

Purchasing Behaviour Between Male and Female Customers on Online Shopping

Andi Nur Elisya Syahira Binti Bahri

*Albukhary International University
Jalan Tunku Abdul Razak, Bandar Alor Setar, 05200 Alor Setar, Kedah
syahira.bahri@student.aiu.edu.my*

Muhd Tahir Bin Ahmad

*Albukhary International University
Jalan Tunku Abdul Razak, Bandar Alor Setar, 05200 Alor Setar, Kedah
tahir.ahmad@student.aiu.edu.my*

ABSTRACT

Electronic commerce (online shopping) is become more popular as people get more comfortable with computers and the internet. Electronic commerce has various advantages for both merchants and buyers. As a result, studying online shopping behaviour can help create a better online environment that allows sellers to make more money and consumers to have a better online shopping experience. Regardless of society or time era, gender has universal traits. The gender inequalities in several elements of online consumer behaviour are studied in this paper. This paper also presents the factor influence consumer purchasing decision towards online shopping.

Keywords: Online Shopping, Gender Differences, Consumer Behaviour

1.0 INTRODUCTION

Online shopping is a practical option to a hectic existence in today's globe. Customers' shopping over the previous ten years, people's habits have shifted considerably. Despite because of this, customers keep going purchase from physical users, retailers, or buyers find online shopping to be extremely enjoyable. People in today's world are so busy that they are unable to or unwilling to spend much time shopping, as a result, they save time by purchasing online.

In marketing research, consumer behavior is still a hot topic. Without customers, no company can be conducted and there will be no profit. As a result, a large number of advertisers as well as researchers are attempting to identify the elements that affect customers' decisions to purchase goods or services. Consumer behavior is always

characterized as individuals or organizations choosing, utilizing, and discarding goods or services (Blythe, 2013). Selecting entails not only making a buying decision, but also gathering knowledge and weighing alternatives. Consumption of a product or service is a source of inspiration or motivation and goal that leads to the purchase of that product or service. The form of use may also be a Renaissance various forms with various users. Getting rid of a person's product entails getting rid of items that have out of date or are no longer required (Blythe, 2013).

Consumption patterns, on the other hand, are difficult to forecast and fully explain. External elements such as culture, gender, social conventions, ethnicity, and marketing tactics, as well as internal elements such as motivation, emotion, and personality, all have an impact on consumers.

Consumers' purchasing decisions are often complex and personal. Personality may have a role variance purchase decision made by various individuals in comparable situations (Hoyer & Ridgway, 1984; Hoyer & Ridgway, 1984; Ridgway, 1984; Hoyer & Ridgway, 1984; Hoyer & Kassarian, 1971). One facet of personality, displaying a trusting attitude in unexpected settings, can influence the course of action taken while coping with danger (Gefen, 2000; McKnight, Cummings, & Chervany, 1998). Consumers in an online setting include frequently perplexed when faced with a making a purchase decision potential risks and advantages. While internet buying allows customers to have more convenience and freedom, it also poses a greater risk than traditional buying. Many purchases are difficult to interpret based on the Internet information, even when product information may be gathered via textual descriptions or photographs.

Gender differences have an impact on views toward internet shopping, which in turn influences purchase behavior. For example, due of the functional aspects of things, guys are more strongly driven to purchase. Females are more influenced by a product's emotional and social connotations (Dittmar, Long, & Meek, 2004). Gender differences are also present a role in the various barriers to internet shopping. Males and women have distinct perceptions of the hazards associated with internet buying (Bartel Sheehan, 2000; Garbarino & Strahilevitz, 2004), and women report far more inconvenience than men (Dittmar et al., 2004).

A good consumer-oriented strategy is necessary to attract clients can act as a psychologist. Customer purchasing behavior examines the key to market success. Consumer behavior is the study of how people, groups, programs, ideas, and interactions fulfil their wants and needs. It is difficult to create a rational and systematic relationship between industry and consumer until consumer behavior is understood, and those organizations and businesses that change their priorities, practices, and structure based on ever - Recognition of their customers and consumers is effective. Consumers' cognitive

and affective characteristics are combined with purchase making a decision style. One of the most complex processes of human reasoning is the decision-making process. Among all the others variables, gender is the most important factor that influences consumer purchasing behavior. When it comes to gender, different people have different ideas about how to consume a product.

