



## A QUANTITATIVE STUDY ON GENDER SHOPPING AND BUYING BEHAVIOR

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**ABSTRACT** Electronic commerce (online shopping) is increasing in popularity nowadays due to the popularity of computer usage and the prevalence of internet. Electronic commerce can produce numerous benefits to both sellers and consumers. Hence, the study of online consumer behavior can generate a better online atmosphere to facilitate greater profit to sellers and better online purchasing experience to consumer. Gender has universal characteristics, regardless of culture and time period. In this study, the gender differences in different aspects of online consumer behavior is concerned and investigate *Does Gender Play A Role In Online Consumer Behavior?* Out of the many aspects that can influence a consumer' purchasing behavior, one of the major factors is gender. Men and women approach shopping with different motives, perspectives, rationales, and considerations Males and females want different products due to their different upbringing and socialization along with various other factors like social, psychological etc. And they are likely to have different ways of thinking about obtaining these. We can see in our daily life that both genders are completely different in decision making whether it is a personal life, professional life and even if it is eating or shopping decisions both the genders differ completely in every stages of decision making. In this paper, an attempt is made to understand these differences at every stages of purchasing decision. . This paper depicts the gender influence on purchasing goods.

**KEYWORDS :** Consumer Behavior, Gender Difference, Decision Making, Online Shopping, Electronic Commerce, Decision Aids, Information Search, Consideration Sets.

### INTRODUCTION

For a successful consumer oriented market service provider should work as psychologist to procure consumers. The study of consumer buying behaviour is gateway to success in market. The field of consumer behaviour tells us that how individuals, groups, services, ideas, or experiences to satisfy their needs and services. Until the consumer behaviour is not recognized, it is impossible to establish a logical and systemic relationship between industry and consumer, and those organizations and companies are successful that adjust their goals, methods and structure based on ever increasing recognition of their customers and consumers. Purchase decision-making styles fuse cognitive as well as affective features of a consumer. The process of decision making is one of the most complex mechanisms of the human thinking. Gender is the major factor out of all the other factors that affects consumer purchasing behaviour. When gender differs, the perception of consuming the product is different as well. Men and women tend to have different choices while shopping because of the difference in their upbringing and socialization.

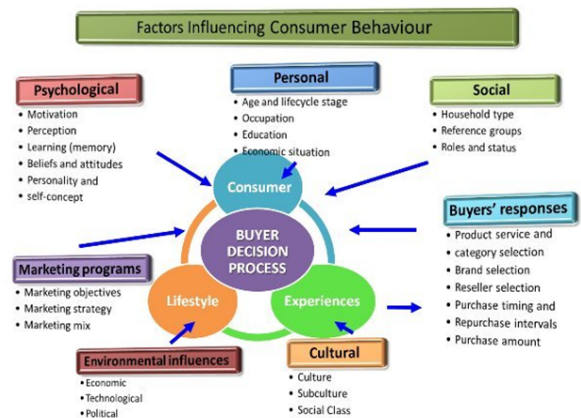
Consumer Behaviour is the study of when, why, how and where people do or do not buy a product. It is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Consumer behaviour is not simple at all, but it is very vital to understand it. Consumer behaviour may vary from time to time. The three main factors influencing the consumer behaviour are the psychological, the personal and the social.

"All marketing decisions are based on assumptions and knowledge of consumer behaviour," According to Engel, Blackwell, and Mansard, „consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption“.

According to Loudon and Bitta, „consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services“.

### Factors Considered While Buying a Product

- Factor of time
- Economic situation
- Long term consideration
- Influence of advertisements
- Post purchase experience
- Past regrets related to the purchase



### Gender Difference

Out of all the factors that influence customers decision making behaviour, one of the major factor is the gender. It refers to the social relationship/ roles and responsibilities of men and women, the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity) that are learned change over time and vary within and between cultures. feminine characteristics. Put simply, Barbies for girls and Hotwheels for boys.

