



Customer Attitude Toward Online Shopping – Comparison Between Men and Women

– A Case Study

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Abstract: The fast growth in technology and increase in the use of Internet by the people in India has led to the development of online shopping. The current pandemic and the days of lockdown have proved to be an added advantage to the E-sellers to expand their customer network. The availability of numerous shopping websites is the biggest challenge to the E-sellers. To attract more customers to the online platform and to increase sales, the E-sellers should adopt well-developed marketing strategies that will help the E-sellers, not only to retain the existing online customers but also to attract the potential customers. To develop good marketing strategies, it is crucial for the E-sellers to first understand the behavior of online customers. Previous studies have shown that customers compare the prices of the products, study its features and look at the after sales facilities provided by the E-sellers. Many factors influence the buying behavior of the customers in the online mode. One significant factor among all is gender. Gender plays a crucial role in the behavior of customers while they shop online.

This study addresses the role of gender in the attitude of customers toward online shopping. The study is based on an empirical research method. The data are collected from 91 respondents through a self-designed questionnaire through convenience-sampling method and the sample includes online shoppers from Dakshina Kannada district, Karnataka, India.

Index Terms - Online shopping, Customer attitude, Gender, E-sellers.

I. INTRODUCTION:

[1] Wikipedia explains online shopping as “a form of electronic commerce, which lets consumers to directly purchase goods and services from the seller through the Internet by means of a web browser or a mobile app. Consumers can find their preferred product in the website of the retailers. Online shopping is also called as “e-tailing” (electronic retailing) or “e-shopping” (electronic shopping). The alternate names of online shops are e-shop, e-store, web-shop, web-store, virtual store, online store, etc. The customers can browse for the variety of products in the shopping website; they can view images or photos of the products and get acquainted about the features, specifications and prices of the goods or services. Now in 2020, customers can shop online using devices such as laptops, desktop computers, tablets and smart-phones. Online shopping can be Business-to-consumer or Business-to-business. Access to internet is compulsory to shop products online. [2] (Bhatt, 2014) Digital literacy is fast becoming a prerequisite for creativity, innovation and entrepreneurship and without it, citizens can neither fully participate in society nor acquire the skills and knowledge necessary to live in the 21st century.

The characteristics of every individual greatly influence his/her shopping behavior whether it is online shopping or physical shopping. Few such characteristics are age, occupation, income, gender, etc. Gender plays an indispensable role in the decision-making process when buying/shopping online. Many earlier studies have also discoursed about the role of gender in online shopping. This study compares the shopping behavior of men and women in the online mode.

The fast growth in technology and increase in the use of Internet by the people in India as shown in Table 1, has led to the growth of online shopping. The covid 19 pandemic and the days of lockdown have resulted in an added advantage to the electronic sellers to expand their customer network. The availability of numerous shopping websites is the biggest challenge to the electronic sellers. To appeal more customers to the online platform and to upsurge sales, the E-sellers should adopt well-developed marketing strategies that will help the E-sellers, not only to retain the existing online customers but also to attract the potential customers. To develop good marketing strategies, it is crucial for the E-sellers to first understand the behavior of online customers. Earlier studies have revealed that customers compare the prices of the products, study its features and look at the after sales facilities provided by the E-sellers. Many factors stimulate the buying behavior of the customers in the online mode. One substantial factor among all

is gender. Gender plays a crucial role in the behavior of customers while they shop online. Earlier research studies express that men are more likely to shop online than women.

II. OBJECTIVES:

1. To identify the customer attitude toward online shopping.
2. To know the various factors that influences online shopping behavior.
3. To understand the role of gender in the attitude of customers toward online shopping.
4. To study the differences and similarities in the attitude of men and women in online shopping.

III. RESEARCH METHODOLOGY:

This study includes primary data and secondary data. The secondary data are collected from journals, websites, books and reports. The primary data are gathered with the help of a structured questionnaire from a sample of online shoppers of Dakshina Kannada district, Karnataka, India.

3.1. SAMPLING DESIGN,

The primary data are gathered through online survey with the help of a structured questionnaire from 91 respondents under convenience random sampling method where only online shoppers of Dakshina Kannada district were selected. The study also includes in-depth personal interviews with online shoppers over the telephone.

3.2. STATISTICAL DESIGN

The collected data are coded, tabulated analyzed, interpreted using tables, charts and graphs. Descriptive statistical tool - Findings of the study is based on percentage analysis method.

