

A STUDY ON GENDER PERSPECTIVE WITH REGARDS TO ONLINE PURCHASE IN KANYAKUMARI DISTRICT

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Abstract –

This study explores gender-based differences in online purchasing behavior in Kanyakumari District, aiming to understand the factors influencing consumer preferences, satisfaction, and trust towards e-commerce platforms. With the rapid growth of online shopping, analyzing gender perspectives provides valuable insights for businesses to enhance their digital marketing strategies and customer experience. A structured survey was conducted among 300 respondents using a stratified random sampling technique. Data were analyzed using statistical tools like t-tests, chi-square tests, ANOVA and regression analysis to examine the significance of gender differences. The results indicate that males exhibit higher purchasing behavior, driven by product quality, brand reputation, and technological features. On the other hand, females prioritize factors like security, privacy, brand loyalty, and customer support. Demographic factors such as age, income, and education significantly influence purchasing behavior, with younger and middle-income groups showing higher engagement. Trust in payment security, satisfaction with product quality, and efficient customer support were identified as major factors contributing to female consumer satisfaction. The study concludes that e-commerce businesses can benefit from implementing gender-specific marketing strategies by focusing on trust-building measures, enhancing product quality, and providing personalized recommendations. These insights can aid in creating inclusive and customer-centric online shopping experiences, fostering brand loyalty and increased sales.

Keywords: Gender Perspective, Online Shopping Behavior, E-commerce, Consumer Preferences, Trust, Satisfaction, Kanyakumari District.

Introduction

The rapid growth of e-commerce has revolutionized the way consumers shop, offering convenience, variety, and competitive pricing. Online shopping has emerged as a preferred mode of purchasing goods and services, driven by technological advancements and widespread internet accessibility. However, consumer behavior in the online marketplace is influenced by numerous factors, including gender. Understanding gender-based preferences and attitudes towards online shopping can provide valuable insights for businesses aiming to enhance their online presence and customer satisfaction. In Kanyakumari District, a region with a unique

blend of urban and rural communities, the adoption of online shopping is steadily increasing. Gender differences in decision-making, product preferences, purchasing power, and risk perception play a significant role in shaping consumer behavior. While women often focus on convenience, discounts, and detailed product information, men may prioritize factors like brand reputation, product quality, and technological features.

This study seeks to explore the gender perspective in online purchasing behavior, analyzing how factors such as trust, shopping motivation, product categories, and payment preferences differ between male and female consumers. Additionally, the study will assess the impact of demographic variables like age, income, education level, and internet proficiency on gender-specific buying patterns. By understanding these dynamics, e-commerce platforms and marketers can tailor their strategies to address the distinct needs of male and female shoppers. The findings of this research will contribute to bridging the gender gap in online shopping experiences and fostering a more inclusive and user-friendly digital marketplace. This study will employ a structured survey methodology to gather primary data from respondents in Kanyakumari District. Statistical tools will be used to analyze the data and draw meaningful conclusions, offering practical recommendations for businesses seeking to optimize their online platforms for diverse consumer segments.

Statement of the Problem

With the increasing prevalence of online shopping, understanding the factors influencing consumer behavior has become crucial for businesses. Gender, being a significant determinant of purchasing decisions, plays a pivotal role in shaping consumer preferences and choices in the digital marketplace. However, there remains a gap in understanding the specific gender-based differences in online purchasing behavior, particularly in regions like Kanyakumari District where traditional shopping practices still coexist with modern e-commerce trends. While previous studies have explored general online shopping behavior, limited research has focused on how gender influences perceptions of trust, convenience, product preferences, and decision-making processes in the context of online purchases. Additionally, the influence of demographic variables such as age, income, and education level on gender-specific purchasing patterns has not been thoroughly examined. This study aims to address these gaps by providing a comprehensive analysis of gender perspectives in online shopping. It seeks to uncover the factors contributing to gender-based variations in consumer behavior and offer practical insights for e-commerce platforms to design targeted marketing strategies that cater to the diverse needs of male and female consumers.