As per the socialization of men and women, women are perceived to be internally focused and often talk as a way to connect and relate to others, whereas men are perceived to be externally focused and often view situations as issues to be resolved. They talk to inform others. This perception though is generalized and may have lot of exceptions but exceptions do not invalidate generalizations. For example, there are many women who are taller than the average man, and there are many men who are shorter than the average woman. But the generalization "Men are on average taller than women" is still valid. Similarly, not all men have a strong male brain, and not all women have a strong female brain, but there are average differences between men and women, and men are far more likely to have the male brain and women are far more likely to have the female brain. Women are considered as being warm, expressive, compassionate, and understanding. People feel more positive toward women than men and, also, prefer to like women to men. This fashionable paradigm of the differences between men and women are passively accepted by marketing practitioners around the world. Obvious sex differences exist not just because of genetic reasons, but are quite often due to

cultural variations. Every marketer today has realized this fact and hence gender has become one of the major factors and basis of segmenting a market and targeting the customers.

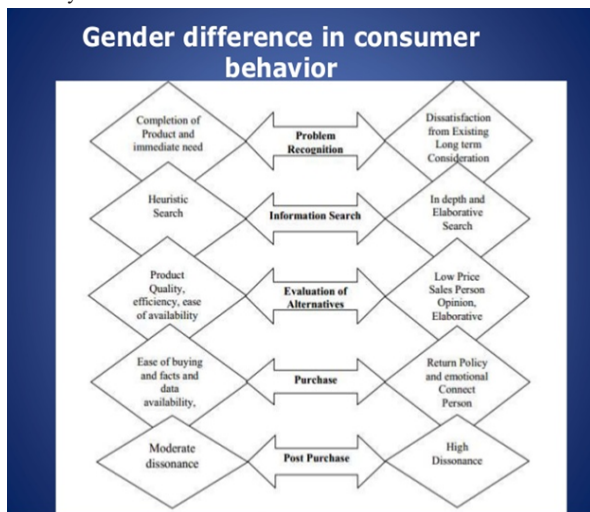
### Differences in problem solving between men and women

Men and women really do have fundamentally different set of characteristics. Each sex has a firmly entrenched characteristic with women showing more sensitivity, warmth and apprehension than men but change depending on location, context and are influenced by a variety of social and cultural factors. In contrast, emotional stability, dominance, rule consciousness and vigilance are more typically male characteristics. Both men and women approach problems with similar goals but different consideration. Women are concerned about how problem is solved- they share and discuss the problem. For men solving a problem demonstrates their competency and commitment to a relationship.

Men and women approach problems with similar goals but with different considerations. While men and women can solve problems equally well, their approach and their process are often quite different. For most women, sharing and discussing a problem presents an opportunity to explore, deepen or strengthen the relationship with the person they are talking with. Women are usually more concerned about how problems are solved than merely solving the problem itself. Research suggests that shopping is a more exciting activity for women with respect to men. Female consumers feel more independent when they do shopping in accordance with men. Another point that men and women present differentiation is women consider shopping is a social need whereas male consumers pay importance to main function of a product instead of secondary function. Gender has an important role in consumer behaviour. Because, the differences between men and women about expectation, want, need, life-style etc.

For women the main implications are as follows

- Advertisements are often more detailed.
- Women appreciate very fine distinctions.
- Women like a collaborative, conversational style dialogue.
- Women prefer strong colours and evocative images.
- Girls prefer more feminine qualities in advertisement such as soft music. For men the main implications are as follows
- Adverts usually focus on one main object. Men usually pick up on one or two very obvious kinds of cues.
- Men will need to be shown the big picture as they think in a macro way



### Conclusion

After the through literature review, it has been noted that gender is not only a biological concept as being a male or female, but beyond. Looking at gender with different dimensions, gender is not only a market segmentation variable, it is a variable that has a strong impact on the decisions. Marketers need to understand gender based tendencies in order to better satisfy the customers. Huge differences lie in the attitudinal and behavioral aspects of men and women due to psychological and physiological differences. Both male and female consumers depict completely different behaviors as far as purchasing various goods and services are concerned. Where men are more externally focused women tend to be internally focused people who

tend to talk in order to connect with others unlike men who talk to others more

We can draw inferences from the above discussion that gender is a very important factor among all the factors; it plays a very crucial role in purchase decisions. Women are more internally focused whereas men ought to be externally focused. Gender shapes different characteristics of female and male shopper. It has been suggested that male and female consumers demonstrate considerably different approaches in their decision making and purchasing behavior when shopping. R

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