

# Impact of Gender Differences on Online Consumers- A Study with reference to Kasaragod District

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**Abstract-** *“Men are from Mars, Women are from Venus”.* People from different genders have their own way of shopping, thinking, motives, rationales and actions. People have different needs and to meet them, they go for shopping. In today's digital era, E-commerce plays a predominant role in lay man's life. It has changed the way one shops. Online shopping is a form of E-commerce whereby customers directly purchase the variety of goods or services from a merchant over the internet. Online shopping has made shopping easier as one can shop anywhere at his convenience. The main objective of this study is paper is to identify the attitude of online shoppers towards online shopping.

**Key words:** *Atitude, gender, Online shopping.*

## INTRODUCTION

Online shopping comes to replace Brick and Mortar stores whereby customers directly purchase goods or services from a seller over the internet. Online shopping is gaining importance in today's digital era. Busy schedule, hassles associated with shopping malls, fixed time of traditional stores has paved an increasing interest in online shopping This concept was first time demonstrated before the World Wide Web (WWW), was in use with real time transaction processed from a domestic television. The technology used was called as Video text and was first demonstrated in 1979 by M.Aldrick who designed and installed this system in United Kingdom. The credit of creating the first WWW server and browser will go to Tim. Berners- Lee (1990). Later Amazon (1995) has expanded this for online shopping experience (Parker-Hall, 2009).

The benefits of online shopping

Online shopping benefits the customers to purchase faster than traditional shopping as the varieties of alternative products at reasonable price. Moreover, consumers can also enjoy doorstep delivery. Online shopping provides 24\*7 services, that is, it never

remains closed even for a minute. Online service providers have also expanded their geographic area which attracted more number of consumers as they can purchase any goods or services from anywhere at anytime. Hence, online shopping is more environmental friendly compared to brick and mortar stores, because consumer can just fulfil his desires just with a click of mouse without travelling.

## OBJECTIVE

General Objective

This paper makes an attempt to identify the attitude of online shoppers.

Specific Objective

- To investigate how the socio-demographic (age, gender, education, income and occupation) affect the consumers' attitude towards online shopping.
- To explore how the pattern of online buying (types of goods, e-commerce experience and hours use on internet) influence on consumers' attitude towards online shopping.
- To examine how purchase perception (product perception, customer service and consumer risk) influence on consumers' attitude towards online shopping.

## RESEARCH METHODOLOGY

The present study is empirical in nature. Primary data was collected through structured questionnaires from 120 respondents by following Convenience sampling technique. The study area is limited to Kasaragod District Secondary data was collected for understanding the concepts of online Shopping. Data collected was analysed using “Statistical Package for Social Science” (SPSS Version-20). Based on the reliability and normality of the data Independent

Samples t-Test and One-Way ANOVA test were applied.

## LITERATURE REVIEW

### 1 Attitude

Several studies have been carried out to examine the factors influencing consumer's attitude towards online shopping. Attitudes toward online shopping are defined as a consumer's positive or negative feelings related to accomplishing the purchasing behaviour on the internet (Chiu et al., 2005; Schlosser, 2003). Latest trends and revolution in the internet has been seen as the reason for the rise in overall electronic commerce value in Malaysia from US\$18 million in 1998 to US\$87.3 million in 1999 (Mohd Suki et al., 2006). In order to examine consumer's attitudes, we need to know what characteristics of consumers typically make them to go for online shopping what their attitude towards online shopping is. Otherwise there is no point in having an excellent product online if the types of consumers who would buy it are unlikely to be online.

### 2 Demographic Factors

Bellman (1999) examined various predictors for finding whether an individual will purchase goods online. These study concluded that demographic variables such as gender, income, education and age, occupation have impact on their decisions to buy online. Whereas the most important determinant of online shopping was previous experiences of the online shoppers. This is consistent with Forrester Research which proved that demographic factors do not have such a high influence on technology as the consumer's attitudes do (Modahl, 2000).

### 3 Pattern of Online Buying

Master Card Worldwide Insights (2008) conducted a study to know the product and services most frequently bought online among Asia/Pacific. The results are books and art (41%), home appliances and electronic products (39%), CDs/DVDs/UCDs (38%) and ladies clothing/accessories (38%). Opportunistic buying as a whole does not seem to be a major factor for many online shoppers: 41% bought on impulse just a couple of times, while 34% hardly ever bought on impulse. Similar to the types of products frequently

purchased online, items most likely to result in opportunistic buying were ladies clothing and accessories, home appliances and electronic products and CDs/DVDs/VCDs.

Consumer's past experiences with online purchases can have significant influence on the level of risk they take. (Dillon, 2004). Negative experiences increase levels of risk perception with online purchasing and poses problem of retaining customers and can also make it more difficult for other online businesses to gain initial customers (Boyer, 2005). According to Leggatt (2010), a quarter of U.S. adults have increased the amount of time they spend on online shopping (24%) and reading product reviews (25%), found Harris Interactive's online survey. Younger adults, aged 18-34, have increased their time spent doing both of these activities more than older adults, leading to speculation that this trend will continue. Americans are spending more time researching purchases and shopping online, according to Harris Poll findings, and many are feeling the social consequences of life in front of a monitor.

