



# GENDER BASED STUDY ON ONLINE BUYING BEHAVIOUR OF CONSUMERS OF ELECTRONIC ITEMS WITH SPECIAL REFERENCE TO SURAT CITY

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**Abstract:** In this research paper, the researcher have tried to find out whether the gender factor is significantly affect the buying habbits of online shopper of electronic items with special reference to Surat city. This study focus on consumer electronic products which are generally used in Surat city, these products are television, smart phone and its accessories, tablet and its accessories, laptop and its accessories, computer and its accessories, printers and scanners. For that researcher have collected the primary data of online shoppers through structured questionnaire, from 147 males and 94 females shoppers. Researcher have used 5 point Likert scale and used Mann-Whitney U and Wilcoxon test to test the hypothesis.

**Keywords:** Consumer buying behavior, Consumer electronics, Gender, Non- parametric test, Online buying.

## 1. INTRODUCTION:

India is the fastest growing economy and 2nd largest populated country in the world .The internet connectivity and data usage is going to significantly affect our day to day life by way of commerce, trading and many other fields through online business development. Consumers are using various Internet and online facilities for research, communication, trade and commerce, medical treatments due to its readily available benefits. In the present day as the personal (face to face) communication is limited, it is essential to learn and analyze consumer's behaviour for successful businesses in online or offline mode. In Indian context, the country is in such a country where online and offline business has given variety of choices to consumers for selecting medium of shopping. There are various factors that influence consumer's behaviour during e-shopping of consumer electronic products like gender, education, personality, income and resources availability etc. Among all these factors gender has significant impact on online purchase of electronic products.

Consumer electronics are defined as "electronic products that are bought by people for their own use" (Cambridge Dictionary 2016).

## 2. Review of Literature:

**Hemantkumar P. Bulsara and Pratiksinh S. Vaghel (2020);** identified in their research ,the factors that have more influence on online shopping while purchasing consumer electronics products within the Indian context. The exploratory factor analysis was done to underlinethe factors that determine the shopping intention towards consumer electronics products. The results shown that perceived usefulness, perceived simple use, perceived behavioral control, service quality, trust, perceived risk, and subjective norms are the main variables that influence online shopping intention towards consumer electronics products.

**A study was conducted by Hemanti Richa, Shaili Vadera (2019);** pointed out in her study that six factors affect the online buying behaviour which was named utilitarian attributes, post purchase issues, hedonic motives, freedom, intrusion and convenience, these factors are common to worldwide studies, but freedom came out as a new variable about Indian context. The social structure of our country is such that women don't get many avenues to exercise their own decision making. The results showed that men also get freedom as significant determinant for online shopping. This can be understood in the light that Indian society lays a lot of importance on family irrespective of gender, and family is included in greater part of the decisions from big too small.

**According to Anurag Pandey, Jitesh S. Parmar (2019);** The result of the study showed that there are many factors that influence consumers' online shopping behaviour like demographic factors, social factors, consumer online shopping experience, knowledge of using internet and laptop, design of website, social media, situational factors, facilitating conditions, product characteristics, promotional schemes for sales, payment method, delivery of products and after sales services plays a crucial role in online shopping.

**Nisha Gupta and Rajiv Jain (2017);** conducted a study on "Consumer Behaviour towards E- Commerce: Online Shopping" recognized that there are main security concerns in online shopping and people did not feel relaxed doing the shopping online. They think that there are high risks of fraud in online shopping.

## 3. The need for studying consumer behavior

If marketers can find out the basis on which the consumers are making their buying decisions they can plan their marketing strategy effectively. By understanding their consumer better, marketers will be able to make more suitable managerial decisions. If they can understand them, they can know their reactions in advance to external and internal factors. So, their marketing strategy can be planned accordingly.

## 4. Statement of the Problem:

As we all know, Surat city is one of the most developed city of the Gujarat state. In India the economic status of the consumers is varied among all the cities. This research may observe the gender based study of online buying behaviour of consumers of electronic items with special reference to Surat city.

## 5. Objectives of the study:

1. For better understanding of the present study, review the related literatures.
2. To study online buying behaviour of consumers on the basis of their gender when they purchase selected consumer electronics items.
3. To make suggestions based on the study.