3.3. GEOGRAPHICAL AREA

The respondents for the study have been selected from Dakshina Kannada District, Karnataka, India.

IV. LIMITATIONS OF THE STUDY:

This study limits itself to 91 respondents of Dakshina Kannada district. The total population of the district was 20,89,649 according to the report of 2011 census of India. The study focuses only on gender differences where there are so many other factors, which influence online shopping behavior.

V. THEORETICAL FRAMEWORK

Online shopping behavior is a complicated aspect since it is hard to evaluate consumer's psychology when they shop online. [3] (Yi Jin Lim, 2016) The connection between purchase motive and online shopping behavior showed the strongest relationship. Consumer behavior can be understood by studying them in groups or individually, regarding purchasing of product, its usage, experience, and most important and crucial is the decision-making process as to buy or not buy the product.

5.1. Factors Which Affect the Online Shopping Behavior:

Some factors, which influence online shopping behavior of both men and women, are:

- a) **Financial risk:** There is a possibility of losing your money in the course of online shopping. Consumers of certain age groups are more bothered about the security of their bank account details. Disclosing the financial details during the checkout process is of great concern.
- b) **Product risk:** It is difficult to evaluate the superiority or quality of the product in online store by simply looking at the images and going through the features given. Most customers even complain that the product purchased was not the same as displayed on the website. This factor will greatly influence the buying behavior of the consumers.
- c) **Convenience:** The biggest benefit of the online shopping mode is that it delivers products directly to the customer's place, which helps in reducing their time, energy and the traveling cost.
- d) **Exchange/Return policy:** This policy gives an opportunity to the consumer to exchange a product if it is damaged, defective or wrong size etc., or simply return the product if it does not meet your expectations. It is an added advantage to online buyers. So, the conditions of exchange policy or the return policy of the e-store will also greatly impact the purchasing behavior of consumers.
- e) **Delivery risk:** Customers will have a fear of delivery of product until it reaches them safely. There can be a possibility of products getting damaged or misplaced during transition. Sometimes there can be a delay in delivery because of which, the customer may not get the product when needed. This fear in customers is a crucial factor, which will influence the buying behavior of customers.
- f) **Cultural differences:** Every individual has his own values, beliefs, habits etc., which he/she gets from his cultural background which is not easily changed. These beliefs or values will greatly affect the online shopping behavior too.

5.2. Customer Attitude Toward Online Shopping:

[4] (Perner, 2010) defines the consumer attitude, simply as a composite of a consumer's beliefs, feelings, and intentions of behavior toward some objects within the framework of marketing.

Customers use the Internet network not only to buy the online products, but they also use the internet to compare the prices, check the product features and after sales service provisions they would get if they purchased the product from website.

Consumer attitudes are a composite of the consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some objects within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that will influence the consumer's reaction to a particular object.

VI. RESULTS AND DISCUSSION:

Information collected from the respondents through the questionnaire is analyzed and interpreted as follows:

- From Table 2, it can be interpreted that 61.54 percent of the total respondents are female and 38.46 percent of respondents are male. The majority of the total respondents are in the age group of 20 - 29 and are undergraduates and 49.45 percent of the respondents are professionals. The monthly income of 32.96 percent of respondents is between 20001 - 30000.
- From Chart 1, it can be interpreted that 25 percent of the total male respondents shop very frequently in online retail store, 37.5 percent of them shop less frequently and 37.5 percent of them rarely shop online. Out of the female respondents, only 13.6 percent shop frequently, 54.5 percent shop less frequently and 31.8 percent respondents rarely shop online.
- From Chart 2, it can be interpreted that majority of the total male respondents prefer online shopping because it saves time, availability of a wide range of choices, it is convenient, and it also provides discounts and offers. A very small number of respondents agree with security feature as a reason for online shopping. However, when the male respondents are compared with female respondents, both male and female respondents share similar opinions regarding reasons for preference of online shopping.
- From Chart 3, it can be interpreted that 87.5 percent of the total male respondents have concern about the quality of the product, while only 42.86 percent are worried about the quality; 25 percent of male respondents are bothered about the security while 23.81 percent of the total female respondents are bothered about security. In addition, female respondents also show concern about not being able to touch and feel the product before buying.
- From Chart 4, it can be interpreted that 54.55 percent of the total male respondents have spent less than 5000 rupees and 22.73 percent have spent up to 15000 rupees a year for online shopping. 62.5 percent of the total female respondents have spent less than 5000 rupees and 25 percent have spent up to 15000 rupees a year for online shopping.
- From Chart 5, it can be construed that the male respondents buy a limited variety of products like clothing, wallets, fashion accessories, cosmetics, electronic items, home appliances etc., through online mode. However, the female respondents buy a variety of products, which includes clothing, handbags, fashion accessories, cosmetics, sandals, electronic items, home appliances, groceries, etc.

