

A Study on Gender and Behavior Differences Influencing On Online Purchasing In Tirunelveli District

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Abstract

The development of Internet has resulted in enormous business prospects and opportunities and given new direction to traditional commercial activities. E-commerce emerged as the need of the hour. The business-to-consumer (B2C) is the most visible and prominent progeny of e-commerce. B2C is a commercial process that starts with companies and ends with end consumers. Online shopping is an emerging area in the field of E-Business and is surely going to be the future of shopping in the world. The benefits of online shopping are well known. On-line shopping in India is significantly affected by various demographic factors like age, gender, marital status, educational qualification, occupation and income. Substantial amount of research work has been carried out on all these areas. The impact of these factors on online shopping behaviour is fascinating to say the least. But the most mysterious of them all is the impact of gender on the acceptance or rejection of online shopping. Do men and women behave differently during the online shopping process or do they exhibit same kinds of behaviour during this process? This article will try to throw some light on the extremely valuable but often neglected role of gender in the online shopping behaviour of consumers. 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 in Tirunelveli District. The study explored gender differences among twelve factors concerning the online buyer for both Male and Female in Tirunelveli District. For data collection and final testing of the model a well-structured questionnaire was designed and hosted. The researcher collected 147 respondents sent their answer out of 150 questionnaires. With regard to factors and consistent with using t-student test.

Keywords: - Online Shopping, E-Commerce, Gender Differences, Online Consumer Behaviour, Business-To-Consumer.

Introduction

As the Internet and wireless network technologies have had a lot of advancement in decades, their increasing use has resulted in more online commercial activities, in terms of consumers navigating websites and making financial or nonfinancial transactions. The growing online consumer market allows consumers to make financial transactions online anywhere in the world regardless of their locations. The Internet therefore offers enterprises a growing market with limitless opportunities that they can tap into by providing consumers with online shopping services. The most common incentives for consumers to shop online are convenience, competitive pricing, greater access to information, complementarity of traditional stores and broader selections. Most of the companies are running their online portals to sell their products/services online. Though online shopping has made enormous progress outside India, its growth in the Indian market, which is a large and diverse consumer market, is not in line with the global market. So Government of India takes some steps to develop online mode of transaction. because of this, nowadays most of the people purchasing their needs by online.

Need of the study

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. The purpose of this study is to identify factors affecting consumers' online shopping gender behavior, specifically elucidating them in the context. In addition to the previously identified factors this study included gender-specific factors that may play an important role in determining Internet adoption for e-commerce. The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups like Male and Female. Moreover, it is also wanted to identify and analyse online buying habits of Male and Female of Tirunelveli District of Tamil Nadu.

Review of Literature

S.K. Suman and Pallavi Srivastava (2019) "Age and Gender Influences on Consumer Behavior Towards Online Discounts", They concluded that in the past few years multiple studies were carried out related to behavior of consumers towards online shopping and also the demographic (like age and gender) influences on behavior of consumers towards online shopping. But limited study has been carried out precisely related to age and gender influences on factors considered while buying online when discounted products are available. This study has a lot of significance in Indian context. Online retailers are offering massive discounts to allure the buyers to shop online and, in this process, it is essential to understand the factors which are important for different age groups and genders.

Vijay, Sai. T. & Balaji, M. S. (2009), "Status and Scope of Online Shopping: An Interactive Analysis through Literature Review", revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

Objectives of the study

To know socio-economic background of the respondents.

The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups like Male and Female.

Moreover, it is also wanted to identify and analyse online buying habits of Male and Female.

Research Design

The present study is of Descriptive in nature. The researcher collected primary and secondary sources. The primary data collected through convenient sampling method. Structured questionnaire was distributed through directly by researcher in Tirunelveli District of Tamil Nadu State. Secondary sources include internet, books, reports, journals and so on. Convenient sampling methods was used to collect data from 150 respondents. Of this, the filled in forms of 147 respondents were found to be complete and were taken for further analysis. The remaining forms were incomplete, therefore such data were rejected. For analyzing the data Percentages and t-test were applied.

Limitations of the Study

The study is limited to consumers residing in to Tirunelveli District only so the results of this study cannot be used to reflect the population as a whole.

This study collects convenient samples Therefore; one cannot generalize the results of the study to the population. This study can only reflect a specific and limited population's needs.

