A Critical Analysis of Gender Differences in Online Shopping Intensions of Consumer Behaviour

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***Abstract*—In today's modern world, consumers are choosing online shopping as a way to replace traditional shopping because of their need for time and convenience. The aim of this study is to examine the shifts in attitudes and behaviour of men and women when they buy goods or services online. The main objective of this descriptive method is to identify primary data sources. The data was obtained by randomly selecting 200 respondents from social media. There are differences in attitudes and behaviour between consumers. The abilities of men and women differ when it comes to perception and decision-making. During shopping, women appear to feel happy and fulfilled, while men are more likely to prioritize quality over price.**

***Index Terms*— Online shopping, gender, customer attitude, shopping behaviour, buying intension**

I. INTRODUCTION

In online shopping, individuals make purchase of goods and services by searching for specific products on the seller's website and picking the one they want. The product has the ability to be purchased through either cash on delivery or online payment. Due to the Coronavirus outbreak, individuals are utilizing online shopping to purchase groceries, tickets, and other shopping items in their daily lives. Time-saving, convenience, and a variety of choices, offers, discounts, coupons, and other attractive features are reasons for online shopping replacing traditional shopping. The most popular internet shopping portals like Amazon, Flipkart, Myntra, Nykaa, Meesho, H.M and others are used by individuals in this situation.

II. REVIEW OF LITERATURE

Singh and Sailo (2013), a study were done on consumer behaviour when shopping online, and the paper looks at the behaviour and perception of customers who shop online in Aizawl. The sample size was 30 and the data is based on both primary and secondary sources. According to their conclusion, Indians need an online shopping due to the increased Internet penetration, an annoyance-free shopping environment, and high net savings. Companies aim to minimize the risks associated with customers at the same time. Additionally, it is necessary to utilize the online customer's response to categorize defects in service transfer. Online people and blogs can be utilized to perform this task, serving as marketing and advertising tools, as well as a source of feedback for enterprises. The advantages of online selling are not enough to balance the increase in sales. The quality of products available online and service delivery has not yet been uniform. Without this task being completed, the buyer is at a great risk of fraud.

Shetty and Pai (2021), conducted a study that compared customer attitude toward online shopping between men and women. The purpose of this study is to examine how gender influences customer's attitude towards online shopping. The data was collected from 91 respondents through a self-designed questionnaire using a convenience-sampling method. The sample includes online shoppers from Dakshina Kannada district, Karnataka. It was determined that predicting the behaviour of consumers, particularly those who purchase items online, is a difficult task. The use of a good marketing strategy will encourage more customers to shop online. It is important for e-retailers to pay attention to the financial and security threats that consumers face.

Pal and Kumari (2022), conducted a study on consumer purchasing behaviour for online shopping was studied through the collection of primary and

secondary data. Using 59 samples for two weeks in Patna city, Bihar, this study evaluated the habits of consumers who use internet shopping and identified the factors that drive them to make purchases on the internet. Their conclusion was that a variety of factors and characteristics affect how online shoppers purchase products, such as their age, gender, prices, convenience, satisfaction, frequency, product type, money spent, satisfaction level, convenience, product quality, and other variables.

III. RESEARCH DESIGN

Research Objectives

Main objectived of the study are as follows

- To determine the gender's influence on purchasing goods.
- To identify the factors that influence online shopping among both male and female consumers.
- To identify the frequency distribution of gender difference in online shopping behaviour of consumer
- To find out which types of goods are more preferred by both male and female consumers.

1. Research Design

The main focuses of this research paper is on the gender differences in online shopping intentions among consumers in Kullu district, Himachal Pradesh. The purpose of this research is to desrcibes gender differences in online shopping using descriptive research design. Primary data is collected from consumers shopping online through survey questionnarire, according to the quantitative research design of the study.

2. Sampling

The sample unit is composed of those who reside in the Kullu district, Himachal Pradesh. The sampling technique used in non-probabilty methods is known as convenience sampling. The sample is limited to 200 and the respondents who were choosen are from the Kullu district.

3. Data Collection Methods

- Primary Data:

The primary data is collected as the intial source of knowledge. The respondents were given a seris of questions with multiple choice answers to complete the survey. Ther were given a questionnaries via google forms.Data has been collected from 200 sample respondents using a questionnaire through a survey method.

- Secondary Data

The secondary research consisted of collecting data from reports, books,journals, magazines, articles on internet and newspapers and websites.

4. Tools ans Techniques Used for Data Analysis

In this report, the data is collected using primary and secondary method. The interpretation of primary sources, which involve surveys conducted through questionnaires, can be done by using statistical tools such as percentage, pie chart, chi-squares and t-test and secondary sources such as research papers, books etc.

IV. LIMITATION

- The study is based on the opinions of only 200 respondents.
- The data was gathered through a structured questionnaire and analyzsed using the information given by respondents.
- The study was conducted in a short period of time only, but if additional time is provided, more precise data can be obtained.

