

A Study of Online Shopping : Effect of Gender on Customer Perception

Reena Malik

Assistant Professor, JCD Institute of Business Management, Sirsa, Haryana, India

ABSTRACT

In this era of digital technology shopping has also become digital and shoppers become smart. A lot of website offers almost all the products online from apparels to furniture and cosmetics to vegetables and not only products but websites are also offering services online. So with the increasing internet penetration in India people prefer to buy online for availing various benefits associated with it. The present study focuses on the perception of male and females towards online shopping in Sirsa, a District in Haryana. The data was collected through a questionnaire and data collected was analyzed by applying t-test to study the difference in the opinion of the respondents.

Keywords : Online, Shopping, Digital, Online shopping

I. INTRODUCTION

India is at the cusp of a digital revolution. An increasing number of global companies are eyeing the rapidly growing E- Commerce market in India as improvements in infrastructure are made and India's economy grows. As the world's 11th-largest economy (and fourth-largest emerging economy after BRIC peers China, Brazil, and Russia), India is starting to appear on 'e-Business organizations' lists of key international markets. The changing consumer lifestyles, supported by the younger population base of India, have given a boost to the e-commerce business. More than half of the total 1.2 billion population of India falls under the 'below 25 years of age' bracket. Also, 65 per cent of India's population, representing the working age group of 15 to 64 years, would aid the further growth of e-commerce, driven by their rising disposable income. Notably, discretionary spending in India is expected to jump to 70 per cent by 2025 from 52 per cent in 2005. Also, the growing inclination towards purchasing online is reflected in a trend for higher value online transactions. Shoppers are ready to shop for values exceeding USD 500, which earlier hovered in the range of USD 40–100. As per Google India survey, 2012 Online shopping in India, saw 128% growth in interest from the consumers in the year 2011 to 2012 in comparison to only 40% growth in 2010 to 2011, making 2012 the tipping point for online shopping in India. As per the research, 90% of online shoppers are planning to buy more products online which reflect on the positive experience of the

users. In terms of converting more users to shop online, online ticketing emerged as the gateway, as it was easier to convert online ticket buyers to shop online. Size of the total e-commerce market in India is estimated to expand at a CAGR of about 40 per cent during 2010–20 to USD 200 billion. Likewise, India is expected to record the highest growth in the Asia Pacific region during 2012–16. The trend would shift with the online retail segment contributing equally to the total market size, considering it is expected to grow significantly in the coming years. The B2C segment would continue to lead the e-commerce market, thanks to the burgeoning Indian Internet population, supporting demographics, ease of payment modes and customer-centric innovative policies. In the coming decade, expect the sector to offer much more revolutionary practices such as transacting with the help of Mobile money, and having access to virtual trial rooms. Continue shopping online as the sector is set to mature!!

II. Literature Review

Lamoureux (1997) observed that On-line marketing offers more choices and flexibility and, at the same time, eliminates huge inventories, storage costs, utilities, space rental, etc. Together, rich data and wide product assortments would likely lead to consumer Satisfaction with online retailing (Szymanski and Hise, 2000; Bauer et al., 2002). The lower search costs traditionally associated with online shopping are thought to result in consumers buying better quality items. Consumer

innovativeness to move from general Internet use to product purchase through an online medium Citrin et al. (2000). Women may seem to be more rational shoppers than men (Eastlick and Feinberg, 1994) because the purchase decisions they more frequently make are better served by an optimizing rather than a minimizing strategy (Alreck & Settle, 2002). Sex differences in online behavior may depend on the kinds of products purchased as they do on contrasting information processing styles (Bhatnagar et al., 2000; Rodgers & Harris, 2003; Van Slyke et al., 2002).

Online shoppers enjoy shopping more than non-shoppers Rajasree K. Rajamma et al (2008). Online shopping behavior in India or attitude of Indian consumers toward online shopping Indian consumers' attitude about online shopping being convenient is determined by their "perceived usefulness" and "ease of use" attributes of Web sites A. Khare et al (2013). Nagra et al (2013) factors affecting online shopping behavior of Indian consumers. The overall results proved that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. There are various opportunities and challenges involved in online retailing Dwivedi et al (2012). The future of online retailing in India is positive and provides a positive indication and a tremendous and promising future in the sector Das et al (2012). Jyoti Arora (2013) discusses on prospects of online retailing and also focused on advantages to consumers and challenges of online retailing.