## 6. Scope of the study:

The present study has been confined to gender based study on consumer buying behaviour while purchasing selected electronic items. The study covers only from the consumers of Surat city.

## 7. Limitations of the Study

1. The study is limited to Surat city only.
2. The study is based upon the buying behaviour of online shopping of consumer electronic products.
3. This study is based on gender only.
4. Primary data has been collected for research purpose from the respondents through structured questionnaire. So there may be chance for personal bias and therefore accuracy is not true.

## 8. Research Methodology:

### 8.1. Population and sample :

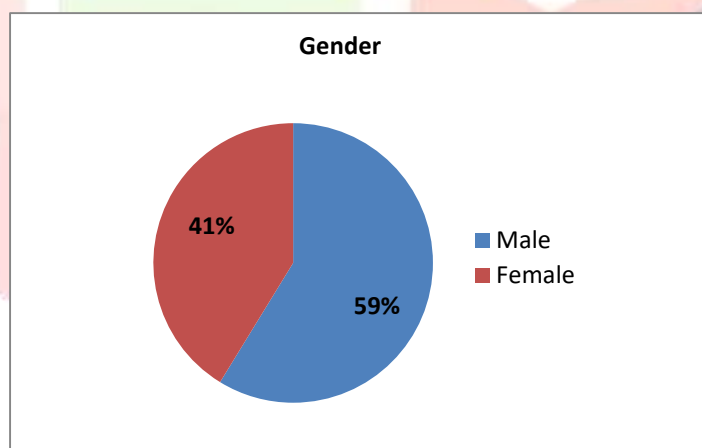
To study the online buying behaviour of consumers, we used a structured questionnaire for data collection. The questionnaire was written in both the language of English and Gujarati, so the respondent can easily understand it. The questionnaire had 26 items related to online consumer behaviour on 5-point Likert scale. The questionnaire was converted into Google Forms. A message on top of questionnaire described the purpose and nature of the study. Data of 241 respondents have been collected through Google form by giving them the link of Google form by convenience sampling method. Out of 241 respondents 147 are male and 94 are female.

### 8.2. Data and sources of data :

Primary data and secondary data have been collected for this study. Primary data has been collected by self-constructed questionnaire through Google form and secondary data has been collected through the journals, articles, research papers, books, thesis and websites.

Data has been presented in the form of tables and Non-Parametric Test -Mann-Whitney has been carried out for the study.

Chart:1 Gender



### 9. Data Analysis:

**H0:** There is no significant influence of gender on online buying behavior.

**H1:** There is a significant influence of gender on online buying behavior.

<b>Table:1 Ranks</b>				
<b>Gender</b>		<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>
I think we get more availability of products in online websites in compare to offline stores	Male	147	124.71	18333.00
	Female	94	115.19	10828.00
	Total	241		
I get more variety of products in online shopping	Male	147	126.29	18565.00
	Female	94	112.72	10596.00
	Total	241		
I can buy or find international products easily through online shopping.	Male	147	122.00	17934.00
	Female	94	119.44	11227.00
	Total	241		
Some products are only available on online platform.	Male	147	117.99	17345.00
	Female	94	125.70	11816.00
	Total	241		
Expired, second hand or outdated products may be offered in online shopping.	Male	147	122.41	17994.50
	Female	94	118.79	11166.50
	Total	241		
I prefer online shopping because of more convenience.	Male	147	127.72	18774.50
	Female	94	110.49	10386.50
	Total	241		
I prefer online shopping because it saves my money and time.	Male	147	129.21	18994.00
	Female	94	108.16	10167.00
	Total	241		
Online shopping is preferable as it available 24X7.	Male	147	125.78	18490.00
	Female	94	113.52	10671.00
	Total	241		
The online shopping platform has a sort and filter facility for the selected item (e.g. company, discount on price, return, etc.) making it easy to find specific items in a specific time.	Male	147	129.61	19053.00
	Female	94	107.53	10108.00
	Total	241		
The description of consumer electronic products shown on the online websites is very accurate.	Male	147	127.35	18720.00
	Female	94	111.07	10441.00
	Total	241		
A security method of payment is very secure and trustworthy in online shopping.	Male	147	129.75	19073.00
	Female	94	107.32	10088.00
	Total	241		
In online purchase there is always fear of personal information being sold or rented without consent.	Male	147	128.45	18882.00
	Female	94	109.35	10279.00
	Total	241		
In online purchase of consumer electronics product/s, there is always fear that the delivered products would not match the described on the online platform.	Male	147	123.29	18123.00
	Female	94	117.43	11038.00
	Total	241		

