mouth etc., both have the same impact. However, in some areas men differ from women, like emails with offers work better for women when they are in search of a product while men find a product casually when surfing online. It's a good marketing strategy to send emails with product details and discount coupons, to women. Women tend to shop online, in a relaxed mood at home, after finishing all their household activities. When they get an email with a nice offer, they are attracted towards it and will possibly close the deal.

Men tend to stick to whatever mission they assign themselves when they shop online, whereas women tend to wander among different product categories. Before deciding on a purchase, men tend to search for information on the particular product's page, while women tend to just scan the information before moving on to the next potential product. This often leads to more impulse purchases from women than from men. Additionally, women also depend on social media more than men when making a purchase decision. Women are also much more likely to recommend a product to friends and family on a social networking site (35% vs. 28%).

For men, paid search advertising will work better for online shopping. When they find products, an improved SEO will promptly list the products and sites while pop-up advertisements will do the needful when they surf in general. Females possess the higher probability to recommend the brand or product they like to their friends and families through social media like twitter, Facebook, etc. The male community is slightly lagging behind in this area.

Men tend to shop mostly on food items and drinks when they are in a depressed mood. Women when in depressed mood, they rely on retail therapy and shop clothes and related articles.

Women, in general, possess a higher percentage of charitable contribution compared to men, except when the contributor happens to be a widow or widower. A widower is the one who contributes more generously than any other category.

Colors have a notable impact on both the genders. Men prefer bright colors while women go with soft ones. Men prefer shaded colors, i.e., colors with black added to them and women prefer tints, colors with white added to them.

Men have a higher percentage of women on writing comments on their purchase and product reviews. Single men tend to shop more on alcoholic drinks while single women prefer to shop for beauty and health care items. Also, the list goes on.

Conclusion

if you are providing a product or service primarily for men, it's better if it's within the male-dominated categories. When presenting your product, make sure to give accurate and detailed descriptions of your product. Show why you are superior to your competition and provide customer reviews and testimonials proving it.

On the other hand, if you're product or service is for the female demographic, it might be better to make your site more interactive. Give the users a chance to communicate with one another via chat, forums, or reviews.

Pay particular attention to ease of navigation, filtering, and sorting. You might even want to pay more attention to creating promotions and sales in order to give female purchasers more incentive to choose your product over your competitors.

If you are catering to younger shoppers, you might want to give them detailed product information, customer reviews, and opportunities for social interaction.

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