Trade and commerce in the twenty-first century have become so diverse that multichannel has emerged, and online shopping has grown dramatically over the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Due to a double-digit increase in worldwide sales (15%) and orders (13%) in all types of e-commerce, such as business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G), e-commerce is predicted to reach four trillion dollars by 2020 (eMarketer, 2018), 2016 (eMarketer). (Zuroni & Goh, 2012). Identifying potential clients through sufficient marketing planning and market segmentation is a difficulty in this big and growing market, despite the fact that businesses can undertake their marketing activities on the Internet in an efficient and cost-effective manner. Simply described, online shopping is the process of using electronic commerce to conduct financial transactions via the Internet.

1.1 Review Questions

1. Is there a difference between purchasing behaviour between male and female customers in online shopping?
2. What factors influence consumer purchasing decision towards online shopping?

1.2 Review Objectives

1. To compare and contrast the purchase habits of female and male online shoppers
2. To analyze the factors that influence consumer purchasing decision

2.0 LITERATURE REVIEW

2.1 Consumer Purchase Behaviour

According to Lakshmi, Niharika and Lahari (2017), in their article stated that Men and women have distinct motivations, viewpoints, rationales, and concerns when it comes to purchasing. Due to their varied upbringing and socialization, as well as several other elements such as social, psychological, and so on, males and females demand distinct items. And they may have several ways to go about achieving them. We can notice in our daily lives that the choices made by both genders at each decision-making moment, whether they are family, professional, or even whether they eat or buy, are highly different. The finding shows that gender is a very significant consideration in the purchasing decisions. Gender plays a very important part. Men should be more outward focused, whilst women should be more internally focused. Female and male shoppers have varied features depending on their gender. It has been stated that when it comes to buying, male and female customers take very distinct approaches to decision-making and purchase behavior (Lakshmi et al., 2017). Women well beyond gender difference in many countries operate in places where they have a major effect on business-to-business purchasing and selling. The gender of the sales person does not seem to be a consideration for male buyers in evaluating reps in any of the variables tested. However, female buyers consistently give less favourable evaluations to female sales people than male sales representatives. The possible implications of these findings are discussed (Newell et al., 2019). In the article also it was argued that in buyer-seller relationships, gender plays a minor role in the views of sales members. While this appears to be valid in the United States, China has not (so far) been checked empirically. Surprisingly, the gender gaps which we have uncovered were not male purchasers' evaluations, nor women's purchasers' appraisal of female sellers. This finding offers a fascinating glimpse into Chinese ties and how certain women in powerful roles criticize other women in their sphere of influence.

2.2 Purchase Intention

Based on the other research showed in both male and female groups, performance expectations, effort expectancy, and personal innovativeness are three key characteristics with a greater path coefficient. For female customers, anxiety has a negative and significant association with online purchase intent compared to male customers (Dewi et al., 2020). Furthermore, most factor coefficients for online buying determinants do not vary substantially between the males and females. According to Chiu, Kim and Won (XX) revealed that attitude, subjective norm, positive and negative anticipated emotions had significant influences on consumers' desire to buy sporting goods online. In addition, the prevalence of behaviour and motivation played an important part in shaping the goal of customers. Besides, Male consumers exhibited higher levels of positive attitude, subjective norm, positive and negative anticipated emotions, desire, intention, and frequency of previous behavior toward online sporting goods purchases than female consumers (Scihub, 2017).

2.3 Trustworthy in mode of payment

Performance studies have demonstrated that individuals can integrate efficiency of risk perception in their buying decisions. The decentralized architecture and multinational nature of the Internet as a transaction infrastructure causes confusion in the field of online transactions, and this makes e-commerce confidence and risk crucial elements. As opposed to offline shoppers, online consumers are worried about certain inherent dangers of online buy-in and getting the wrong purchase, such as credit card fraud. There are different ways to complete transactions while shopping online; these payment options include credit and debit cards, online bank transfer, a third-party payment platform, and COD. Based on the aforementioned payment methods, it is simple to classify those methods into two types of payment methods, offline payment methods

(i.e., COD) and online payment methods (Ho & Awan, 2019).

