

A STUDY ON GENDER AND BEHAVIOR DIFFERENCES INFLUENCING ONLINE BUYING IN INDIA

Dr. N. Vijai Anand

Professor & Head, Department of MBA, Dhanalakshmi Srinivasan
College of Engineering, Perambalur, Tamilnadu

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Abstract:

Recently, the diffusion of the Internet as a retail and distribution channel has undergone a great growth in India. This paper presents an empirical investigation on the effects of gender differences on online buying. The study explored gender differences among 10 factors concerning the online buyer for both Male and Female in India. With regard to factors and consistent with Hypothesis and sub hypothesis, differences were detected across genders using t-student tests and the findings were in alignment with the ANOVA test. For data collection and final testing of the model a well-structured questionnaire was designed and hosted on online and 416 respondents sent their answer.

A questionnaire was designed online, since the research was an online consumer behaviour study, online data collection methods were preferred. The link of the questionnaire has been sent online between January 2 and 28th January 2016. 416 were responded and within the responded questionnaires 416 were usable for analysis.

Introduction:

In spite of a number of evidence showing the growth of Internet usage by Indian consumers. Online sales shows less than 1 percent of the total retail sales in India. This may represent a great potential to grow yet some obstacles to overcome for online retailers. Many Indian consumers have low self-efficacy in using Internet and feel shopping online to be eccentric. It seems that even for those, who use Internet on regular basis; Internet is mainly for searching product information, comparing prices, and/or checking consumer reviews rather than making a purchase. Would the reasons for Indian shoppers not shopping online be the same as the ones identified in other countries online shopping environments?. Would there be specific concerns Jayendra Sinha, Jiyeon Kim, 2012. applied to Indian online shopping environments? In order to address these research questions, it is important to test previously identifies concerns (in other countries except Inida) as well as Indian-specific concerns associated with online shopping. Thus, the purpose of this study is to identify factors affecting Indian consumers' attitude toward shopping online. This information will help Internet retailers find the way to encourage Indian shopper's online purchase behavior.

Previous studies (i.e., Bhatnagar *et al.*, 2000; Jarvenpaa and Todd, 1997; Vijayasathary and Jones 2000) attempted to identify factors affecting Indian online consumers' online purchases. However, only risk and benefit factors identified from the US studies were applied to the Indian online shopping context, failing to incorporate Indian culture-specific factors. Thus, the purpose of this study is to identify factors affecting Indian consumers' online shopping gender behavior, specifically elucidating them in the Indian context. In addition to the previously identified factors (i.e. Convenient and time saving, on-time delivery ,availability of detailed information about the product, safe and secure while shopping online, selection of goods available on the internet is very broad, special offer/discounted prices, convenient and time saving, shop online from a trustworthy website,easy price comparison to online and offline stores. online shopping only if online prices are lower than actual price etc.), this study included Indian gender-specific factors that may play an important role in determining Internet adoption for e-commerce. Also, potential gender difference in identifying factors affecting male/female purchase behavior was investigated.

2. Background Research:

Nowadays, the Internet is being widely used in daily life. The existence of the Internet brought many advantages to individuals' daily lives. With the help of the media, people can communicate, learn something about goods, entertain, buy products and get services. Of course the disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming etc.

Studies on online shopping investigated the factors that influence online shopping as well as motives for, value of and antecedents of online buying behaviour. As a result, the academic researchers and the business world started to focus on the consumer side of the online purchasing behaviour and a lot of researches and articles were prepared to make guidance for the development of online shopping.

3. The Aim and the Purpose:

The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups like Male, Female and Transgender. Moreover, it is also wanted to identify and analyse online buying habits of Male, Female and Transgender of our country.

4. Study Methodology:

The purpose was to profile on-line consumers then identify concerns and perceived benefits of e-commerce in the minds of the online consumer and utilize the information to develop a better relationship with the online consumer through an understanding of their underlying motivations. The data was collected in January of 2016. An online survey was conducted of 416 respondents from important cities of India. These cities were chosen for the proportionally greater percentage of online consumers than other regions in the country.

4.1 Data Collection Procedure:

Single method of data collection were used: online survey. The online survey allowed the researcher to capture the Indian consumers who were proficient technology users. As identified in the review of literature, a large portion of the Indian population does not use the Internet on a regular basis nor do they shop online. In order to obtain a better understanding of their online shopping fears (i.e., perceived risks), it was deemed critical to survey this group. Confidentiality of responses was assured and potential respondents were invited to forward any queries via e-mail to the researcher.

4.2 Size of Sample:

The sample size of the study is 416

4.3 Survey Instrument:

A structured questionnaire was developed with five point rating scale with ranging from strongly agree to strongly disagree on website variables such as website design, customer service, security, reliability towards online shopping. It was developed with discussion of experts, online shoppers and literature review.

4.4 Statistical Tools:

Data analysis was done using statistical package for social science (SPSS) version 18.0 for the data gathered through structured questionnaire. In order to test the study's hypothesis, Chi-square Test and T-test were used to analyze effect of independent variable on dependent variables.

