

A STUDY OF ONLINE SHOPPING TRENDS AMONGST FEMALE AND MALE CONSUMERS OF A METRO CITY

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Abstract

Shopping is a necessity for any human being be it for household necessity or be it is for luxury goods. In recent year online shopping is a big convenience for the shoppers and a big business opportunity for the sellers. This research paper aims at identify the trends among male and female consumers about the online shopping and also measure the impact of this style of shopping on consumers of both genders. The research methodology comprises of a blend of primary and secondary data. The data has been collected from consumers of different age groups and gender. The research paper tries to find out the trends in online shopping and if there is any difference in shopping trends amongst male and female consumers. Besides this the focus of the paper is also on the category of products consumers shop for more and the frequency of the shopping.

1. AIM OF THE STUDY

In India or worldwide online shopping has emerged as a new and trendy way of purchasing. The marketers are also promoting their merchandise in wide geographical area using internet and the trend looks likely to grow upwards over the coming years.

According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. With such a large

market size, companies, right from retail shops to consumer goods, are entering the Web space to attract potential customers.

Online shopping has gained momentum amongst consumers due to many factors as convenience, accessibility, availability etc. The marketers also offer many attractive deals as discounts, free return etc which adds to the convenience of the consumers. Online shopping for some is convenience shopping option whereas for some its avenue for window shopping.

This research paper tries to find out the trends in online shopping and if there is any difference in shopping trends amongst male and female consumers. Besides this the focus of the paper is also on the category of products consumers shop for more and the frequency of the shopping.

2. REVIEW OF LITERATURE

- i. **DK Gupta, PK Khincha (2015)** The paper suggests that the consumer shop occasionally online. For them Cash on delivery is most preferred payment mode they consider online shopping trustworthy. Consumers feel that Time saving and cash on delivery facility are major factors that influence online shopping behavior of customers and Customers are satisfied with online shopping.
- ii. **Prof. Pritam P. Kothari &(2016)Prof. Shivganga S. Maindargi(2016)** The research conducted aims at identifying the problems faced by the consumer as security issues of using credit card , no uniform return policies ,And should made aware customers regarding return policy and procedure if wrong or bad product arrived. Companies should make returning procedure simpler. Customers prefer online shopping due to various reasons like less price or price discount, time saving, due to availability of no of sites rang and variety of products are available and customers are having choice to purchase, customers found purchase method very easy as websites are user-friendly and customers want to avoid hassles of shopping in store.¹
- iii. **Dr.Gagandeep Nagra & Dr.R Gopal(2013)**Online shopping trend is very common in other countries, its growth in Indian Market, which is a large and strategic consumer market, is still in nascent stage as compared to global market. The current research paper is based on Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping.

The results of study reveal that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar area

- iv. **Pawar (2014)** online marketing is the trend adopted by majority of consumers. Consumers believe that companies should use more online activities in their marketing. Since online activities facilitate good access and higher reachability companies must incorporate online advertising in their marketing strategy. Consumers are motivated to use internet as it offers them products at discounted rates, gives access to exclusive content such as specific functional & emotional benefits of the brand, and allows them to give feedback about the brand directly to the company. → Survey reveals that majority of consumers have stopped preferring television commercials or print ads to get brand awareness. Thus the popular traditional xxiv mediums are no longer remained first preference for the consumers to receive ad messages. → Consumers like interactive
- v. **Prof. Pritam P. Kothari & Abhijit Kadam (2016)** the study highlights the factors, which online Indian customers keep in mind while they shop. In this study Researchers found that cognition, sensed usefulness, comfort of use; sensed enjoyment and security are the five components which affect consumer perceptions about online purchasing. Internet has changed the buying behavior of the consumers and at the same time many companies also have started using the Internet with the objective of reducing marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets. Online marketing is also used by the companies to convey, communicate and disseminate information about the product and to to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use this mode of shopping not only to purchase the product online, but also to compare prices, product features and after sale service
- vi. **Habeeb Syed & K Francis Sudhakar (2017)** E-commerce has experienced rapid growth in India. In consumer behavior the demography of population plays an important role. Thus the gender differences study in online shopping became significant. It is seen that females show more interest in all criteria towards online shopping. Since the study has considered more about the comparison of Amazon and Flipkart and it is seen that there is fierce competition between them. Based upon consumer's survey it is observed that Amazon stands a step ahead of flipkart. Even being an international company Amazon understands the Indian customers well and making them purchase repeatedly. Flipkart on other hand gives a tough fight to Amazon even though it is newly established when compared to Amazon. Thus the E-sellers should give more importance to women and provide more feasible solutions to them to shop frequently.