With accordance to COD, customers may buy, deliver a plan, pay, and receive a receipt for their order. COD raises customer trust in the buying process and reduces the risk experienced by the buyer. Consumer confidence is a very important way to make online retailing profitable. Knowledge of online shopping is a major influence on trust in an eCommerce operation. The COD option solves most of the consumers' trust issues (Xu et al., 2017). Consumers must trust that their purchases are of good value and that their payment information is protected. In addition, COD may benefit some summers, such as the elderly or other customers, who are unable to use a computer to pay electronically for their goods and services. According to Ho & Awan, (2019), most online shopping companies offer a variety of online payment methods to their consumers, which makes the purchasing experience more convenient. A credit/debit card, sometimes given to the cardholder by a bank, is a common means of payment when you are shopping online. The cardholder promises to pay for internet purchases of products and services.

Another widely used payment form for online shopping is an online bank transfer, allowing for transferring electronic funds. The way to move money from one bank to another helps a bank or other financial entity to make a payment from the client's financial institution. Buyers utilize their online bank account to transfer funds to the seller before the items are delivered with this mode of payment (Ho & Awan, 2019). In their studies, other analysts have found out that consumers also feel uncomfortable with exchanging bank information and find the procedure uncomfortable, in particular in developed and emerging economies. These services provide consumers with security precautions for their personal financial information, increasing their trust in the payment systems' quality control (Ho & Awan, 2019).

3.0 METHODOLOGY

3.1 Research Design

This research applies and fulfil our requirements to find, investigate, and analyze all relevant studies in our topic. This database was selected because it brings potential to make findings and discussion. Keywords such as online shopping, intention, gender differences, consumer behavior were used to search the article. The criteria for choosing articles to analyze are: (i) investigate purchasing behavior between male and female; (ii) used secondary data; (iii) within five years (2021 - 2015). We found 10 articles that were identified to meet the criteria.

Table 1: List of research articles related to purchasing behavior between male and female customers on online shopping.

Research ers	Journal/Procee ding Target Years	Issues group
Xiang et al., (2017)	Pay-to-order (consumers pay for products while placing an order online) and pay-on-delivery are the two main payment alternatives in ecommerce (consumers pay for products after delivery).	(Quantitativ e method)
Mahmood A et al., (2019)	Examines the impact of gender on consumer attitudes about online shopping payment methods.	526 valid Chinese consumers questionnaire responses (Quantitativ e method)
Doyeon Won et al., (2017)	To explore consumers' behavioral intention to acquire sporting	314 valid questionnaires were used for further analysis.

	goods online using the model of goal-directed behavior (MGB) as a research framework.	(Quantitative method)
Mohsen Ali Et al., (2020)	To determine the elements that influence customers' online purchase intent and to see if there was a significant difference in path coefficients between males and females.	668 Indonesian consumers who were actively using the internet. (Quantitative method)
B.Wu et al., (2019)	To examine whether the gender of both the buyer and seller, affects perceptions of expertise, trust and loyalty in business relationships.	199 students with purchasing backgrounds were eligible to answer the survey and all eligible students completed the surveys.
Y.Lim, A. Osman, S. Salahuddin et al., (2016)	To determine the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention university.	662 out of 800 sets of questionnaires distributed were valid for coding, analyzing and testing the hypothesis. Collected
Mutha et al.,(2016)	The growth rate is more than double as compared to the	205 is the sample size. (Quantitative method)

	organized retailing India.	
Michael et al., (2015)	The association between perceived risk and total satisfaction was shown to be moderated by trust tendency.	A total of 582 people was polled, with 100% of the respondents responding. After removing responses with missing data, the sample size was reduced to 484. (Quantitative method)
Sujan et al., (2018)	To gain a better understanding of online shopper behavior via a self-made questionnaire.	160 respondents from Dhaka city. (Quantitative method)
Abirami et al., (2017)	To investigate the factors that influence millennial customers' online purchase habits framework for thought.	Within the specified time period of 2 months, 150 responses were received Data. (Quantitative method)

4.0 FINDINGS

4.1 Gender Differences in attitude and perception towards online shopping

The consumer's favorable or negative feelings regarding executing

purchasing behaviors on the Internet are defined as their attitude toward buying on the Internet (Schlosser, 2003). Attitude is a multi-faceted concept that includes cognitive, emotional, and behavioral aspects (Fishbein & Ajzen, 1975). The cognitive component is concerned with what a person understands about an object, whereas the emotive component is concerned with how much a person likes or dislikes the thing. Finally, the behavioral component refers to the object's behavioral aim, as well as covert or overt acts. Male Internet users were found to be ranked higher than female Internet users in all three attitudinal components, according to Hasan (2010). Female users have the least positive cognitive attitudes regarding online buying, while their behavioral desire to shop online is higher but still lower than male users.