5. Findings:

In this study here examined some factors affecting on online shopping behavior of genders differences. A conceptual model was used in order to assess the effects of variables on each other using ANOVA. Results of hypotheses testing indicated that financial risk and non-delivery risk has negative effect on buying attitude toward online shopping behavior. That is, e-retailers should make their website safer and assure customers for delivery of their products has Positive effect on attitude toward online shopping on online shopping behavior of consumers. That indicates that considering attitude variables make a substantial contribution in online shopping. Also, subjective norms have positive effect on online shopping behavior. This means the more people suggest e-buying to each other, the more this buying method will be popular among people. This makes necessary the use of word of mouth or oral marketing for retailers. Domain specific innovativeness has positive effect on gender differences of online shopping behavior. This means that marketing specialists should target this society in their marketing strategy formulation for better effectiveness of their marketing program.

6. Analysis and Interpretation:

Table: Demographic profile of Buyers

Category	Options	Frequency	Percentage
N		416	
Gender	Female	178	42.79
	Male	238	57.21
Age	Below 20	148	35.58
	20-40	196	47.16
	40-50	52	12.50
	Above 50	20	4.81
Occupation	Private employee	169	40.63
	Business	29	6.97
	Student	199	47.84
	others	19	4.58
Qualification	HSC or below	52	12.50
	UG	126	30.29
	PG	238	57.21
Monthly Income	Less than 20,000	231	55.53
	20,000-40,000	86	20.67
	40,000-60,000	57	13.70
	Above 60,000	42	10.10

Inference:

The above table shows that male respondents be more than female respondents.

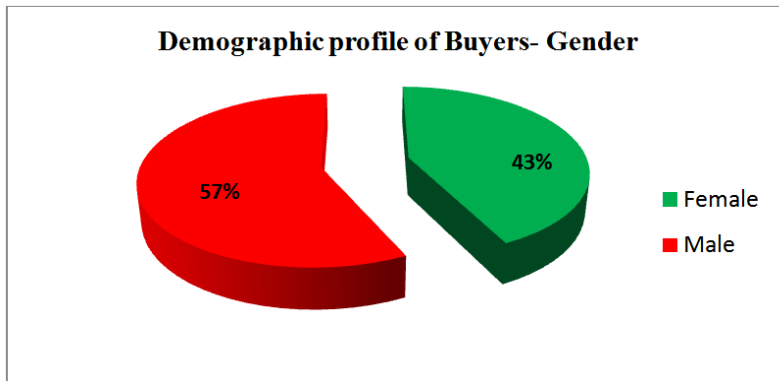


Figure 1: Demographic profile of Buyers- Gender.

As can be seen that people aged 20-40 years is the largest group which represents 47.16% of the respondents. On the other hand the smallest respondent group is of those aged above 50 years and over.

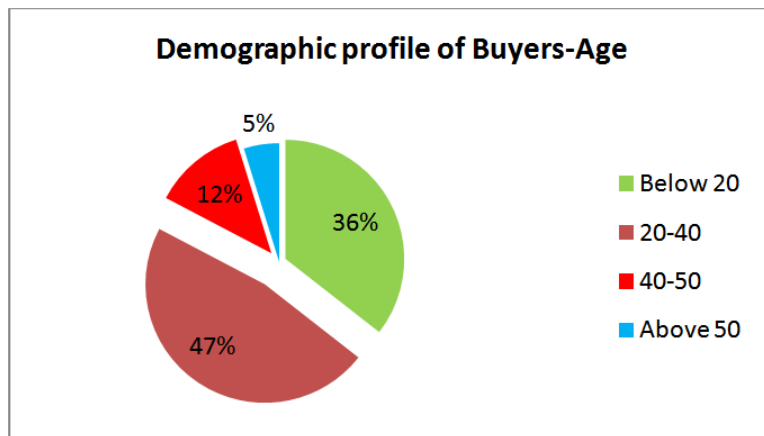


Figure 2: Demographic profile of Buyers-Age.

Many researches has found that younger generation would likely to do online shopping more because of their more knowledge in computer technology as opposed to the older generation. Most (47.84%) of internet users are students. Actually, the largest proportion of respondents at 57.21% has postgraduate degree students. The largest income classification represented the income range less than 20,000 per month (55.53%).

Table 1: Responses for reasons for purchasing online – Frequencies and Percentage.

Reasons	Not Answered	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	SD
Convenient and time saving	0	128 (30.77)	220 (52.88)	45 (10.82)	15 (3.61)	8 (1.92)	87.47
on-time delivery	0	118 (28.37)	227 (54.57)	41 (8.89)	18 (4.33)	12 (2.88)	88.04
Availability of detailed information about the product	0	128 (30.77)	231 (55.53)	37 (8.89)	12 (2.88)	8 (1.93)	92.17
I feel safe and secure while shopping online	0	102 (24.52)	238 (57.21)	51 (12.26)	14 (3.37)	11 (2.64)	90.68
Selection of goods available on the internet is very broad	0	81 (19.47)	122 (29.33)	76 (18.27)	21 (5.05)	16 (3.85)	47.48
Special Offer/discounted prices	0	72 (17.31)	237 (56.97)	101 (24.28)	4 (0.96)	2 (0.48)	92.44
Convenient and time saving	0	114 (27.40)	194 (46.63)	78 (18.75)	18 (4.33)	12 (2.88)	75.28
I like to shop online from a trustworthy website	0	112 (26.92)	216 (51.92)	56 (13.46)	18 (4.33)	14 (3.66)	82.47
Easy price comparison to online and offline stores.	0	84 (20.19)	168 (40.38)	148 (35.58)	11 (2.64)	5 (1.20)	75.48
I will prefer online shopping only if online prices are lower than actual price	0	81 (19.47)	171 (41.11)	151 (36.30)	7 (1.68)	6 (1.44)	77.25