3. OBJECTIVES OF THE STUDY

- i. To study the trends in online shopping and frequency of shopping.
- ii. To understand the reasons for online shopping by male and female buyers
- iii. To study the product purchase patterns through online shopping

- iv. To study the impact of online shopping on consumers.

4. METHODOLOGY OF THE STUDY:

The study is based on the primary data collected from male and female consumers. The relevant secondary data have been collected from various journals, research papers, magazines, websites, newspapers, reports, and books. The collected data were recorded, coded, tabulated and analyzed with the help of statistical tools.

4.1 Sample Design: Stratified random sampling method is used to collect data from respondents. Data has been collected from around 80 respondents belonging to different gender, different profession and age group.

5. LIMITATIONS OF THE STUDY

The study has been conducted in Pune city and the time period of two months have been considered for the study. The study and the results are based on the information and data provided by the consumers.

6. DATA ANALYSIS

I. The age group of the consumer

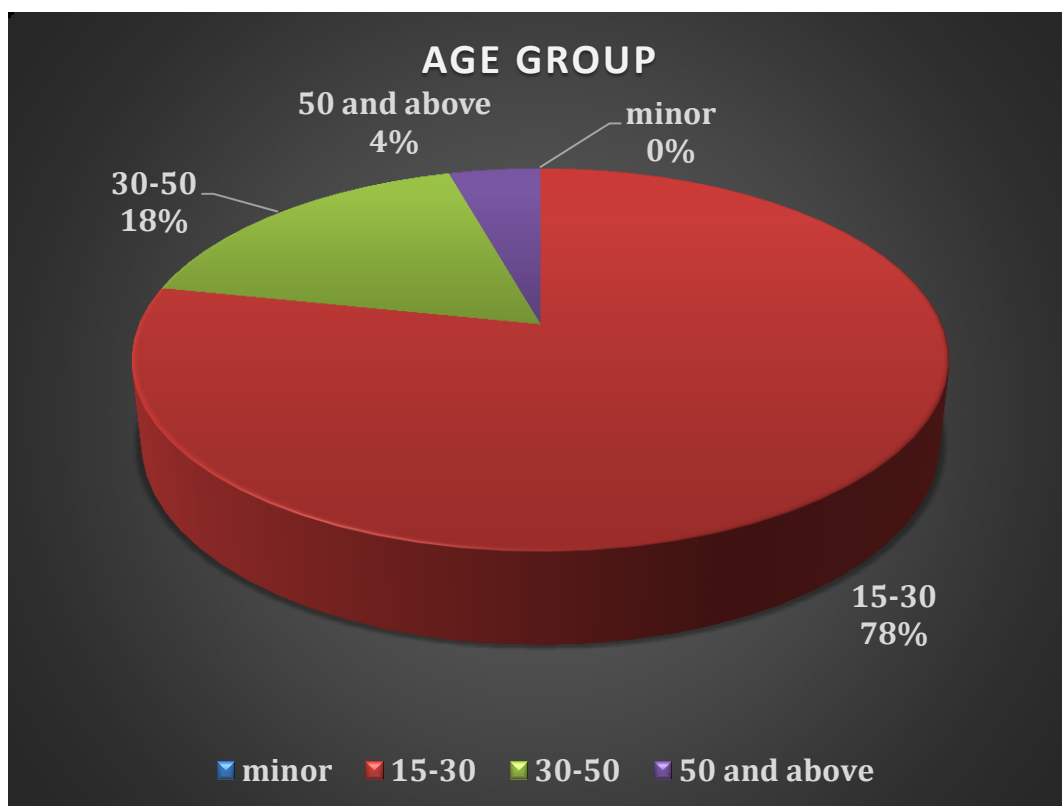


Figure 1: Age Group

Online shopping trend has been seen amongst many consumers who have spare time and even those who have limited free time. The study indicates that the online shopping is

most popular amongst younger age group of 15 -30years. Whereas the trend seems to be dropping amongst senior citizens of 50 plus age group. This may due to not being techno savvy consumer group of they also believe in tried and tested products which they have been buying over the years and may not be lured by the offers and discounts.

