



Gender difference on online shopping behavior during Covid-19 pandemic in India

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Abstract

The trend of online shopping has been increased fastly during Covid -19 pandemic with the development of the internet and due to the easy accessibility of internet usages. The main purpose of the current study is to find out the gender difference on online shopping behavior of consumer during Covid-19 pandemic. The total sample consist of 800 adult people (400 were males and 400 were females). For data collection simple random sampling was used. The data was collected by using a structured, non-disguised questionnaire given by Hemanti Richa, Shaili Vadera (2019). The data was analyzed using mean, SD for research question while t –test was used for test of hypothesis. The result show that shopping patterns differed between genders due to the influence of online shopping factors during covid -19 pandemic. Result also indicate that in India, males have a more positive attitude towards online shopping (Utilitarian Attribution, Post purchase Issue, Hedonic Motives and Intrusion) compared to females.

Keywords: Covid -19 pandemic, online shopping and gender difference

Introduction

History prove that the world has been repeatedly affected by pandemics over the past decades. The novel SARS-CoV-2 virus that started to spread across the globe at the start of 2020 gives such a research opportunity. In a few weeks, the situation surrounding this virus developed into a pandemic, paralyzing economies as well as financial markets all over the world and bringing national health systems close to collapse. To slow the rapid spread of the virus, most countries dramatically restricted social life. These confinement ranged from bans on large events and the closure of schools and universities to a temporary shutdown of the economy. In countries that imposed a shutdown, most retail stores and services had to close. At the same time, consumers faced growing levels of economic uncertainty because of rising unemployment and short-term work. Due to the stanch of stationary retail stores, online shopping has become the only means for consumers to satisfy their consumption needs.

Online shopping has become a popular path of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a many business activities and giant market. Social media is no longer known only as a media that facilitates its users to current themselves on the internet but also as media to sell few products to consumers known as an online shopping. In digital marketing, the marketer is empowered to reach more people, to reach farther, to personalize and be more credible. The facilities of internet access by computers, laptops, smartphones, tablets and increasing number of search engines, payment services have proved much convenient for the individuals to shift from the offline shopping to online shopping. Besides various benefits like time saving, convenience, any time purchases, price comparisons and other benefits. Online shopping has grabbed

the attention and attracted a wide range of consumer.

Gender has an important role in consumer behaviors. Because, the differences between male and female regarding expectation, desire, need, life-style etc. reflect to their consumption behaviors. Different research show that significant differences regarding purchase behavior and gender differences. The differences are rooted on sociological and biological qualities. Mitchell and Walsh (2004) ^[3] show that mens and women's want different products and they are likely to have different ways of liking and obtaining these. The relationship between gender and online shopping behavior has indicated that mention in the academic literature. The research conducted by Brown, Pope and Voges (2003) ^[1] found that when compared to females, males are more likely to state their intention to purchase online. Cleveland *et al.* (2003) ^[2] found that while considering consumption choice, females buyers search for more details than males. Females buyers also have a tendency to be more responsive to relevant details online than males when considering judgments (Meyers-Levy and Sternthal, 1991) ^[4]. Yeh and Li (2014) ^[7] found that women's shoppers may be concerned about the components and website functions that can facilitate the online shopping process and men's buyers may be anxious about the visual effect of a website that consists of vivid photos or video clips.

Methodology

These chapters describe the procedural setting of the study. It consists of the various stepping stones which were involved while carrying out the research. Steps involved in this chapter are described in the following points:-

Objective of the Study

The main objective of the present study is to understand the gender difference on online shopping behavior of consumer during Covid-19 pandemic.

Aims of the Study

In this study we have the following aims:-

- To finding out the gender difference between males and females on utilitarian attribution regarding online shopping.
- To finding out the gender difference between males and females on post purchase issue regarding online shopping.
- To finding out the gender difference between males and females on hedonic motives regarding online shopping.
- To finding out the gender difference between males and females on freedom regarding online shopping.
- To finding out the gender difference between males and females on intrusion regarding online shopping.
- To finding out the gender difference between males and females on convenience regarding online shopping.

Hypothesis

In this study we have the following hypothesis:-

- There will be significant gender difference between males and females on utilitarian attribution regarding online shopping.
- There will be significant gender difference between males and females on post purchase issue regarding online shopping.
- There will be significant gender difference between males and females on hedonic motives regarding online shopping.
- There will be significant gender difference between males and females on freedom regarding online shopping.
- There will be significant gender difference between males and females on intrusion regarding online shopping.
- There will be significant gender difference between males and females on convenience regarding online shopping.