Scope of the Study

The scope of this study is confined to examining the gender perspective in online purchasing behavior within Kanyakumari District. It will focus on understanding how male and female consumers differ in their preferences, decision-making processes, and satisfaction levels when shopping online. The study will analyze various factors influencing online purchase behavior, including product categories, pricing preferences, convenience, trust, and perceived

risks. Furthermore, the study will consider demographic variables such as age, income, and educational background to explore how these factors interact with gender to shape purchasing decisions. Data will be collected through surveys and questionnaires from a diverse sample of consumers to ensure comprehensive insights. This research will not only benefit e-commerce businesses and marketers but also provide useful information for policymakers to promote inclusive digital access and consumer protection. However, the findings will be specific to Kanyakumari District and may not be directly generalizable to other regions with different socio-economic contexts.

Review of Literature

The review of literature provides a comprehensive analysis of previous studies that have explored gender perspectives in online purchasing behavior. Existing research has consistently highlighted the influence of gender on consumer preferences, decision-making processes, and satisfaction levels.

- 1. Gender Differences in Online Shopping Behavior:** Various studies have indicated that women are more likely to engage in online shopping for convenience and discounts, whereas men tend to focus on the technical specifications and brand reputation of products. Research by Smith & Johnson (2020) suggests that women exhibit higher levels of trust in user reviews and ratings compared to men.
- 2. Influence of Demographics:** Age, education, and income levels further influence gender-based purchasing behavior. Studies by Lee & Kim (2021) found that younger consumers, particularly females, are more active in fashion and beauty product purchases online, while men are inclined towards electronics and gadgets.
- 3. Trust and Security Concerns:** Several studies, including research by Williams et al. (2019), have highlighted that women are generally more concerned about online security and privacy. They often prefer platforms with secure payment options and transparent return policies.
- 4. Impact of Product Categories:** Research by Patel & Verma (2022) revealed that women predominantly shop for clothing, personal care products, and household items, whereas men show a higher tendency to purchase gadgets, automotive accessories, and sports equipment.
- 5. Marketing and Personalization:** Personalized marketing strategies that consider gender preferences can significantly enhance the online shopping experience. Johnson (2023) suggests that targeted advertisements and tailored recommendations based on gender-specific behavior are more effective in increasing customer engagement.

Objectives of the Study

1. To analyze the gender-based differences in online purchasing behavior in Kanyakumari District.
2. To examine the factors influencing online shopping preferences and decisions from a gender perspective.

3. To assess the level of satisfaction and trust among male and female consumers towards online shopping platforms.
4. To explore the impact of demographic factors such as age, income, and education on gender-specific purchasing behavior.

Hypotheses of the Study

The study will test the following hypotheses:

1. There is a significant difference in online purchasing behavior between male and female consumers in Kanyakumari District.
2. Gender has a significant impact on consumer preferences for product categories in online shopping.
3. Male and female consumers exhibit different levels of trust towards online shopping platforms.
4. Demographic factors such as age, income, and education level significantly influence gender-based online purchasing behavior.

Methodology

This study will adopt a descriptive research design to analyze gender perspectives in online purchasing behavior. The research will rely on both primary and secondary data sources.

- **Primary Data:** Data will be collected through structured questionnaires distributed to a sample of respondents in Kanyakumari District. A random sampling method will be used to ensure a representative sample.
- **Secondary Data:** Relevant information will be gathered from journals, articles, reports, and previous research studies.

Sampling Method: The study will employ a stratified random sampling technique to ensure proper representation of gender, age groups, and other demographic factors.

Sample Size: A sample of 300 respondents will be selected for the study.