VII. FINDINGS:

The study of the consumer's behavior will help business firms to frame their strategies of marketing to attract a mounting number of customers. This study conducted on online shoppers has resulted in the following findings:

- Most of the total respondents are young, are highly educated and are professionals. Despite this fact, only few respondents regularly shop online, and few others rarely shop online.
- Only a small part of the population frequently shop online.
- Most of the total respondents prefer online shopping because it saves time, availability of a wide range of choices, it is convenient, and it also provides discounts and offers. Very few respondents agree with security feature as a reason for online shopping.
- Most of the total respondents including male and female are concerned about the quality and security of the product while female respondents are also concerned about not being able to touch and feel the product in online mode.
- It is also found that, the spending of male percentage on online shopping in a year is comparatively less than females.
- It is found that male respondents buy a limited variety of products in online store whereas female respondents buy a wide variety of products.
- The outcomes of the survey show that most of the male and the female respondents are definitely satisfied with the overall experience of online shopping, exchange and return policy, product price and after sales service; but they were neutral when questioned about the quality of product received and shipping charges.

VIII. CONCLUSION

Substantial research has already been done on online shopping, but there is still a need to understand consumer buying behavior that greatly affects the online sales. Though numerous factors influence the buying behavior of online store shoppers, this paper has focused on the gender as a factor.

It is particularly necessary to comprehend the customer attitude toward e-shopping regarding Indians because India is a country that is a combination of different varieties of culture and traditions. There has been a rapid growth in the number of the internet users in India in the past 5 years and the forecast shows further increase with a great number until 2025, giving more scope for developing online shopping.

It is difficult to predict the behavior of consumers, particularly online buyers. A good marketing strategy will entice more customers for online-store. The e-retailers should pay attention to the financial and security threat of the consumers. Like any other studies, there are some limitations in this study too. This paper has conducted a study of Dakshina kannada district which has a large population, and the sample taken is very small. The interested researchers can further continue this study by taking a large share of the population.

Figures and Tables:

Table 1: Number of users of Internet in India from 2015 to 2020 with a forecast until 2025 (in millions)

Number of users of Internet in millions

2025	974.86
2024	927.44
2023	876.25
2022	820.99
2021	761.29
2020	696.77
2019	636.73
2018	493.96
2017	422.20
2016	342.65
2015	302.36

Source: www.statista.com

Table 2: Table shows the personal profile of respondents:

Respondent's	Demographics	No of respondents	Percentage
Gender	Male	56	61.54
	Female	35	38.46
	Total	91	100
Age	Less than 20	4	4.40
	20 - 29	45	49.45
	30 - 39	15	16.48
	40 - 49	21	23.08
	50 and above	6	6.59
	Total	91	100
Education	Less than SSLC	1	1.10
	SSLC	2	2.20
	PUC	1	1.10
	Bachelor's degree	42	46.15
	Master's degree	39	42.86
	Professional degree	6	6.59
	Total	91	100
Occupation	Student	30	32.97
	Homemaker	3	3.30
	Business	6	6.59
	Professional	45	49.45
	Retired	1	1.10
	Other	6	6.59
	Total	91	100
Income	Less than 10000	21	23.08
	10001 - 20000	21	23.08
	20001 - 30000	30	32.96
	30001 - 40000	3	3.30
	40001 - 50000	1	1.10
	Above 50000	15	16.48
	Total	91	100