In online shopping there may be a risk of getting duplicate product(or lower Quality Product) by showing original product on website	Male	147	120.83	17762.50
	Female	94	121.26	11398.50
	Total	241		
Generally, online shopping traders keep their promises very well.(After sales service-repairs, replacement etc )	Male	147	124.71	18333.00
	Female	94	115.19	10828.00
	Total	241		
We can use other customer's reviews for particular products in online shopping websites.	Male	147	122.60	18022.50
	Female	94	118.49	11138.50
	Total	241		
I buy online consumer electronic product/s when I trust the Seller (or Website).	Male	147	121.89	17918.00
	Female	94	119.61	11243.00
	Total	241		
In online shopping, online merchants / traders never overcharged in sales transactions.	Male	147	133.69	19652.00
	Female	94	101.16	9509.00
	Total	241		
On a single click, I can cancel my order in online shopping websites.	Male	147	125.71	18479.00
	Female	94	113.64	10682.00
	Total	241		
Online shopping is more profitable for the customer.	Male	147	126.72	18627.50
	Female	94	112.06	10533.50
	Total	241		
Online seller provides 15 days or more period if product come to us and we want to cancel	Male	147	121.82	17908.00
	Female	94	119.71	11253.00
	Total	241		
In online shopping we can change the product if wrong product comes to us with stipulated time.	Male	147	122.03	17938.50
	Female	94	119.39	11222.50
	Total	241		
I can find more price variation through online shopping.	Male	147	120.80	17758.00
	Female	94	121.31	11403.00
	Total	241		
I can compare products as well as price or features in online shopping.	Male	147	122.74	18043.50
	Female	94	118.27	11117.50
	Total	241		
I prefer online shopping only if online prices are lower than offline stores.	Male	147	124.58	18313.00
	Female	94	115.40	10848.00
	Total	241		
I prefer online shopping because sometime they deliver product free of cost if place an order above certain amount.	Male	147	120.60	17727.50
	Female	94	121.63	11433.50
	Total	241		

Table:2 Test Statistics

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	Null Hypothesis
I think we get more availability of products in online websites in compare to offline stores	6363.000	10828.000	-1.098	.272	Accepted

I get more variety of products in online shopping	6131.000	10596.000	-1.583	.114	<b>Accepted</b>
I can buy or find international products easily through online shopping.	6762.000	11227.000	-.300	.764	<b>Accepted</b>
Some products are only available on online platform.	6467.000	17345.000	-.892	.372	<b>Accepted</b>
Expired, second hand or outdated products may be offered in online shopping.	6701.500	11166.500	-.408	.683	<b>Accepted</b>
I prefer online shopping because of more convenience.	5921.500	10386.500	-1.958	.050	<b>Rejected</b>
I prefer online shopping because it saves my money and time.	5702.000	10167.000	-2.397	.017	<b>Rejected</b>
Online shopping is preferable as it available 24X7.	6206.000	10671.000	-1.434	.151	<b>Accepted</b>
The online shopping platform has a sort and filter facility for the selected item (e.g. company, discount on price, return, etc.) making it easy to find specific items in a specific time.	5643.000	10108.000	-2.564	.010	<b>Rejected</b>
The description of consumer electronic products shown on the online websites is very accurate.	5976.000	10441.000	-1.887	.059	<b>Accepted</b>
A security method of payment is very secure and trustworthy in online shopping.	5623.000	10088.000	-2.613	.009	<b>Rejected</b>
In online purchase there is always fear of personal information being sold or rented without consent.	5814.000	10279.000	-2.188	.029	<b>Rejected</b>
In online purchase of consumer electronics product/s, there is always fear that the delivered products would not match the described on the online platform.	6573.000	11038.000	-.671	.502	<b>Accepted</b>
In online shopping there may be a risk of getting duplicate product(or lower Quality Product) by showing original product on website	6884.500	17762.500	-.050	.960	<b>Accepted</b>
Generally, online shopping traders keep their promises very well.(After sales service-repairs, replacement etc )	6363.000	10828.000	-1.086	.278	<b>Accepted</b>
We can use other customer's reviews for particular products in online shopping websites.	6673.500	11138.500	-.480	.631	<b>Accepted</b>
I buy online consumer electronic product/s when I trust the Seller (or Website).	6778.000	11243.000	-.261	.794	<b>Accepted</b>
In online shopping, online merchants / traders never overcharged in sales transactions.	5044.000	9509.000	-3.676	.000	<b>Rejected</b>