Table1: Classification Based on Gender

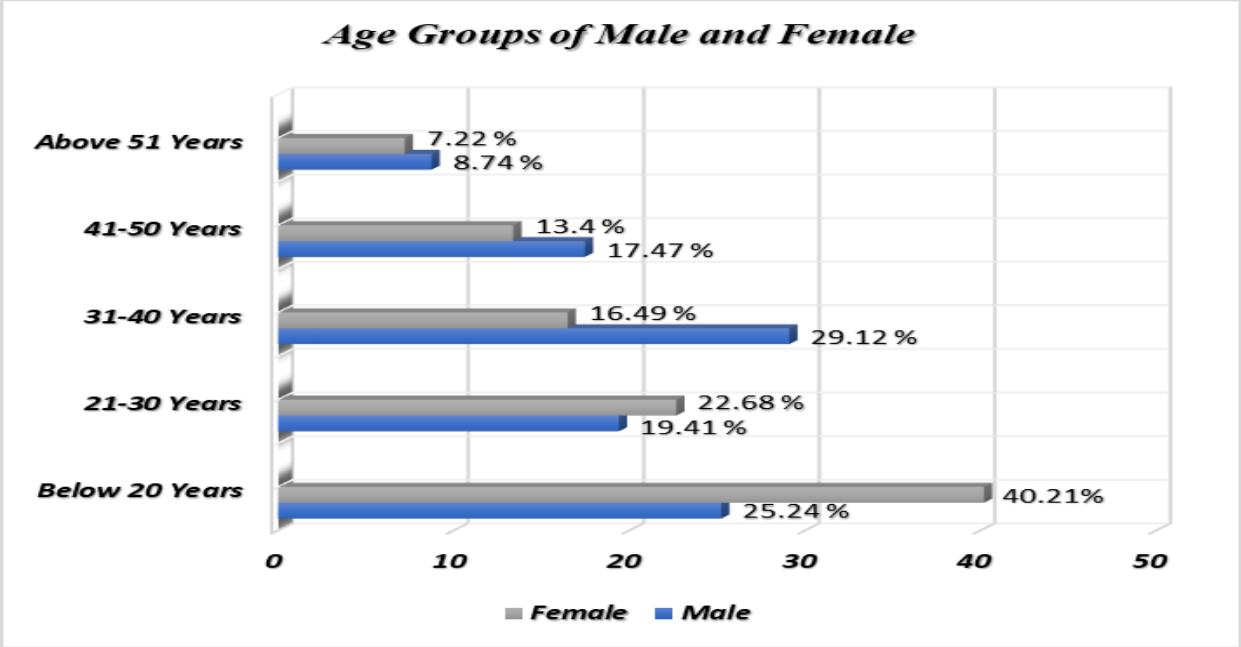
Gender	No. of Respondents	Percentage
Male	103	51.5%
Female	97	48.5%
Total	200	100

Source: Primary Data

The above table-1 describes the respondents of male and female consumers involved in online shopping. Out of 200 respondents, males made up 51.5 percent while females made up 48.5 percent, with 103 males and 97 females responding. As a result, the majority of male consumers utilize online shopping.

Table2: Age Groups of Male and Female

Age Group (in Years)	Gender		Percentage (%)	
	Male	Female	Male	Female
Below 20 Years	26	39	25.24	40.21
21-30 Years	20	22	19.41	22.68
31-40 Years	30	16	29.12	16.49
41-50 Years	18	13	17.47	13.40
Above 51 Years	09	07	8.74	7.22
Total	103	97	100	100



Source: Primary Data

The above table-2 and diagram (chat bar) describe about that the total of 200 respondents is divided into 5 age groups i.e., below 20 years, 21-30 years, 31-40 years, 41-50 years and above 51 years. From the total of 200 respondents, most of the male respondents 26 have been found in below age group 20 resulting 25.24 percent and most of the women consumers 39 have been found in below age group 20 resulting in 40.21 were using online shopping. In age groups 21-30 years, 31-40 years, 41-50 years and above 51 years male made up to 19.41 percent, 29.12 percent,17.47 percent and 8.74 percent while females made unto 22.68 percent, 16.49 percent, 13.40 percent and 7.22 percent with 20, 30, 18, 09 males and 22, 16, 13, 07 females responding. Thus, the male consumers involved in online shopping more than women consumers.

Table 4: Prefer Store shopping over Online Shopping

Factors	Male	Female
Store Shopping	38 (36.89%)	34 (35.05%)
Online Shopping	65 (63.10%)	63 (64.94%)
Total	103	97

Source: Primary Data

Table-4 provides information on the preference for traditional store shopping over online shopping. According to table-4, 65 respondents (63.10%) of male prefer online shopping over 38 respondents (36.89%) who prefer store shopping. Approximately 63 respondents (64.94%) female have a preference for online shopping, whereas 34 (35.05%) prefer store shopping.