Objectives of the Study

1. To study the effect of gender on the elements of online shopping.
2. To suggest recommendations for futuristic growth of online retailing

III. Research Methodology

(a) Coverage of the Study: This research paper is confined to study of effect of gender towards online shopping in district Sirsa (Haryana). The Sample size taken for the study was 200 respondents.

(b) Source of Data: The study is based on primary data collected through questionnaire and secondary data from published reports.

(c) Data Analysis: Analysis of data is done by applying t-test. The statements were formed after reviewing the literature and responses are measured on Likert Scale 1 to 5 (1-highly disagree, 2- disagree, 3- Neutral, 4- Agree, 5-Disagree)

Formulation of Hypothesis

Eight hypothesis were formed for the Study

H₀₁ Gender-wise there is a significant difference that online shopping offers more variety than physical shopping.

H₀₂: Gender-wise there is a significant difference that online shopping becomes costly due to no change for bargaining.

H₀₃ Gender-wise there is a significant difference that online shopping creates Materialism.

H₀₄ Gender-wise there is a significant difference that online shopping making online payment is not safe.

H₀₅ Gender-wise there is a significant difference that in online shopping the product received may not be the same as ordered.

H₀₆ Gender-wise there is a significant difference that in online shopping return policy is complex and lengthy.

H₀₇ Gender-wise there is a significant difference that products ordered online takes more time to reach to the destination.

H₀₈ Gender-wise there is a significant difference that slowing down of internet may hamper the interest in online shopping

Table A: Demographic Profile of Respondents

| Variables | Groups | Frequency | Percentage |
|--------------|-------------------|-----------|------------|
| Gender | Male | 104 | 52 |
| | Female | 96 | 48 |
| Age | ≥ 20 < 30 | 92 | 46 |
| | ≥ 30 < 40 | 72 | 36 |
| | ≥ 40 < 50 | 36 | 18 |
| Education | 10+2 | 20 | 10 |
| | Graduate | 72 | 36 |
| | Post-Graduate | 108 | 54 |
| Income Group | ≥ 20,000 < 30,000 | 32 | 16 |
| | ≥ 30,000 < 40,000 | 118 | 59 |
| | ≥ 40,000 < 50,000 | 38 | 19 |
| | ≥ 50,000 | 12 | 6 |

Source: Primary Data

Table A shows the demographic profile of the respondents 52 % are male and 48% are female, 46% are in the age bracket of $\geq 20 < 30$, and 36% are in the age bracket of $\geq 30 < 40$ and 18% are in bracket of $\geq 40 < 50$ and education wise there are 10% people who are 10+2, 36% are graduates and 54% are post graduate and income wise if we see it is exhibited that 16% having income $\geq 20,000 < 30,000$, 59% having income between $\geq 30,000 < 40,000$ and 19% are in $\geq 40,000 < 50,000$, and 6% are having income more than 50,000.

Table A. Showing Mean and Standard Deviation

| Variables | Gender | Mean | S.D |
|--|--------|-------|-------|
| Online shopping offers more variety in the products | Male | 3.669 | 1.897 |
| | Female | 3.488 | 1.678 |
| Online shopping becomes costly due to no chance for bargaining. | Male | 2.773 | 1.356 |
| | Female | 3.455 | .9879 |
| Online shopping creates materialism | Male | 2.770 | 1.009 |
| | Female | 2.663 | 1.345 |
| Making payment online is not safe while shopping | Male | 3.001 | .8997 |
| | Female | 2.999 | 1.076 |
| The product received may not be the same as ordered. | Male | 3.112 | 1.228 |
| | Female | 3.006 | 1.359 |
| Online shopping return policy is complex and lengthy and even some products are non-returnable. | Male | 2.967 | 1.217 |
| | Female | 2.876 | 1.321 |
| Products ordered online takes more time to reach to the destination sometimes even after promised date | Male | 2.333 | 1.033 |
| | Female | 3.455 | .9974 |
| Slowing down of internet may hamper the interest in online shopping | Male | 2.307 | .8766 |
| | Female | 3.444 | .9994 |