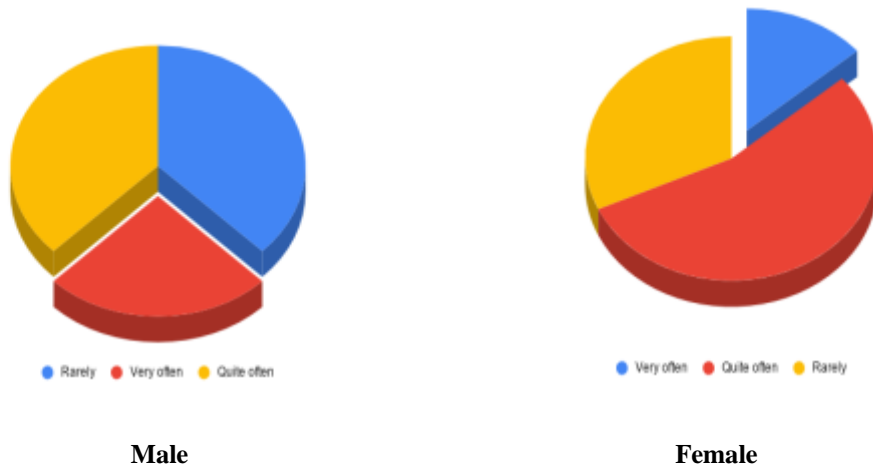


Chart 1: Chart shows the frequency of online shopping of the respondents

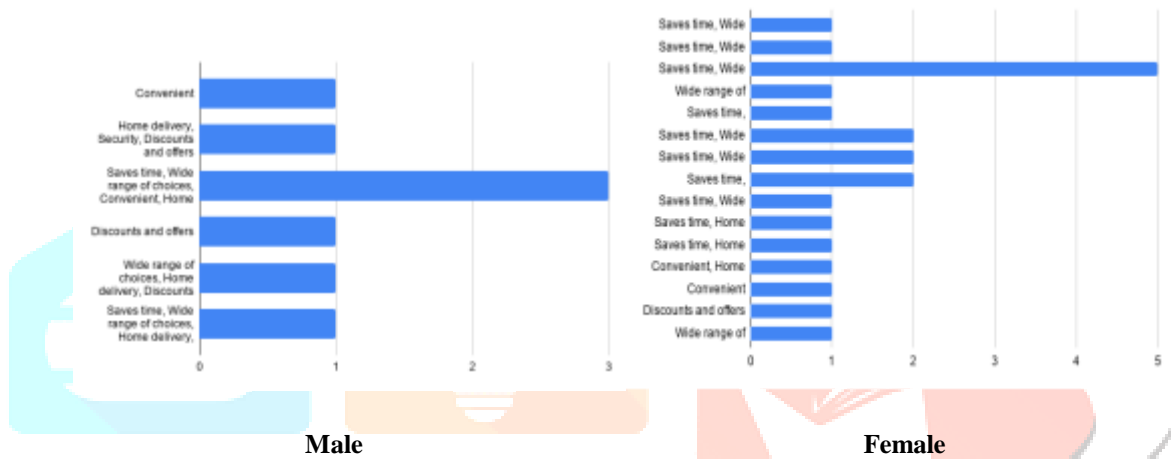


Chart 2: The chart displays the reasons why respondents prefer online shopping

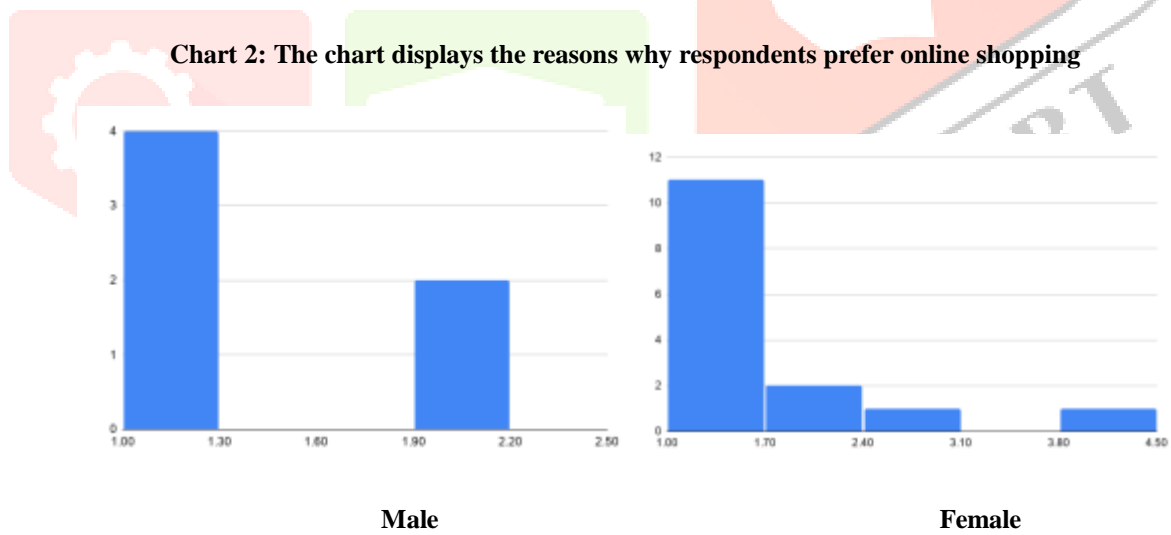


Chart 3: Chart shows the problems or fear of respondents toward online shopping