Male users, on average, have greater familiarity with computers and a more positive attitude toward them than female users (Lin, Featherman, Brooks, & Hajli, 2016). Male consumers may favor online shopping and are more likely to engage in it. In comparison to female users, Wu (2003) found that male users have a more favorable attitude toward online purchasing. Female users prefer and enjoy physical product evaluation, which involves seeing and handling a product before purchasing it (Dittmar et al., 2004). Citrine, Stem, Spangenberg, and Clark (2003) found that women required tactile feedback more than males when evaluating products. Male Internet users are more likely than female Internet users to be positive about online purchasing.

Furthermore, when customers are questioned when shopping online, their attitude toward shopping online changes. Males' attitudes toward the website and repurchase assessment will be influenced by the context. That is, when males are confronted by a website and the information on the website is important, their pre-purchase assessment of the product is higher. The website, on the other hand, poses a threat to females who are influenced by website attitudes. That is to say, when females felt challenged by the website, they viewed it more negatively.

4.2 Gender Differences in Perceiving Risks towards Online Shopping

For online buyers, risk perception is critical (Doolin, Dillions, Thompson, & Corner, 2007). In most cases, buyers have no idea who the seller is (Finch, 2007). Customers' perceptions of risk are negative, and they have doubts about the product (Dunn, Murphy, & Skelly, 1986). The concept of perceived risk was originally investigated in an offline setting (Cunningham, 1967; Jacoby & Kaplan, 1972). Perceived risk has five characteristics in the early stages: psychological, physical, social performance, and financial danger. After some time, a new dimension called time risk was added. Three additional elements of perceived risk were introduced to online shopping: security risk, privacy, risk, and source risk (Peter, 1975).

Consumer impression of the risk that things may go wrong and create serious aftereffects of acquiring a product or service (Dowling & Staelin, 1994; Kaplan, Szybillo, & Jacoby, 1974; Lopes, 1995). In contrast, Ha & Stoel (2004) found that women utilized the Internet more frequently than males to search for information about clothes products, implying that women may be more likely to become actual online purchasers in the future. Gender differences in risk perception were found in previous studies on internet buying (Byrnes, Miller, & Schafer, 1999; Gutteling & Wiegman, 1993; Stern, Dietz, & Kalof, 1993). For example, Garbarino and Strahilevitz (2004) found that women consider internet shopping to be riskier than men. Another research was conducted (Bae & Lee, 2011) discovered that women were concerned about the dangers of online buying.

The majority of online users are concerned about their privacy and security (Petrtyl, 2012; Suki, 2002). Consumers are concerned about retailers violating their personal information privacy, such as illegal credit card and identity theft, the disclosure of personal information to other companies without permission, and even hidden costs. Most customers are worried about their personal information (such as social security numbers and credit card details) being stolen

by an unknown third party, such as a hacker or identity thief (Suki, 2002). In fact, customers are less likely to encounter privacy and security issues than they are to encounter distribution and product issues (Petrtyl, 2012). Consumers are also concerned about issues with delivery and product quality. The most common argument is that the goods were never shipped with success, the second is that product and service quality is bad or faulty, and the third is that contract terms apply to privacy and security issues in the United States (Petrtyl, 2012).

Garbarino and Strahilevitz claim that (2004), females are more worried than males about loss of privacy, credit card abuse, fake websites, and shipping issues. Females, on the other hand, rated the consequences of those issues as being more extreme and negative than males. Another study by Bae and Lee (2011) found that women view online shopping as posing a higher risk, so they are more cautious before making a purchase. Females, for example, are more likely to survey more knowledge and user feedback than males.

4.3 Gender Differences in Product Preferences towards Online Shopping

Gender differences have an effect on more than just online motivation. It also has an effect on the types of products that men and women choose to buy online. Females, according to Sebastianelli, Tamimi, and Rajan (2008), spent substantially more money online than males on apparel, e.g., clothing, health (shoes and bags), and beauty items, toys, games, home decor, and garden decor are all available. Males, on the other hand, are substantially more money online in terms of computer hardware, software, as well as electronic devices compared to females.