### 2.4 Purchase Perception

Various studies reported that low perception and trust towards online merchants, made consumers unwilling to make online purchase. The results of a survey of 9700 online consumers showed that three out of five respondents did not trust web merchants (Belanger, Hiller, & Smith, 2002) Apart from that, purchase decisions is affected through vendor knowledge, responsiveness and reliability (Baker, Levy, and Grewal, 1992; Gefen, 2002). Online purchases of tangible goods present unique challenges when compared with purchases from traditional brick and mortar retail store. Consumers do not have the benefit of physically inspecting the goods purchased over the internet prior to purchasing them (Jarvenpaa and Todd, 1996-97). Instead, internet purchasers normally dependent on third parties for delivery of purchased goods and may question the convenience of product returns. Customer service variables such as delivery time, returns and refunds and reliability are examined in this study.

Lastly, for understanding choices made by online consumers, the concept of risk is important (Hasan and Rahim 2004). The risk may then be defined as the

subjectively-determined expectation of loss by an online purchaser in making a particular online purchase. Amongst the identified perceived risk are financial, product performance, social, psychological

and time/ convenience loss. Financial risk arise from paying more for a product than necessary or not getting enough value for the money spent (Roehl and Fesenmaier 1992).

RESEARCH FINDING AND DISCUSSION

Summary of Statistical Analysis of Hypothesis

Specific Objective	Hypotheses	Statistical Test	Result	Discussion
To investigate how the socio-demographic (age, education, income and occupation) affect consumers' attitude towards online shopping	H01: There is no significant relationship between gender and attitude towards online shopping.	Independent Samples t- Test	F=4.305 p=0.007	H0 is Rejected**
	H02: There is no significant relationship between age and attitude towards online shopping.	One-way ANOVA	F=3.511 p=0.018	H0 is Rejected*
	H03: There is no significant relationship between education and attitude towards online shopping.	One-way ANOVA	F=4.423 P=0.006	H0 is Rejected**
	H04: There is no significant relationship between income and attitude towards online shopping.	One-way ANOVA	F=3.074 p=0.030	H0 is Rejected*
	H05: There is no significant relationship between occupation and attitude towards online shopping.	One-way ANOVA	F=1.350 p=0.262	H0 is Accepted
To explore how the pattern of online buying (types of goods, e-commerce experience and hours use on internet) influence on consumers' attitude towards online shopping	H06: There is no significant relationship between pattern of online buying (types of goods) and attitude towards online shopping	One-way ANOVA	F=3.874 p=0.011	H0 is Rejected*
	H07: There is no significant relationship between E-commerce experience and attitude towards online shopping.	One-way ANOVA	F=0.764 p=0.517	H0 is Accepted
	H08: There is no significant relationship between hours spent on internet and attitude towards online shopping.	One-way ANOVA	F=1.302 P=0.277	H0 is Accepted
To examine how purchase perception (product perception, customer service and consumer risk) influence on consumers' attitude towards online shopping	H09: There is no significant relationship between product perception and attitude towards online shopping.	One-way ANOVA	F=1.845 P=0.125	H0 is Rejected*
	H010: There is no significant relationship between customer service and attitude towards online shopping.	One-way ANOVA	F=2.917 P=0.037	Ho is Rejected*
	H011: There is no significant relationship between consumers' risk and attitude towards online shopping	One-way ANOVA	F=2.943 P=0.036	Ho is Rejected*

Note: \* at 5% level of significance \*\* at 1% level of significance

FINDINGS OF THE STUDY

- H01 is rejected, so there is a significant relationship between gender and attitude towards online shopping as men's buy and women's shop, i.e., men are product focussed where as women are brand conscious while making online purchase.
- H02 is rejected, so there is a significant relationship between age and attitude towards online shopping as the people grow, their taste and

preference will change which in turn changes their overall buying behaviour.

- H03 is rejected, so there is a significant relationship between education and attitude towards online shopping as people's perception will change with their education qualification. More educated one's take more time while purchasing goods or service through online.
- H04 is rejected, so there is a significant relationship between income and attitude towards online shopping as people with high income will spend more on luxury products and those with low

income will restrict their spending only for necessities and comforts.

- H<sub>05</sub> is accepted, so there is no relationship difference between occupation and attitude towards online shopping as people with different occupations see online shopping as one of the easiest solutions for their busy life.
- H<sub>06</sub> is rejected, so there is a relationship difference between pattern of online buying (types of goods) and attitude towards online shopping, as people keep on shifting their purchasing attitudes depending on their needs, current fashion and trends etc.
- H<sub>07</sub> is accepted, so there is no significant relationship between E-commerce experience and attitude towards online shopping as it is convenient and time saving compared to offline shopping.
- H<sub>08</sub> is accepted, so there is no significant relationship between hours spent on internet and attitude towards online shopping as there are number of social media applications and entertainment sites which provide varieties of E-commerce service.
- H<sub>09</sub> is rejected, so there is a relationship difference between product perception and attitude towards online shopping as personal choice, taste and preference of people differ.
- H<sub>010</sub> is rejected, so there is a relationship difference between customer service and attitude towards online shopping as the quality of after sales services like delivery charges, refund service, return policy matters while shopping online.
- H<sub>011</sub> is rejected, so there is a significant relationship between consumers' risk and attitude towards online shopping as many of the consumers fear to buy online due to security issue while making payment and non-delivery of goods or services on time.

### CONCLUSION

Every shopper is unique, no doubt online shopping is a future trend. Age, Income, education, gender etc play a predominant role in the attitudes of online consumers. Understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working

on factors that affect consumers to shop online has remained a great challenge for the marketers. To overcome this, marketer has to undertake market survey and based on the outcome of this survey they have to design a plan in such a way that changing behaviour of consumers towards online shopping will always be updated. Besides this, special attention has to be taken to protect the integrity and privacy of online shoppers.

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