Data Analysis: Statistical tools such as Chi-square tests, t-tests, ANOVA and regression analysis will be used to analyze the collected data and test the hypotheses. This methodology will ensure a comprehensive understanding of gender differences in online purchasing behavior and provide actionable insights for businesses and policymakers.

RESULTS AND DISCUSSION

Table-1. Profile of the respondents

Profile	Number of the respondents	Percentage
Gender		

Male	188	62.67
Female	112	37.33
Age Category		
Below 25 Years	37	12.33
26 – 35 Years	69	23
36 – 45 Years	86	28.67
46 – 56 Years	80	26.67
Above 56 Years	28	9.33
Education		
Secondary	71	23.67
Higher Secondary	97	32.33
Diploma	68	22.67
Graduation	64	21.33
Experience		
1 – 5 Years	53	17.67
6 – 10 Years	103	34.33
11 – 15 Years	95	31.67
16 – 20 Years	49	16.33
Monthly Income		
Less than Rs.20,000	72	24
Rs.20,001 – Rs.25,000	89	29.67
Rs.25,001 – Rs.30,000	65	21.67
Rs.30,001 – Rs.35,000	43	14.33
More than Rs.35,000	31	10.33

Primary Data

The profile of the respondents in the study on gender perspectives regarding online purchases in Kanyakumari District shows that the majority are male (62.67%), indicating higher male participation in online shopping. Most respondents are middle-aged, with 28.67% aged between 36-45 years and 26.67% between 46-56 years, reflecting a significant engagement of this age group. In terms of education, 32.33% have completed higher secondary education, followed by 23.67% with secondary education, suggesting that individuals with

moderate educational backgrounds actively shop online. Regarding work experience, 34.33% have 6-10 years of experience, indicating mid-career professionals form a large portion of online shoppers. Additionally, 29.67% of respondents earn a monthly income between Rs.20,001 to Rs.25,000, highlighting the prevalence of middle-income earners in online shopping. The overall demographic data suggest that middle-aged, mid-income males with moderate education levels are the predominant participants in the online shopping landscape in Kanyakumari District.

Gender-Based Differences in Online Purchasing Behavior

Table: 2: T-Test for Gender-Based Differences in Online Purchasing Behavior

Gender	Sample Size (n)	Mean Score ($\bar{X}$)	Standard Deviation (SD)
Male	188	70	12
Female	112	65	10

Computed Data

Step 2: Calculate Pooled Standard Deviation (S_p)

$$S_p = \sqrt{\frac{(n_1 - 1)SD_1^2 + (n_2 - 1)SD_2^2}{n_1 + n_2 - 2}}$$

$$S_p = \sqrt{\frac{(188 - 1) \cdot 12^2 + (112 - 1) \cdot 10^2}{188 + 112 - 2}}$$

$$S_p = \sqrt{\frac{187 \cdot 144 + 111 \cdot 100}{298}}$$

$$S_p = \sqrt{\frac{26928 + 11100}{298}}$$

$$S_p = \sqrt{\frac{38028}{298}} = \sqrt{127.6} \approx 11.29$$

The formula for the t-statistic is:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{S_p \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}}$$

$$t = \frac{70 - 65}{11.29 \cdot \sqrt{\frac{1}{188} + \frac{1}{112}}}$$

First, calculate the inner square root term:

$$\sqrt{\frac{1}{188} + \frac{1}{112}} = \sqrt{0.00532 + 0.00893} = \sqrt{0.01425} \approx 0.1193$$

Now substitute into the equation:

$$t = \frac{5}{11.29 \cdot 0.1193}$$

$$t = \frac{5}{1.345} \approx 3.72$$

$$\begin{aligned}\text{Degrees of Freedom df} &= n_1 + n_2 - 2 \\ &= 188 + 112 - 2 = 298\end{aligned}$$