Results And Discussions

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Gender	Male	78	53
	Female	69	47
	Total	147	100
Age	Upto 25	38	26
	26-35	44	30
	36-45	35	24

	46-55	18	12
	Above 55	12	8
	Total	147	100
Marital Status	Married	97	66
	Unmarried	50	34
	Total	147	100
Educational Qualification	Upto HSc	55	37
	Under - Graduation	48	33
	Post-Graduation	23	16
	Others	21	14
	Total	147	100
Occupation	Unemployed	6	4
	Student	26	18
	Homemaker	22	15
	Private Employee	51	35
	Government Employee	29	20
	Retired	8	5
	Other	5	3
	Total	147	100
Monthly Income	No income but pocket money	13	9
	Less than 15000	23	16
	15001-25000	32	22
	25001-35000	31	21
	35001-45000	30	20
	Above 45000	18	12
	Total	147	100
Time spend on internet daily	Less than 1 hour	51	35
	1-2 hour	53	36
	2-3 hour	29	20
	More than 3 hour	14	10
	Total	147	100

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. Most of the respondents were Male, Majority of respondents in the age group of 26-35 and UptoH.Sc were high as compared to other Educational groups and Private employee were high as compared to other Occupation, most of the respondents income were 15001-25000 and Most of the respondents using minimum two hours spend on daily.

Table 2: Responses for Reasons for Purchasing Online

Reasons	NUMBER OF RESPONDENTS										Total
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
	R	%	R	%	R	%	R	%	R	%	
Convenience of shopping at home	64	44	40	27	39	27	3	2	1	1	147
Not limited by time	71	48	52	35	21	14	2	1	1	1	147
Easy to buy	45	31	64	44	26	18	8	5	4	3	147
Easy to search for products	31	21	72	49	37	25	5	3	2	1	147
Price cheaper than physical stores	56	38	59	40	29	20	2	1	1	1	147
Can pay online by credit card	42	29	63	43	39	27	3	2	0	0	147
Fast delivery	34	23	48	33	38	26	19	13	8	5	147
Reasonable delivery costs	74	50	53	36	14	10	5	3	1	1	147
Security of online transactions	11	7	37	25	63	43	22	15	14	10	147

Better product quality	23	16	29	20	71	48	18	12	6	4	147
Product is by well-known brand	45	31	37	25	39	27	17	12	9	6	147
Detailed product specifications and features	74	50	52	35	19	13	2	1	0	0	147

Sources: Primary Data

As seen in the table above, it was been asked from the Responses for reasons for purchasing online. For that, researcher selected twelve factors like Convenience of shopping at home, Not limited by time, Easy to buy, Easy to search for products, Price cheaper than physical stores, Can pay online by credit card, Fast delivery, Reasonable delivery costs, Security of online transactions, Better product quality, Product is by well-known brand and Detailed product specifications and features. In which most of the respondents said that agree for reason for purchasing online.

**Table 3: Gender and Purchasing Online
Calculation of t-test**

Factors	Variables	df	Table Value	Calculated Value	Result
Convenience of shopping at home	Male	145	1.99	1.85	Accepted
	Female				
Not limited by time	Male	145	1.99	.06	Accepted
	Female				
Easy to buy	Male	145	1.99	3.92	Rejected
	Female				
Easy to search for products	Male	145	1.99	1.24	Accepted
	Female				
Price cheaper than physical stores	Male	145	1.99	1.55	Accepted
	Female				
Can pay online by credit card	Male	145	1.99	1.63	Accepted
	Female				
Fast delivery	Male	145	1.99	2.63	Rejected
	Female				
Reasonable delivery costs	Male	145	1.99	.24	Accepted
	Female				
Security of online transactions	Male	145	1.99	2.34	Rejected
	Female				
Better product quality	Male	145	1.99	2.32	Rejected
	Female				
Product is by well-known brand	Male	145	1.99	.57	Accepted
	Female				
Detailed product specifications and features	Male	145	1.99	2.41	Rejected
	Female				
	Male				

Sources: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the means of the variable namely reasons for purchasing online of gender and some factors like Convenience of shopping at home, Not limited by time, Easy to search for products, Price cheaper than physical stores, Can pay online by credit card, Reasonable delivery costs and Product is by well-known brand has its Calculated value is less than the table value. There is no significance different between reasons for purchasing online of gender and the above factors. Hence the null hypothesis is accepted. But some other factors like Easy to buy, Fast delivery, Security of online transactions, Better product quality and Detailed product specifications and features has its Calculated value is more than the table value. There is significance different between reasons for purchasing online of gender and the above factors. Hence the null hypothesis is rejected.

Conclusion

On-line shopping is now a serious alternative to conventional shopping. Given that men and women have been shown to differ in their attitude, 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. When researcher compare with gender and reasons for purchasing online, most of the respondents accepted. Therefore e-tailors must improve the hedonic benefits to create positive attitude towards online shopping.

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