On a single click, I can cancel my order in online shopping websites.	6217.000	10682.000	-1.399	.162	<b>Accepted</b>
Online shopping is more profitable for the customer.	6068.500	10533.500	-1.692	.091	<b>Accepted</b>
Online seller provides 15 days or more period if product come to us and we want to cancel	6788.000	11253.000	-.242	.808	<b>Accepted</b>
In online shopping we can change the product if wrong product comes to us with stipulated time.	6757.500	11222.500	-.306	.760	<b>Accepted</b>
I can find more price variation through online shopping.	6880.000	17758.000	-.060	.952	<b>Accepted</b>
I can compare products as well as price or features in online shopping.	6652.500	11117.500	-.522	.602	<b>Accepted</b>
I prefer online shopping only if online prices are lower than offline stores.	6383.000	10848.000	-1.050	.294	<b>Accepted</b>
I prefer online shopping because sometime they deliver product free of cost if place an order above certain amount.	6849.500	17727.500	-.118	.906	<b>Accepted</b>

#### 10. Findings:

The mean rank in relation to the statement **“I prefer online shopping because of more convenience”** is 127.72 for Males and 110.49 for Females, and sum of ranks for Males are 18774.50 and for Females are 10386.50. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on Conveniences of buying the product.

The mean rank in relation to the statement **“I prefer online shopping because it saves my money and time.”** is 129.21 for Males and 108.16 for Females, and sum of ranks for Males is 18994.00 and for Females is 101167.00. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on saving time and money.

The mean rank in relation to the statement **“The online shopping platform has a sort and filter facility for the selected item (e.g. company, discount on price, return, etc.) making it easy to find specific items in a specific time.”** is 129.61 for Males and 107.53 for Females, and sum of ranks for Males is 19053.00 and for Females is 10108.00. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on sort and filter facility for selecting an items in a specific time.

The mean rank in relation to the statement **“A security method of payment is very secure and trustworthy in online shopping.”** is 129.75 for Males and 107.32 for Females, and sum of ranks for Males is 19073.00 and for Females is 10088.00. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on payment security and trustworthiness.

The mean rank in relation to the statement “**In online purchase there is always fear of personal information being sold or rented without consent.**” is 128.75 for Males and 109.35 for Females, and sum of ranks for Males is 18882.00 and for Females is 10279.00. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on information sold or rented without any concern.

The mean rank in relation to the statement “**In online shopping, online merchants / traders never overcharged in sales transactions.**” is 133.69 for Males and 101.16 for Females, and sum of ranks for Males is 19652.00 and for Females is 9509.00. The test statistics (*P-value*) as shown in Table 2 for this statement is less than 0.05, so we reject the null hypothesis at 5% level of significance which means there is a significant influence of gender on overcharging on sales transaction.

### 11. Conclusion:

Considering gender for understanding the online buying behaviour of consumers of an electronic items, it has been found that there is a influence of gender on factors like saving of time and money, convenience while buying the product, filter facility for selecting an items based on their brand, discount and prices etc. It has been clearly seen in the study that consumers emphasis in payment security and trustworthiness. They also want that their personal information should not be sold or rented without their concern. They don't like when seller overcharge on sales transaction.

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