Table B. showing value of t-test against the variables listed below

| Variables | t-value | df | Sig. (2-tailed) |
|--|---------|-----|-----------------|
| Online shopping offers more variety in the products | .837 | 198 | .312 |
| Online shopping becomes costly due to no chance for bargaining. | 2.377 | 198 | .034* |
| Online shopping creates materialism | .745 | 198 | .276 |
| Making payment online is not safe while shopping | .812 | 198 | .237 |
| The product received may not be the same as ordered. | .478 | 198 | .727 |
| Online shopping return policy is complex and lengthy and even some products are non-returnable. | .313 | 198 | .600 |
| Products ordered online takes more time to reach to the destination sometimes even after promised date | .737 | 198 | .042* |
| Slowing down of internet may hamper the interest in online shopping | .889 | 198 | .002* |

Source: Primary Data

* **Significant at 5% level**

Findings of the Study

In the findings of the study there observed a significant difference in the opinion of male and female regarding considered online shopping costly specially due to there being no chance of bargaining, the difference may be there because females are generally having more negotiation skills as compared to men and they miss this in online shopping where no negotiation can be done in online shopping due to lack of physical presence of the

online stores. Secondly we observed a significant difference in the opinion regarding the time of delivery this is may be because females are much sensitive towards timing and the delay even after the promised delivery date is not liked by the females and they feel inconvenient.(change in the place of delivery may be the reason for females). Another significant difference is seen in the opinion of males and females regarding the lack of interest due to disturbance in the internet network this is may be as the product may get out of the stock sometimes and females become impatient as the most of the females are in the agreement of the statement in comparison to men so a little slower network may sometimes creates a problem for the females. On the basis of findings H2, H7, H8 are not rejected and H1, H3, H4, H5, H6 are rejected as there found no significant difference on the basis of gender. The study is also helpful for the retailers as they should focus on the timely delivery of their products to the customers, they have to ensure a timely delivery otherwise the customer may lose the interest and secondly they should offer more discounts and offers on their products so as to customer does not get the feel of bargaining.

IV. CONCLUSION

Online retailing is a fastest growing sector and in the era of digitalization the customer also likes it. As the present study has analyzed the effect of gender on the elements of online shopping and found some significant differences in the opinion of males and females regarding some of the elements. So these elements must be taken care of and no doubt with the increasing penetration of internet online shopping is going to be the future of shopping.

V. REFERENCES

- [1]. Arora Jyoti (2013), Prospect of e-retailing in India, IOSR Journal of Computer Engineering (IOSR-JCE), ISSN: 2278-8727, Volume 10, Issue 3
- [2]. Bauer, H. H., Grether, M., Leach, M. (2002). Building customer relations over the Internet. *Industrial Marketing Management*, 31(2), 155-163.
- [3]. Bhatnagar, A., Misra, S., Rao, H. R. (2000). On risk, convenience, and Internet shopping behavior. *Communications of the ACM*, 43(11), 98-105.
- [4]. Ernst & Young (2012), Re-birth of e-commerce in India
- [5]. Khare et al (2013), Attracting shoppers to shop online—challenges and opportunities for the Indian Retail Sector, *Journal of Internet Commerce*,11(2), 161-185
- [6]. Szymanski, D. M., & Hise, R. T. (2000). E -satisfaction: an initial examination. *Journal of retailing*,76 (3), 309-322.
- [7]. Shukla k Rajeev (2016) GENDER EFFECT ON CUSTOMERS' PERCEPTION TOWARDS ONLINE SHOPPING, *BVIMSR's Journal of Management Research*, 8(1), 25-30
- [8]. Teo, Thompson S.H. (2002). Attitude toward online shopping and the Internet, *Behavior and Information Technology*, 21 (4), 259-271.
- [9]. Van Slyke, C., Comunale, C. L., Belanger, F. (2002). Gender differences in perceptions of web-based shopping. *Communications of the ACM*, 45(8), 2-86.