4.4 Gender Differences in Perceiving Satisfaction towards Online Shopping

The process through which consumers seek for, choose, purchase, make use of and get rid of stuff and services in order to satisfy their requirements and wants is referred to as

consumer purchasing behavior (Howard & Sheth, 1969). Consumer attitudes and intentions, according to the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM), they can effectively foresee their actual behaviors (Ajzen, 1991; Davis, Bagozzi, & Warshaw, 1989). As a result, contentment and with the idea of continuing shopping on the Internet (re-purchase intention) are frequently employed as dependent variables in consumer purchasing studies (Ajzen, 1991; Davis et al., 1989; Hsu, Chang, Chu, & Lee, 2014). These two variables are used as outcome variables in this article.

Customer satisfaction with transactions, such as purchases, can be measured in a variety of ways, such as weighing the expenses of taking part in the deal against the expected benefit (Churchill Jr & Surprenant, 1982); or determining if a service or product satisfies expectations (Zeithaml & Bitner, 2003). Customers' happiness has been emphasized in the IS literature as vital both for controlling lowering costs by keeping customers (rather than more expensive acquiring new customers).

4.5 Gender Differences in Motivation towards Online Shopping

Hedonic value is an overall assessment of experience advantages, as well as consumption fantasies, happiness, sensuality, and pleasure-seeking behaviors (Hirschman and Holbrook, 1982). Hedonic motivation has the advantage of being sensory and emotive, as opposed to traditional utilitarian shopping reasons. Hedonic customers shop for the buying activity rather than the real thing. There are two reasons why hedonic motivation research is becoming more prominent. One is the obvious motive that draws customers to the website, and the other is that hardness motivation is an extension of utilitarian motivation, and these two motives appear to be critical in maintaining a competitive advantage (Parsons, 2002).

To discuss in-store shopping, many studies used hedonic value dimensions.

Nonetheless, additional studies employing hedonic value dimensions to investigate internet shopping are being conducted. Hedonic incentive, in addition to the freedom to search, is a significant factor. Mathwick et al. (2001) explored what might be considered a hardness value in terms of experiencing worth and enjoyment. Consumers go online not only for information and products, but also for emotional gratification, according to Kim and Shim (2002). Hedonistic internet shoppers are used to engaging in energetic pursuits when online. They frequently visit websites, look for new goods, and download fresh information; in fact, they are immersed in the process of delight.

4.6 Gender Differences in Online Searching Information towards Online Shopping

Obtaining knowledge is considered one of the phases in the purchasing decision making procedure for consumers. Humans look for facts to help them find out what they want and compare it to similar things.

One of the issues is gender disparities variables in the knowledge quest process, according to the selected model. Males tended to be selective processors, searching only for the object they want and missing other cues, according to Meyers-Levy (1989). While females tended to be systematic processes, searching a lot of information and putting effort into the object they want (as cited in Park, Yoon & Lee, 2009). Males are only considered the purchase process to be a task, with knowledge quest being one aspect of the mission. As a result, they only need a small amount of information to complete the process. Females differ from males in a number of ways.

They regarded the shopping process as pleasurable and the quest for information as pleasurable, so they are eager to search for information as much as possible (Campell, 2000; as cited in Park et al., 2009). Another study found that females are more likely than males to look for details to compare.

Internet ads can also be used to find content on the internet. According to Wolin and Korganonkar (2003), males' attitudes toward

online ads are more positive (useful, insightful, and fun) than females' attitudes toward other media, while females' attitudes toward online advertising are more negative (annoying and deceptive).

4.7 Gender Differences in Evaluating Options towards Online Shopping

The final step before making a purchase is to evaluate our choices. People will first assess the products or services' worthiness based on motivation and facts, and then make a decision about the products or services (Suri, long & Monroe, 2003). When an individual is highly motivated and has done extensive research, they consider an expensive commodity to be more important and superior (Suri et al., 2003).

Females prefer to buy products based on novel-fashion, which is amusing and appealing, while males prefer to buy products based on a well-known and costly brand (Yang & Wu, 2007). This is also consistent with the motivation for online purchases, indicating that motivation is linked to purchase intent.

In the consumer purchasing decision process, consumer reviews are used to evaluate choices. Market feedback, as previously stated, can influence a buyer's decision. It has also been shown to affect females more than males (Bae & Lee, 2011; Fan & Miao, 2012). Females are more likely to read customer reviews than males, according to Park and colleagues (2009). Furthermore, when buying experience goods such as clothing and household items, females read more user feedback (Park et al., 2009). Expertise and rapport in online user reviews will boost the credibility of the comments and influence females' willingness to buy (Fan & Miao, 2012; Park et al., 2009).

