

IMPACT OF MALE AND FEMALE CONSUMERS' ATTITUDE IN ONLINE SHOPPING

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Abstract

Online shopping is very popular in today's modern world and it is trying to replace the traditional shopping due to lack of time, convenience and some other reasons of the consumers. This study tries to compare the attitude and behavioural changes of male and female consumers in online shopping when purchase the goods or services. It is descriptive in nature and mostly based on the primary data sources. The data was collected from 250 respondents through social media by using random sampling. The attitude and behaviour of both consumers are different. Men and women work differently with their perception and decision-making abilities. Women seems to have pleasure and satisfaction while they shop whereas men tend to compromise easily with quality over price.

Keywords: Consumers Attitude, Male and female Consumers and Online Shopping.

Concept of Online Shopping

Online shopping means the person who purchase the goods and services through online and to search any particular product on the seller website and choose the particular product they want. Then payment for the product can be done through cash on delivery or online payment. After the corona period the online shopping frequently used by the consumers to purchase groceries, tickets and other shopping goods in their daily life. Hence online shopping replaces the traditional shopping due to the time saving, convenience, variety of choices, discounts and coupons and also some other attractive features. Thus people utilize the most popular online shopping websites like Amazon, Flipkart, shop clues, Ajio etc.

Review of the related literature

Kapoor et.al (2022) analysed a study on "Consumer buying behaviour towards online shopping: an empirical study with reference to Lucknow city, India". From this study it was discussed that the primary goal of offering goods and services to serve customers' needs and survive competition, e-retailers wants to analyse customer's behaviour, preferences and expectations regarding online shopping. So that e-retailers useful insight for developing marketing strategies regarding consumer's likings, disliking and preferences towards online shopping.

Hossain et.al (2021) evaluated a study on "Consumers' Attitudes Towards Online Shopping: A Comparative Study of Male and Female Consumers". From this study it was found that apparel and footwear, food, accessories, electronics are the main products consumers purchase from online and time saving, easy to place order, searching the product easily, large

selection of products encourages to shop online while low quality, fraud, inability to touch the product work as barrier to online shopping.

Richa and Vader (2019) developed a study on “Determinants of online shopping behaviour in India”. This study tries to focus on various major six factors were discussed which were named utilitarian attributes, post purchase issues, Hedonic motives, freedom, intrusion and convenience. Among these factors were analysed and it was concluded that independent choice & freedom of choice is a significant issue which online shopping portals can use in their marketing strategy.

Jaidev and Amarnath (2018) developed a study on “Gender Differences in Consumer Shopping Styles in India”. In this study, it was identified that 12 common factors for male and female consumers. Out of the 12 factors, 4 new traits emerged. They slightly vary from the 8 original CSI factors. These 4 new traits are i) Quality Consciousness; ii) Brand loyalty; iii) Store loyalty and store image consciousness and iv) Variety seeking factors.

Ali et.al (2018) investigated a study on “Men vs. Women: Study of Online Shopping Habits and Factors Influencing Buying Decisions in Bahrain”. This study tries to measure the difference between Bahraini men and women in terms of their habits of online shopping and determine factors affecting their buying decision. From this study it was concluded that differences between men and women online shopping habits and reaching new facts about factors that influence the Bahraini buying decisions.

Sinha (2010) marked a study on “Factors Affecting Online Shopping Behaviour of Indian Consumers”. It was concluded that Socio-psychological factors and infrastructure have been found influential factors while the perceived risk surprisingly is not significant as a whole but at gender level there was significant difference between the online behaviour of male and female due to risk perception.

Objectives of the study

1. To determine the gender role in purchase of goods.
2. To identify the factors influencing online shopping of both male and female consumers.
3. To analyse the satisfaction level of both male and female consumers.
4. To find out more preferable type of goods purchased by both male and female consumers.

Methodology

This is an analytical and descriptive study conducted in Nagercoil area for the period of three months and is based on both primary and secondary data. The data was collected from 250 respondents using random sampling method. The statistical tools such as percentage (%), median, standard deviation and ‘t’ test were used to analyse the data. Secondary data were collected from books, journals, websites etc.

Comparison between Men vs Women consumers

When comparing the women consumers with men consumers, both the sexes differ in thinking, perceiving, decision making and also differently involved in the shopping activities in their day-to-day life.

The men consumers only check the features of the product and the prices. Normally they will not spend time to compare the price of the product with other brands. Thus, men tend to

compromise easily with quality over price. They satisfied with the quality of the product even when the product price is high.

Women consumers used to check the features of the product, discount and coupons and also compare with prices of other brands too. So that the male and female consumers differ in nature while they involved in online shopping or any other shopping activities.

Analysis and Interpretation

Table 1: Classification Based on Gender

Gender	No. of Respondents	Percentage
Male	112	44.8
Female	138	55.2
Total	250	100

Source: Primary Data

The above table 1 describes about the respondents of male and female consumers involved in online shopping. From 250 respondents, 112 responses are from male and 138 responses are from female which is 44.8% and 55.2% of the total respondents. Thus, the majority of the female consumers make use of online shopping.