II. Frequency of online shopping:

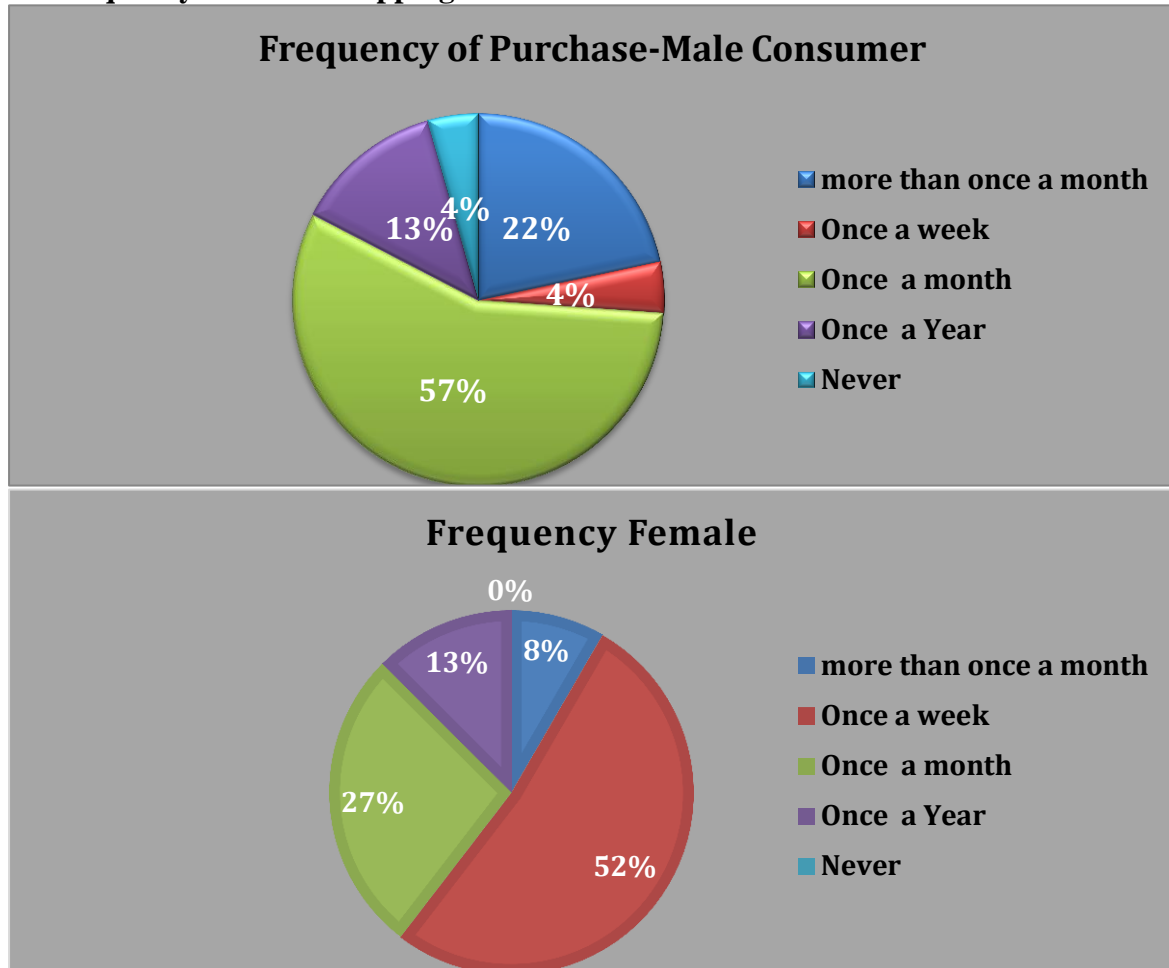


Figure 2: Frequency of online shopping

The study was conducted to find out the difference in the purchase patterns of male and female consumers. It has been observed that men and women consumers differ in their purchase frequencies.