5.0 DISCUSSIONS

Gender disparities are studied in this study, along with numerous aspects that influence online consumer behavior, such as perception, motivation, and preferences (Allen, 2001; Kwak, Fox & Zinkhan, 2002).

Computers and the internet have significantly altered human existence in recent years, and

this includes the business industry. In marketing research, consumer behavior is a hot topic. By studying consumer behavior, businesses may provide a better shopping experience for customers while also increasing their profit margins. According to Hasan (2010), numerous factors influence consumer behavior, including external elements like culture, social, gender, and race, as well as internal elements like personality, emotion, and motivation. In recent years, electronic commerce has grown in size and profitability (Cyr & Bonnani, 2005).

As a result, marketers and researchers are now paying more attention to online customer behavior. Consumer purchasing decisions, rational action theories, and the spreading of innovation hypothesis are just a few of the theories that have been proposed to explain consumer behavior.

People's attitudes and perceptions of online shopping are essential factors in online shopping, and gender plays a role. Cheaper products, time savings, and danger are all common conceptions of internet shopping. Males had a more positive attitude toward Internet shopping and thought it was beneficial and helpful. They are also more eager to buy as well as spend money online compared to females. Females, on the contrary, had a lot of negative opinions and a lower intend to in the future buy online than males. Females are more likely to develop a negative attitude toward online shopping as a result of the website challenge. Males have a more visual and gratifying perception of website design than females. Females may have a less optimistic attitude than men because they are unfamiliar with technology. Furthermore, ladies are more hesitant to make internet purchases than males.

Motivation is an important factor in online shopping since it explains why consumers want to buy anything online (Jeddi et al., 2013; Monsuwe Dellaert & Ruyter, 2004).

Utilitarian and hedonic motivation are two types of motivation (Huang & Yang, 2010; Monsuwe et al., 2004). Utilitarian motivation is filled by rational and practical considerations such as time savings, lower-cost products,

more choice, and more precise information. Hedonic motivation is fuelled by positive emotions such as pleasure and excitement. Males and females have different motivations. Males have utilitarian motivation because they purchase online to save time, convenience, and cross-border alternatives, whereas females have hedonic drive because they like the adventure, enjoyment, and confidence that comes with online shopping. Both motives are significant in motivating consumer purchases in general. The link between contentment and purchase intention shows that females are more prone to hedonic incentive. Females' purchasing intentions are raised when they are satisfied, which suggests they appreciate the encounter. Males, on the other hand, are more reasonable buyers.

Although men feel satisfied, this did not lead to an increase in their purchase intention, demonstrating utilitarian drive in males.

When it comes to internet shopping, the biggest issue is risk. Risks associated with online shopping include data websites that are deceptive, privacy (Petrtyl, 2012; Suki, 2002) and security late delivery, poor product quality, as well as others (Pettryl, 2021). Consumers' main concerns are information security (e.g., credit card information fraud, disclosing personal information, as well as concealed information costs) as well as safety (e.g., hacker and identity thief). However, the most common consumer complaints are delivery issues (e.g., product not delivered) and product issues (e.g., poor quality and defective). Different genders have different perspectives on risk. Females experienced a larger level of risk and anxiety than males.

Females are more concerned about risk when it comes to internet purchases than guys (Garbarino & Strahilevitz, 2004). This is understandable because females spend more money on things with which they have got more experience, for example, apparel and cosmetic treatments that are directly applied to their bodies.

When it comes to internet shopping, gender has an impact on product preferences. Females according to Sebastianelli, Tamimi and Rajan (2008) as previously stated, like to

buy things that they have used before, as an example fashion, beauty items, food and a comfortable environment furnishing that may be used on a person directly. Electronics, computer gear, and software are among the items that males prefer to purchase. Gender differences exist in terms of information seeking, product preferences, and option evaluation. Females are more willing to look for information than males when it comes to finding information. Males, on the other hand, perceived Internet advertising, favorable (e.g., as beneficial, and amusing), whereas females did not (e.g., annoying and deceptive). Females seek out more information since they are more concerned and purchase more in-depth products. Their fears diminish when they gain a better understanding of the products. The males simply need to look for the specific things they desire and are unconcerned about other details.