Reason	Hypothesis	Predicted Value	Inference
Convenience and Time Saving	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding convenience and time saving.	a) F-value for convenience is 8.24 and the corresponding p-value is given as .003, which is less than .05	we reject the null hypothesis Hence, it is clear that, There is a significant difference in perception of male buyers and female online buyers regarding convenience and time saving
On-time delivery	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding on-time delivery. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding on-time delivery.	F-value is .884 and the corresponding p-value is .323, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding on-time delivery
Availability of detailed information about the product	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding availability of detailed information about the product. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding availability of detailed information about the product.	F-value is 0.157 and the corresponding p-value is 0.784, which is more than 0.05.	There is no significant difference in perception of male online buyers and female online buyers regarding availability of detailed information about the product.
Feel safe and secure while shopping online	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding non-availability of products. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding non-availability of products.	F-value is .170 and the corresponding p-value is .680, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding their safe and secure factor while shopping online
Selection of goods available on the internet is very broad	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding broad availability of goods for selection	F-value is .128 and the corresponding p-value is .767, which is more than .05.	Therefore, we accept the null hypothesis There is no significant difference in perception of male online buyers and female online buyers regarding broad availability of goods for selection
Special Offers/discounted prizes	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes. Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding offers/discounted prizes.	F-value is .921 and the corresponding p-value is .324, which is more than .05.	We accept the null hypothesis. There is no significant difference in perception of male online buyers and female online buyers regarding offers/discounted prizes.
Like to shop online from a trustworthy website	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding their willingness	F-value is 1.857 and the corresponding p-value is given as	we accept the null hypothesis There is no significant difference in perception

	to shop from trustworthy website Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding their willingness to shop from trustworthy website	.174, which is more than .05.	of male online buyers and female online buyers regarding their willingness to shop from trustworthy website
Easy price comparison	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding easy price comparison Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding easy price comparison	F-value is .439 and the corresponding p-value is .508, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding easy price comparison.
Availability of low price product	H0: There is no significant difference in the perception of male online buyers and female online buyers regarding availability of low price product Ha: There is a significant difference in the perception of male online buyers and female online buyers regarding availability of low price product	F-value is 1.458 and the corresponding p-value is given as .201, which is more than .05.	There is no significant difference in perception of male online buyers and female online buyers regarding availability of low price products

7. Limitations:

Every research has limitations. Limitations of this study are:

1. As it is discussed before, there are many factors affecting on online shopping behavior. But in this study because of time constraints here didn't examined all factors influencing on online shopping behavior.
2. Because of using questionnaire as data gathering tools, the respondents may not answer the questions exactly according to what they think and behave.
3. In this research because of time and cost constraints here it is examined factors affecting on online shopping behavior of consumers in India. It is obvious that is other countries people have different characteristics and behaviors. Then result of this study may have lack of generalizability to other countries.
4. Statistical society of this study was online stores selling electronic goods. So development of statistical society to other stores with different products and services decrease the limitation of study.
5. The methodology of this study for analyzing the data may not be able to fully assess the online shopping behavior of consumers based on discussed variables.

8. Recommendations:

For future studies suggests that:

1. In this research few factors have only been tested on online shopping behavior. Researchers can examine other factors affecting on online shopping behavior with extensive researches.
2. By extending this study to other cities, here it can reach to better results and understanding about online shopping behavior of people.
3. Here it is used only 416 sample units for our statistical society. By assessing better sites like Amazon.com we can reach to better and more reliable society for research.
4. Including cultural factors in model could show better dimension of online shoppers.

9. Conclusion:

The new media of the internet and the World Wide Web have revolutionized many aspects of everyday life, including the way in which it is buy consumer goods. The number of consumers who buy goods on the Internet has increased phenomenally. On-line shopping is now a serious alternative to conventional shopping. Given that men and women have been shown to differ in their attitudes toward both the internet and shopping, it seems surprising that there is little research that explicitly addresses gender difference in on-line buying. Attitude and gender are important factor that online shopping behavior. Accordingly, better understanding of online shopping attitude is critical for designing and managing effective website that can help businesses attract and retain online customers. The study has implications for academicians and research scholar in terms of research scope this area of marketing and online retailing opens up. This field of research has ample opportunities for further explorations. Studies need to be conducted from time to time to track changes in the perception and behavioral pattern of online shoppers.

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