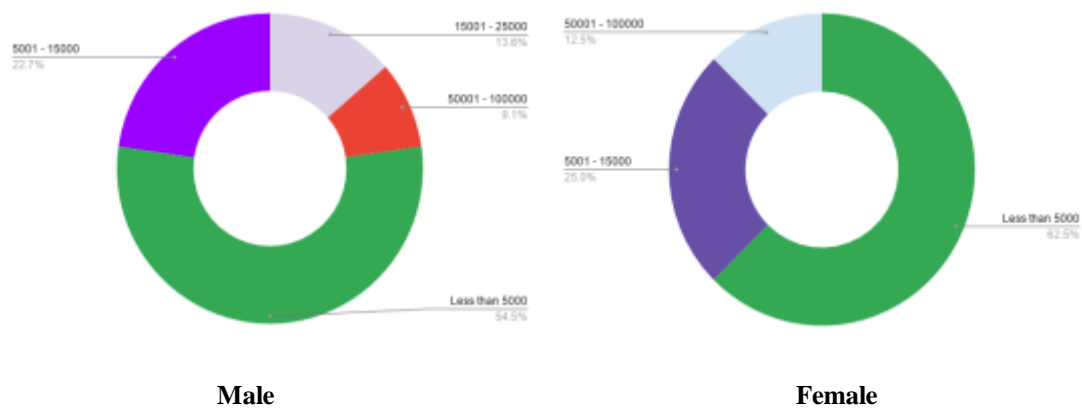


Chart 4: Chart shows the amount spent by the respondents on online shopping in a year (approximate)

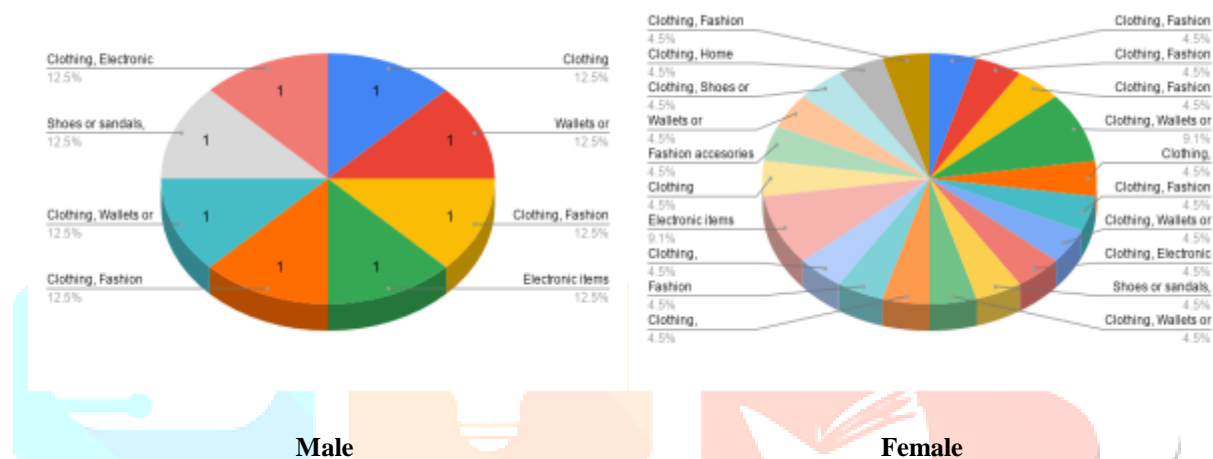


Chart 5: Chart shows the items bought by the respondents through online mode

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