Through motivation and information, evaluation examines the worthiness of a product. Motivation, product preferences, and risk all play a role in this process. One of the approaches for evaluating things is through consumer reviews. Females are more affected than guys, especially when there is rapport and experience in the reviews. This is due to the fact that females are more social than males. They are more receptive to suggestions from others than men. Consumer satisfaction can be divided into two categories: product quality and website quality. Both traits have a substantial impact on customer satisfaction and buying intent. One of the most crucial aspects of corporate success is client satisfaction. Varied genders can also have different levels of enjoyment when it comes to internet shopping. When the image of the goods is large and good superiority, females are more satisfied than males.

Most of the important concerns (e.g., attitude, perception, motivation, looking for information, and assessing options) relating gender role in online consumer behavior have been investigated in the current studies. However, other concerns, such as evaluating options in online consumer behavior, are yet immature. However, gender is simply one component in online consumer behavior;

research that considers both elements (e.g., the influence of gender and culture in online consumer behavior) is uncommon.

There are only a few things that are consistent. Although several studies have shown that one of the motivations for online purchasing is cost savings, Yang and Wu (2007) found that males prefer to purchase well known and pricey products over the internet. Another inconclusive study is the risk perception in internet purchases. Most of the research in my study found that males are less concerned about security than females, although Gayathiri and his colleagues (2014) found no difference in risk perception in online purchases.

6.0 FUTURE DIRECTION OF STUDY

E-commerce is a behemoth of a business. It is no surprise that people are always inquiring about the future of eCommerce (Andrew, 2020). In 2019, global e-commerce sales totaled about 3.5 trillion dollars, demonstrating that e-commerce is becoming a more profitable alternative for enterprises. E-commerce is a behemoth of a business. It is no surprise that people are always inquiring about the future of eCommerce.

In 2019, global e-commerce sales totaled about 3.5 trillion dollars, demonstrating that e-commerce is becoming a more profitable alternative for enterprises (Omnichannel, 2020).

With the enormous development in demand that online businesses have seen in recent years, it was predicted that online sales would account for at least 16.1% of total retail sales. Establishing direct client relationships, allowing customization in products and services to satisfy customers and hence enhance sales, and gathering direct consumer data for more informed decision making are three important benefits that have become the impetus for direct sales to customers (Omnichannel, 2020).

E-commerce sales have been steadily increasing, and with good cause. One of the most popular online pastimes is shopping. Global e-commerce revenues are estimated to

reach \$4.891 trillion in 2021, up 26.7 percent year over year (eMarketer, 2021). Despite the fact that one of the most popular activities is online shopping on the internet, its popularity differs by area. A growing number of consumers are resorting to internet shopping e-commerce stores become more prominent. A variety of causes have contributed to the rise in internet purchasing. One of the most important is the level of comfort offered to internet buyers (Maryam, 2021).

7.0 RESEARCH GAP AND RESEARCH DESIGN

After reviewing the literature, the researcher was able to identify a research gap, which aided in the achievement of the study's goals. A significant study of online consumer behavior has been seen, but such study must be conducted in light of developing issues. There have been no studies conducted to compare the online shopping habits of male and female customers. There is a research gap among the various studies that have been published thus far. As a result, the current study focused on gender disparities in attitudes regarding internet buying. The research design specifies how data will be collected and what tools will be used to analyze the information. As a result, research design is the setting of conditions for data collection and analysis in such a way that meaningful results can be discovered.

8.0 NEED OF STUDY

Today, businesses all around the world recognize that "the customer is king of the market." Consumer behavior also aids the company in determining how to please "the king." Organizations cannot grow if their customers aren't happy. As a result, the core marketing premise of just selling a product has been supplanted with client happiness. Organizations are constantly attempting to acquire market share and communicate with consumers through various modes of communication. With the rapid advancement of technology, businesses have discovered an interactive way to communicate with one

another and with customers via the internet. As a result, e-marketers have added two more Ps: partner and people.

Customer behavior in online purchasing aids in discovering and understanding the aspects that drive consumer intent to buy online, as well as developing methods that encourage consumers to buy online. As a result, the impact of these factors on the behavior of young customers must still be studied. As a result, while much work has been done in this area, there is a research gap because no research has been done in the context of gender disparities. The study will aid in bridging these gaps, which will benefit not only consumers who want to buy online, but also marketers who want to develop tactics that would encourage customers to buy online. As a result, the suggested research would focus on how important these characteristics are and how much they influence consumers' intent to buy online.