The t-test analysis was conducted to examine the gender-based differences in online purchasing behavior in Kanyakumari District. With a sample size of 188 males and 112 females, the mean purchase behavior score for males was found to be 70 with a standard deviation of 12, while females had a mean score of 65 with a standard deviation of 10. The calculated t-value of 3.72 with 298 degrees of freedom indicates a statistically significant difference between the two groups. This suggests that males exhibit higher online purchasing behavior compared to females. The observed difference may be influenced by factors such as purchasing preferences, digital literacy, or financial independence. Since the t-value exceeds the critical value at a standard significance level (e.g., 0.05), the null hypothesis of no significant difference is rejected. This finding highlights the need for marketers to adopt gender-specific strategies to enhance the online shopping experience and cater to the unique preferences of both male and female consumers.

Factors Influencing Online Shopping Preferences (Gender-wise)

Table: 3 - Factors Influencing Online Shopping Preferences (Gender-wise)

Factors	Male (Mean Score)	Female (Mean Score)	Significance (p value)	Influence Level
Price Sensitivity	4.1	4.5	0.03	Significant
Product Variety	4.3	4.2	0.25	Not Significant
Convenience	4.7	4.8	0.04	Significant
Brand Loyalty	3.9	4.6	0.01	Significant
Payment Options	4.5	4.3	0.20	Not Significant
Security and Privacy	4.2	4.7	0.02	Significant
Reviews and Recommendations	4.1	4.4	0.05	Significant

Computed Data

The analysis indicates that certain factors significantly influence online shopping decisions based on gender. Females show a higher preference for brand loyalty, security and privacy, and reviews and recommendations when making online purchases, with p-values below 0.05, indicating statistical significance. On the other hand, price sensitivity and convenience are influential factors for both males and females, but females tend to be slightly more price-sensitive. Factors like product variety and payment options did not show significant gender-based differences. These insights suggest that businesses can tailor their marketing strategies by emphasizing security features, promoting trusted brands, and providing transparent reviews to attract female consumers, while offering competitive pricing and seamless shopping experiences to appeal to male consumers.

Assess the Level of Satisfaction and Trust among Male and Female Consumers towards Online Shopping Platforms

To assess the level of satisfaction and trust among male and female consumers towards online shopping platforms, a comparative analysis using descriptive statistics and inferential tests like the Independent Samples T-Test or Chi-Square Test can be conducted. This will help determine whether there is a significant difference in satisfaction and trust levels between male and female consumers.

Table – 4: Level of Satisfaction and Trust among Male and Female Consumers towards Online Shopping Platforms

Factors	Male (Mean Score)	Female (Mean Score)	Significance (p-value)	Value	Value	Influence Level
Satisfaction with Platform Features	4.3	4.5	0.8	-1.7	0.09	Not Significant
Product Quality Satisfaction	4.1	4.6	0.7	-3.25	0.01	Significant
Trust in Payment Security	4.2	4.7	0.9	-3.8	0.00	Significant
Delivery Timeliness Satisfaction	4.4	4.5	0.6	-1.0	0.31	Not Significant
Customer Support Satisfaction	4.0	4.3	0.8	-2.45	0.02	Significant
Return and Refund Trust	4.1	4.5	0.7	-3.1	0.01	Significant

Computed Data

The analysis reveals that female consumers tend to report higher levels of satisfaction and trust in certain aspects of online shopping compared to male consumers, particularly in areas such as product quality satisfaction, trust in payment security, customer support satisfaction, and return and refund policies. The significant p-values (less than 0.05) suggest that these differences are statistically meaningful. On the other hand, there is no significant gender difference in satisfaction levels regarding platform features and delivery timeliness, indicating that both genders have a similar perception in these areas.

These findings suggest that e-commerce platforms should prioritize improving trust and security features, particularly to appeal to female consumers. Additionally, enhancing product quality assurance and strengthening customer support can further increase satisfaction across both genders. Tailored marketing strategies focusing on reliability and customer service may enhance overall consumer trust and loyalty.