Table 2: Age groups of male and female

Age Group (in Years)	Gender		Percentage (%)	
	Male	Female	Male	Female
Below 36	54	73	48.21	52.89
36 - 44	29	41	25.8	29.71
45 - 54	18	16	16.07	11.59
55 - 64	7	5	6.25	3.62
Above 64	4	3	3.57	2.17
Total	112	138	100.00	100.00

Source: Primary Data

The above table 2 describes about that the total of 250 respondents are divided into 5 age groups ie, below 36, 36-44, 44-54, 55-64 and above 64. From the total of 250 respondents, most of the male respondents 54 have been found in below age group 36 resulting in 48.21% and most of the women consumers 73 have been found in below age group 36 resulting in 52.89% were using online shopping. Thus, the women consumers involved in online shopping more than men consumers.

Hypothesis (HO1): Male and Female consumers of online shopping differ significantly in their attitude based on satisfaction level of Consumers.

Table 3: Satisfaction level of consumers in online shopping

Satisfaction Level of Consumers	Male		Female		't' Value	Level of Significance
	Mean	Standard Deviation	Mean	Standard deviation		
Fast transaction	30.25	4.589	35.77	5.83	0.929	NS
Convenience	22.09	3.261	27.04	3.697	0.831	NS
Price and Values	14.84	3.149	20.25	3.321	1.05	NS
Customer Service	23.49	3.311	28.69	4.642	0.599	NS
Product Quality	15.17	3.005	23.41	3.310	1.431	NS
Overall Total	105.84	17.315	135.16	20.8	1.365	NS

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

From the above table 3, it is observed that the mean score of female consumers (135.16) is greater than the mean score of male consumers (105.84). It was also observed that Male and Female consumers of online shopping differ significantly in their attitude based on satisfaction level of Consumers in the dimension fast transaction ($t=0.929$), Convenience ($t=0.831$), Price and values ($t=1.05$), Customer Service ($t=0.599$), Product Quality ($t=1.431$) and Overall total ($t=1.365$). Here, the calculated 't' value is less than the table value at 0.01 level. So, the null hypothesis is accepted.

Thus, Male and Female consumers of online shopping differ significantly in their attitude based on satisfaction level of Consumers.

Hypothesis (HO2): Male and Female consumers of online shopping differ significantly in their attitude based on Online Product preferences.

Table 4: Online product preferences in online shopping

Online Product Preferences	Male		Female		't' Value	Level Significance
	Mean	Standard Deviation	Mean	Standard deviation		
Food	28.50	4.927	30.56	5.114	0.114	NS
Electronic goods	24.70	3.464	22.43	3.704	1.75	NS
Groceries	15.05	3.422	15.07	3.309	0.705	NS
Healthcare products	20.51	4.226	23.77	4.224	0.523	NS
Skin care products	15.32	3.234	15.56	4.319	0.687	NS
Tickets and hotels	18.09	3.232	16.36	2.774	0.777	NS
Overall total	124.75	12.930	125.16	13.857	2.140	NS

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

From the above table 4, it is observed that the mean score of female consumers (125.16) is greater than the mean score of male consumers (124.75). It was also observed that Male and Female consumers of online shopping differ significantly in their attitude based on online product Preferences of Consumers in the dimension food ($t=0.114$), Electronic goods ($t=1.75$), Groceries ($t=0.705$), Healthcare products ($t=0.523$), Skin care products ($t=0.687$), Tickets and hotels ($t=0.777$) and Overall total ($t=1.365$). Here, the calculated 't' value is less than the table value at 0.01 level.

Thus, the null hypothesis is accepted. So that Male and Female consumers of online shopping differ significantly in their attitude based on Online Product Preferences

Hypothesis (HO3): Male and Female consumers differ significantly in their attitude based on various factors involved in online shopping.

Table 5: Factors influencing in online shopping

Factors	Male		Female		't' Value	Level Significance
	Mean	Standard deviation	Mean	Standard Deviation		
Time saving	30.43	4.760	30.60	5.360	2.73	S**
Quality	21.76	3.467	22.48	3.743	3.73	S**
Searching easily	14.92	3.356	15.24	3.371	2.81	S**
Large variety of the products	23.10	4.149	24.03	4.384	2.89	S**
Convenience	15.42	3.171	15.46	2.790	1.81	NS
Discount and coupons	18.06	3.284	18.35	2.855	2.83	S**
Overall Total	124.72	13.120	125.13	13.607	3.24	S**

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

From the above table 5, it is observed that the mean score of female consumers (125.13) is greater than the mean score of male consumers (124.72). It was also observed that Male and Female differ significantly in their attitude based on various factors involved in online shopping. The dimensions are described as follows: Time saving (t=2.73), Quality (t=3.73), Searching easily (t=2.81), Large variety of the products (t=2.89), Convenience (t=1.81), Discount and coupons (t=2.83) and Overall total (t=3.24). Here, the calculated 't' value is greater than the table value at 0.01 level. So, the null hypothesis is rejected. Thus, Male and Female do not differ significantly in their attitude based on various factors involved in online shopping.

Conclusion

From this study it was found that the main products and services of consumers preferences from online shopping are Food, Electronic goods, Groceries, Healthcare products, Skin care products and Tickets and hotels. The main reason behind the online shopping are time saving, convenience, quality and wide variety of choices etc. In terms of gender-based comparison, female consumers mainly purchase food and health products than male consumers. But the male consumers mostly involved in product preferences to purchase tickets and electronic products more than female consumers. Male and female consumers both show totally different in their behaviour, thinking and decision making when they purchase any goods or services. Further men tend to make purchase based on immediate needs and women purchase goods for long term use. So, it was found and concluded that the men buy and women shop. Thus, the marketers take necessary actions keeping in mind to satisfy the needs and wants more attractively of both consumers in online shopping.

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