Table 3: Frequency Distribution of Gender Difference in Online Shopping Behaviour of Consumer and Result of Chi-Square Test

Factors	Categories	Male	Female	Chi- Square - Test (p-value)	Level of Significance
Influence factors of Online Shopping	Social media	54 (52.43)	40 (41.24)	9.4987 (0.0086)	NS
	TV/Radio/Newspaper	14 (13.59)	5 (5.15)		
	Family/Friends/Colleagues	35 (33.98)	52 (53.61)		
Experience of Shopping	Less Than One Year	8 (7.77)	3 (3.09)	12.883 (0.0118)	NS
	1-2 years	15 (14.56)	3 (3.09)		
	2-3 Years	15 (14.56)	21 (21.65)		
	3-4 Years	21 (20.39)	30 (30.93)		
	More Than 4 Years	44 (42.72)	40 (41.24)		
Mode of Payments	Cash on Delivery	20 (19.42)	31 (31.95)	4.2544 (0.1191)	NS
	Online Banking/ Online Payments	70 (67.96)	57 (58.76)		
	Debit/ Credit Card	13 (12.62)	9 (9.27)		
Online Shopping Frequency	Monthly	63 (61.16)	56 (57.73)	5.7526 (0.0563)	NS
	Weekly	22 (21.35)	12 (12.37)		
	Yearly	18 (17.47)	29 (29.89)		

Source: Primary Data

Table-3 represent details of frequency distribution of gender difference in online shopping behaviour of consumer. It can be shown from table-3 that, the important influential factor is for most of female, is their family/ friends/colleagues i.e. 53 (53.61%). As far as, experience of online shopping is concern, majority of gender have more than 4 years of online shopping experience. Finally, it is obvious from table-3 that, majority of male prefer to pay online banking/online payments i.e. 70 (67.96%) as compared to female 57 (58.76%). With reference to online shopping frequency, maximum number of males buy online products monthly i.e. 63 (61.16 %) and female i.e. 56 (57.73). The table present details of chi-square test. It is obvious that there is significant relationship between Influence factors of Online Shopping, experience of shopping, mode of payments and online shopping frequency with gender of consumer. As for these factor p-value found less than, selected œ=0.01.

Table 5: Online Product preference in Online Shopping

Online Product Preferences	Male		Female		't' Value	Level of Significance
	Mean	Standard Deviation	Mean	Standard Deviation		
Food	34.33	36.059	32.33	33.48	0.461	NS
Electronics Good	39.6	37.647	35.8	36.2	0.875	NS
Fashion Items	42.25	42.929	42	38.62	0.993	NS
Daily Necessity Items	51.67	47.248	49.33	43.75	0.953	NS
Other (Tickets, Hotels etc)	56.5	65.761	54	60.81	0.972	NS
Overall total	224.4	229.64	213.5	212.9	4.255	S

Note: Non-Significant level at 0.01 level (2.58)

The table-5 indicates that the mean score of male consumers (224.4) is greater than the mean score of female consumers (213.5). It was also observed that male and female consumers online shopping differ significantly in their attitude based on online product preference of consumer in the dimension food(t=0.461), electronic good (t=0.875), fashion items (t=0.993), daily necessity items(t=0.953), other (tickets, hotels etc.) (t=0.972) and overall total (t=4.255). The calculated 't' value is lower than the table value at 0.01 level. Thus, the null hypotheses are accepted. The attitude of male and female consumers of online shoppers is significantly different depending on their online product preferences.

Table 6: Factor influences in online shopping

Influence in Online Shopping	Male		Female		't' Value	Level of Significance
	Mean	Standard Deviation	Mean	Standard Deviation		
Saving time	29.43	33.0195	27.71	32.242	0.4617	NS
Worthy Offers	30.17	36.1077	28.5	35.246	0.4686	NS
Variety of Products	34.4	38.6691	32.8	37.606	0.4744	NS
Convenience	37.5	43.928	33.25	43.408	0.4475	NS
Discount	43.33	51.8684	41.33	49.339	0.4819	NS
Quality	56	66.468	50	66.468	0.4681	NS
Overall total	230.8	270.061	213.6	264.31	2.8021	S

Note: Non-Significant level at 0.01 level (2.58)

From the above table-6, it is observed that the mean score of male consumes (230.8) is greater than the mean score of female consumers (213.6). it was also observed that male and female differ significantly in their attitude based on factor influences in online shopping. The dimension is describing as follows: saving time (t=0.4617), worthy offers (t= 0.4686), variety of products (t=0.4744), convenience (t=0.4475), discount (t=0.4819), quality (t=0.4681) and overall (t=2.8021). The calculated 't' value is lower than the table value at 0.01 level. Thus, the null hypotheses are accepted. So that male and female differ significantly in their attitude based on various factors involved in online shopping.

V. CONCLUSION

This study shows that young customers have a strong and positive intention to engage in online shopping, specifically because of their well-developed internet usage skills. Food, electronic goods, groceries, healthcare products, skin care products, tickets, and hotels are the main products and services consumers prefer when shopping online. Time-saving, convenience, quality, and a wide variety of choices are the primary reasons for online shopping. Therefore, the impact of demographic factors such as gender on Indian consumers' purchasing intentions is significant. Male buyers tend to study the market before they buy, while female buyers spend more than 4 hours a day on

the internet, which causes them more offers than female buyers.

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