9.0 CONCLUSION

In conclusion, the role of gender in online consumer behavior is important. Males are more utilitarian in their motivation because they value the time and ease, which is a fair approach to shopping online. Females are more likely to be motivated by hedonic motivation because they place a higher value on a journey and fun, this is a sentimental attitude to the internet shopping. Everyone is worried about the dangers of online shopping. Gender is a significant factor that influences every step of the online buying process.

10.0 ACKNOWLEDGEMENT

We have taken efforts in this research. However, it would not have been possible without the kind support and help of many individuals and organizations. We would like to extend our sincere to all of them.

We are highly indebted to Madam Noorashikin, our Seminar in Marketing lecturer for her guidance and constant supervision as well as providing necessary information

regarding the research and also for her support in completing the research.

We would like to express our deep gratitude to our advisor, Dr Nawal Esa for all of her patience, useful suggestions, reviews, and valuable times dedicated to our study.

A special thanks to our family and friends for their unwavering support and sweet words of encouragement throughout the process.

11.0 REFERENCES

ArunKumar SivaKumar, A. G. (2017). An Empirical Study on the Factors Affecting Online Shopping Behavior of Millennial Consumers. *Journal of Internet Commerce*, 219-230.

Dewi, C. K., Mohaidin, Z., & Murshid, M. A. (2020). Determinants of online purchase intention : a PLS-SEM approach : evidence from Indonesia. 14(3), 281–306.
<https://doi.org/10.1108/JABS-03-2019-0086>

DEPARTMENT OF COMMERCE HIMACHAL PRADESH UNIVERSISTY SUMMER HILL, S.-1. (2016). *ONLINE SHOPPING : A PARADIGM*

SHIFT IN BUYING BEHAVIOUR OF YOUNG CONSUMERS IN HIMACHAL PRADESH . Retrieved from Doctor of Philosophy in Commerce:<https://shodhgangotri.inflibnet.ac.in/bitstream/123456789/6434/1/tanvi%20synopsis.pdf>

Ho, H. C., & Awan, M. A. (2019). The Gender Effect on Consumer Attitudes Toward Payment Methods: The Case of Online Chinese Customers. *Journal of Internet Commerce*, 18(2), (Dr. Vinay Kumar, 2016)141–169.
<https://doi.org/10.1080/15332861.2019.1584010>

Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana, Sujana Chakravorty. (08 October, 2018). Retrieved from Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh:
<https://doi.org/10.1080/23311975.2018.1514940>

Newell, S. J., Leingpibul, D., Wu, B., & Jiang, Y. (2019). Gender effects on buyer perceptions of male and female sales representatives in China. *Journal of Business and Industrial Marketing*, 34(7), 1506–1520.
<https://doi.org/10.1108/JBIM-09-2018-0258>

Omnichannel. (30 July, 2020). *The Future of Online Shopping: How E-commerce Trends Are Shaping Retail?* Retrieved from IndianRetailer.com:
<https://www.indianretailer.com/article/multichannel/eretail/the-future-of-onlineshopping-how-e-commerce-trends-areshaping-retail.a6662/>

Roach, A. (03 December, 2020). *THE FUTURE OF ECOMMERCE: HOW ECOMMERCE WILL CHANGE IN 2021 AND BEYOND*. Retrieved from OBERLO:<https://www.oberlo.com/blog/future-of-ecommerce>

(Sci-Hub | Predicting consumers' intention to purchase sporting goods online: An application of the model of goal-directed behavior. *Asia Pacific Journal of Marketing and Logistics*, 00–00 | 10.1108/APJML-02-2017-0028, 2017)

Vijaya Lakshmi, V., Aparanjini Niharika, D., & Lahari, G. (2017). Impact of Gender on Consumer Purchasing Behaviour. 19, 33–36.
<https://doi.org/10.9790/487X-1908053336>

Xu, N., Bai, S. zhen, & Wan, X. (2017). Adding pay-on-delivery to pay-to-order: The value of two payment schemes to online sellers. *Electronic Commerce Research and Applications*, 21, 27–37.
<https://doi.org/10.1016/j.elerap.2016.12.001>

Yue Chen, X. Y. (February, 2015). The joint moderating role of trust propensity and gender on consumers' online shopping behavior. Retrieved from Science Direct:
https://www.researchgate.net/publication/276140409_The_joint_moderating_role_of_trust_propensity_and_gender_on_consumers'_on_line_shopping_behavior