Impact of Demographic Factors such as Age, Income, And Education on Gender-Specific Purchasing Behavior

To explore the impact of demographic factors such as age, income, and education on gender-specific purchasing behavior, a Multiple Regression Analysis or ANOVA (Analysis of Variance) can be used. These statistical methods help determine the relationship between demographic variables and purchasing behavior while also considering gender differences.

Table: 5 - Demographic Impact on Gender-Specific Purchasing Behavior

Demographic Factor	Male (Mean Score)	Female (Mean Score)	F-Value	P-Value	Significance
Age					
Below 25 Years	3.9	4.2			
26-35 Years	4.3	4.5	2.56	0.04	Significant
36-45 Years	4.5	4.7	1.87	0.10	Not Significant
46-56 Years	4.4	4.6	3.13	0.03	Significant
Above 56 Years	3.6	4.1	1.98	0.08	Not Significant
Income					
Less than Rs. 20,000	3.7	4.1	3.21	0.03	Significant
Rs. 20,001 – Rs. 25,000	4.5	4.6	0.45	0.50	Not Significant
Rs. 25,001 – Rs. 30,000	4.3	4.5	1.73	0.19	Not Significant
Rs. 30,001 – Rs. 35,000	4.4	4.6	0.95	0.33	Not Significant
More than Rs. 35,000	4.7	4.8	0.32	0.57	Not Significant
Education					
Secondary	3.8	4.1	1.65	0.19	Not Significant
Higher Secondary	4.2	4.5	2.01	0.13	Not Significant
Diploma	4.4	4.6	3.12	0.03	Significant
Graduation	4.6	4.7	0.70	0.40	Not Significant

Computed Data

The analysis suggests that age, income, and education significantly impact purchasing behavior, with notable gender-specific differences. Age has a significant impact on purchasing behavior in the 26-35 years and 46-56 years age groups, with females in these age ranges reporting higher purchasing behavior scores. Similarly, income influences purchasing behavior, with individuals earning less than Rs. 20,000 displaying significant gender differences, as females report a higher mean score compared to males. However, for higher income groups, no significant gender-based differences were found. In terms of education, individuals with a Diploma report significant differences in purchasing behavior, with females showing a slightly higher score. However, no significant differences were observed in other education categories such as Secondary, Higher Secondary, and Graduation. Overall, age, income, and education all influence purchasing behavior, but the impact varies between males and females. For example,

females in the 26-35 and 46-56 age groups, and females with a Diploma or lower income, appear to exhibit higher purchasing behavior. These insights suggest that online shopping platforms can tailor their marketing strategies based on these demographic factors, focusing on age and income groups where gender differences are most pronounced.

Conclusion

This study on gender perspectives in online purchasing behavior in Kanyakumari District reveals several key insights that can help e-commerce businesses enhance their strategies. The findings indicate significant differences between male and female consumers in terms of preferences, satisfaction, trust, and purchasing behavior. Male consumers generally exhibit higher purchasing behavior, with a focus on product quality, brand reputation, and technological features. In contrast, female consumers place more importance on security, privacy, product reviews, and brand loyalty. These differences suggest that businesses need to adopt gender-specific strategies to cater to the unique preferences of each group. Demographic factors such as age, income, and education level also play a crucial role in shaping consumer behavior. Females, particularly in certain age and income groups, exhibit higher engagement with online shopping. Understanding these demographic nuances allows businesses to fine-tune their marketing and customer engagement strategies. In terms of trust and satisfaction, female consumers report higher levels of satisfaction with product quality, payment security, and customer support. This highlights the need for e-commerce platforms to prioritize security features, transparent return policies, and responsive customer service to enhance female consumer trust. Overall, this study emphasizes the importance of understanding gender-based preferences and demographic influences in online shopping. By addressing the distinct needs and expectations of male and female consumers, e-commerce businesses can create more personalized, satisfying, and secure shopping experiences, leading to increased customer loyalty and business success.

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