



The Impact of Gender and Marital Status on the Online Shopping Attitude of Cosmetic Products

KEYWORDS

online, cosmetics, attitude, demographic factors

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ABSTRACT

This study aims at finding the impact of the demographic factors-Gender and Marital status towards the factors of consumer attitude towards online shopping of cosmetic products. The study has undergone convenience sampling technique to make 316 online cosmetic shoppers participate in the study. The independent t test proves that the demographic factor-gender has influenced only two or three factors of consumer attitude and marital status has influenced only one factor. Overall, the demographic factors- gender and marital status are not found much important in influencing the customer attitude towards online shopping of cosmetic products.

Introduction

Chiu et al., (2005) and Schlosser (2003) states that consumer attitudes toward online shopping is a consumer's positive or negative feeling related in accomplishing the purchasing behavior on the internet. Attitude comprises of three components namely cognitive, affective and behavioral components. Formation of attitude is a complex process and the attitude of a person changes and evolves over a time being. The functions of attitude includes: Adaptive, Knowledge, Value-expressive and Ego-defensive functions. People may gain attitude for adapting a particular situation or to gain knowledge about the world or to express or communicate their own values or to hold themselves from being mistreated psychologically. There are many factors that influence the nature of attitude of a person. This study aims at finding the impact of demographic factors- Gender and Marital status of a person in influencing their attitude towards online shopping of cosmetic products.

Review of Literature

There are enormous researchers being done to find the impact of demographic factors over online shopping. Bassam Hasan (2010), asserts that, men's cognitive, affective, and behavioral online shopping attitudes are higher than those of women. Donthu & Garcia (1999), found that education has an impact adopting computer technology. Bhatnagar et al. (2000), found a positive association between the demographic factors-age and gender towards online shopping. Still, gender effects were also focused by Simon (2001), Liebermann and Stashevsky (2002), Alreck and Settle (2002), Rodgers & Harris, 2003, Ellen Garbarino (2004), Kim & Kim 2004, Doolin et al. 2005. Liebermann and Stashevsky also confirmed that age, marital status, and education are coupled with the factor- perceived risk of Internet usage. In case of the demographic factor- marital status, Kim and Kim (2004) found that the number of children in a home is positively associated with online purchases. This was contrary to Bhatnagar's report in 2000, in which there is no significant effect between marital status and online shopping. Doolin et al. (2005) suggested that most of the online shoppers are male, highly educated, and possess a high income family background.

Objectives of the study

To study the impact of the demographic factors such as: Gender and Marital status over the factors of online shopping attitude of the consumers in buying cosmetic products.

Methodology

After reviewing the previous research works, the factors of attitude were framed and the questionnaire was developed. The factors identified are web self efficacy (f1), internet self efficacy (f2), personal innovativeness (f3), perceived risk (f4), perceived usefulness (f5), perceived ease of use (f6), trust (f7), subjective norms (f8), website features (f9) and enjoyment (f10). The reliability of the instrument was checked through a pilot study of 30 samples. The finalized questionnaire was distributed to 600 online shoppers among which 316 have bought cosmetics through online shopping at least once. The convenience sampling technique was undergone and independent t test was used to test the following hypothesis.

Null Hypothesis 1: There is no significance difference between the gender of the respondents towards the factors of online shopping attitude of cosmetic products.

Null Hypothesis 2: There is no significance difference between the marital status of the respondents towards the factors of online shopping attitude of cosmetic products.

Analysis and Interpretation

To test the hypothesis that there is no significant difference between the mean score of the two gender categories with respect to the attitude factors, independent t test is employed. Through Kolmogorov-Smirnov test the normality of the data is checked, in which a significant value greater than 0.05 is obtained. This indicates that the data is normally distributed. The After conducting Levene's test of homogeneity if significant value less than 0.05, equal variances are not assumed and the result for t test in the second row are interpreted and if p value is greater than 0.05, the variance between the two groups are assumed to be equal and the first row of t test results are interpreted.

Table 1 Influence of gender on attitude factors

FAC-	N		MEAN VALUES		T VALUE	SIG
	MALE	FE-MALE	MALE	FEMALE		
F1	156	160	3.6897	3.7650	-1.018	.309
F2	156	160	3.5791	3.7794	-2.365	.019
F3	156	160	3.4742	3.5734	-1.275	.203
F4	156	160	3.6654	3.6963	-.311	.756
F5	156	160	3.5538	3.7388	-2.453	.015
F6	156	160	3.7468	3.6525	.887	.376
F7	156	160	3.9064	3.8950	.159	.874
F8	156	160	3.0833	3.3250	-3.024*	.003*
F9	156	160	3.3301	3.6844	-4.047*	.000*
F10	156	160	3.5812	3.2338	4.514*	.000*

Confidence level: 95% Source: Primary data

The above table shows the number of samples in each group, their mean scores and the independent-t test results. It is illustrated that the mean score between two groups are statistically different with respect to factors 8, 9 and 10. In all the other cases, there is no significant difference among the two groups statistically.

To test the hypothesis that there is no significant difference between the mean score of the two group of marital status with respect to the attitude factors of online shopping attitude, independent t test is employed. The following table exemplifies that the significant value, p for all the factors is greater than 0.05 except dimension 3.

Table 2 Influence of marital status on attitude factors

FACTORS	N		MEAN VALUES		T VALUE	SIG
	SINGLE	MAR-RIED	SIN-GLE	MAR-RIED		
F1	201	115	3.6945	3.7861	-1.157	.249
F2	201	115	3.6418	3.7482	-1.198	.232
F3	201	115	3.3455	3.8371	-6.257*	.000*
F4	201	115	3.6328	3.7652	-1.284	.200
F5	201	115	3.6468	3.6487	-.024	.981
F6	201	115	3.7711	3.5730	1.918	.056
F7	201	115	3.8507	3.9878	-1.850	.065
F8	201	115	3.2152	3.1891	.323	.747
F9	201	115	3.4279	3.6522	-2.426	.016
F10	201	115	3.3934	3.4261	-.434	.665

Confidence level: 95% Source: Primary data

Discussion

This study shows that the demographic factors- gender and marital status have a minimum effect on attitude factors towards online shopping of cosmetic products. This study has given an in depth knowledge than other studies. This study has depicted the impact of gender and marital status towards different factors of online shopping attitude rather than focusing on attitude as a single dimension. Comparatively, gender has a higher influence than marital status but, overall the impact of both the factors- gender and marital status are less.

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