Variables

Independent Variable

- Gender Difference

- Covid -19 Pandemic

Dependent Variable

Online shopping

Sample of the Study

The present study has been done on 800 adult people who shop online. Of these, 400 were males and 400 were females. Respondents age range from 25 to 60 year of both males and females. For data collection simple random sampling was used.

Description of Tests Used

To find out the online consumer behavior we used a structured, non-disguised scale given by Hemanti Richa, Shaili Vadera (2019) ^[5] as research instrument to collect data. The items on questionnaire were based on adaptation from literature review. The scale was written in English and pilot test was done on 30 samples from the universe from which the samples of main study were to be drawn. The final scale had 25 items related to online consumer behavior on 5-point Likert rating scale, 5 items related to demographic information regarding shopping habits and 7 items in biographical inventory. The final scale was converted into an online survey using Google Forms

Procedure of Data Collection

According to the objective of the current study, an online survey was used with the help of a structured scale to collect data about the consumer behavior for online shopping during Covid-19 pandemic in India.

Statistical Analysis

After scoring various techniques of statistics were applied Mean, Standard Deviation and “t” test were computed.

Result and Discussion

Table 1: showing the Mean, SD and “t” value of males and females with respect to online shopping behavior.

| | Group | N | Mean | S.D | df | t | Significant level |
|-------------------------|---------|-----|--------|------|-----|--------|-------------------|
| Utilitarian Attribution | Males | 400 | 14.24 | 3.30 | 798 | 9.068 | .01 |
| | Females | 400 | 12.23 | 2.96 | | | |
| Post purchase Issue | Males | 400 | 16.81 | 2.88 | 798 | 9.38 | .01 |
| | Females | 400 | 14.77 | 3.26 | | | |
| Hedonic Motives | Males | 400 | 16.42 | 3.76 | 798 | 1.56 | NS |
| | Females | 400 | 16.005 | 3.77 | | | |
| Freedom | Males | 400 | 10.15 | 3.10 | 798 | 17.76 | .01 |
| | Females | 400 | 14.19 | 3.33 | | | |
| Intrusion | Males | 400 | 14.44 | 3.14 | 798 | 7.54 | .01 |
| | Females | 400 | 12.72 | 3.31 | | | |
| Convenience | Males | 400 | 13.29 | 3.42 | 798 | 12.297 | .01 |
| | Females | 400 | 16.29 | 3.48 | | | |

The data presented in table: 1 reveals that there is significant difference between males (M=14.24) and females (12.23) on Utilitarian Attribution area of online shopping. The obtained t-value 9.068 is found to be significant at 0.01 level. This means males perceive higher Utilitarian Attribution regarding online shop than females. Males and females were compared on Post

purchase Issue. The mean of males have been found to be 16.81 and mean of females are reported to be 14.77. The calculated t value which comes out to be 9.38 is found to be significant at 0.01 level. Males and females were compared on Hedonic Motives regarding online shopping. The mean of males have been found to be 16.42 and mean of females are

reported to be 16.005. The calculated t value which comes out to be 1.56 is found to be insignificant at 0.05 level. On comparing freedom area of online shopping. The mean of males have been found to be 10.15 and mean of females are reported to be 14.19. The calculated t value which comes out to be 17.76 is found to be significant at 0.01 level. Males and females were compared on Intrusion. The mean of males have been found to be 14.44 and mean of females are reported to be 12.72. The calculated t value which comes out to be 7.54 is found to be significant at 0.01 level. Males and females were compared on convenience regarding online shopping. The mean of males have been found to be 13.29 and mean of females are reported to be 16.29. The calculated t value which comes out to be 9.38 is found to be significant at 0.01 level.

Conclusions

1. Males and females have significant difference on utilitarian attribution regarding online shopping.
2. Males and females have significant difference on Post purchase Issue regarding online shopping.
3. Males and females have significant difference on Hedonic Motives regarding online shopping.
4. Males and females have significant difference on Freedom regarding online shopping.
5. Males and females have significant difference on Intrusion regarding online shopping.
6. Males and females have significant difference on Convenience regarding online shopping.

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