Table 1: Frequency of online shopping

Parameters	Men Consumers	Women Consumers
Once A Week	4%	52%
Once A Month	57%	27%
More Than Once A Month	22%	8%
Once In A Year	4%	13%
Never	4%	0%

The above statistics clearly indicates the difference in shopping trends amongst male and female employees. The frequency of shopping amongst Female consumers is highest for

once a week and once a month and as expected zero for never. Whereas male consumers have higher trends for once a month shopping and there are a few who never shop online.

III. Frequency of online purchase of the following product category

	FEMALE (in %)				MALE (in %)			
	Always	Sometimes	Rarely	Never	Always	Sometimes	Rarely	Never
Garments	30	42	28	0	16	33	16	35
Household products as décor, Kitchen	35	39	26	0	0	17	66	17
Electronic Goods	25	42	23	10	33	50	17	0
Grocery	33	28	23	16	0	33	0	66
Accessories	34	42	24	0	33	33	33	0
Jewelry	42	30	28	0	0	0	17	83
Shoes & Bags	33	60	0	6	0	33	60	6

- On comparing the shopping trends amongst female and male consumers different trend has been observed for different product category. For garments highest trend is for sometimes for both genders but 35% of the male consumers have never shopped garments online.
- For household products the trend is for always and sometimes for female consumers whereas it's highest of 66 % for rarely and 17% for never.
- For electronic goods the trend of shopping amongst female consumers is 77% for always and sometimes where as its highest of 88% amongst male consumers.
- For grocery as expected the male consumers rarely or never go for grocery shopping where as 61% female consumers shop always or sometimes for grocery.
- Accessories, shoes and bags have highest trends for always /sometimes amongst female consumers whereas for male consumers the trend is inclined towards sometimes, rarely and never.

IV. Analysis of the reasons for online shopping:

Parameters	Female Responses (%)					Male Responses (%)				
	1	2	3	4	5	1	2	3	4	5
Convenience in accessibility	8	4	32	21	35	0	33	0	24	33
Better Price	6	8	27	33	25	0	16	0	33	51
Offers and Discount	8	10	23	25	38	0	30	5	30	35
Wide range of product availability	6	17	13	29	35	0	18	16	16	60
Easy to compare brands	6	15	15	31	33	4	8	8	20	60
Home Delivery	4	10	19	21	46	0	5	10	10	75
Easy Exchange	8	6	19	17	27	35	22	23	0	20
Leisure	13	15	29	23	21	12	15	23	20	30

Each reason was assessed for the response of male and female consumer and it suggests that almost same percentage of consumers from both genders have rated high for convenience in accessibility (35& 33%). Price plays a significant factors for male consumers (51%) .Other most important reasons for shopping for men are wide range of product availability and therefore easy to compare brands, and the most popular reason being home delivery. The female too have home delivery as most prominent reason followed by discounts and offers as reasons to buy. Not much of a difference is observed in trends when it comes to buying for leisure. Easy to exchange is not a very strong reason for men but holds importance for women.

V. Study of the impact of online shopping on consumers:

Parameters	FEMALE (%)					MALE (%)				
	1	2	3	4	5	1	2	3	4	5
Overspending	17	8	40	23	13	12	12	13	23	40
verstocking	13	17	33	25	13	10	33	25	15	17
Irrelevant shopping	19	15	27	29	10	12	13	19	24	32
Addiction to shopping	21	23	23	8	25	9	11	8	12	60
De stressing	19	23	25	23	10	0	15	15	26	56
Pleasure of viewing new products	6	15	21	27	31	0	7	7	14	72

- Online shopping do have an impact on consumers of both genders. As per the statistical analysis it has been observed that overspending does not have a significant impact on female consumers where as 40% of male consumers feel that overspending is an impact due to online shopping.
- Both the consumers segment perceive that overstocking does not happen due to online shopping. (13 & 17%).
- For the statement, online shopping results in irrelevant shopping as per male consumers (56%), whereas only close to 39% female consumers feel that it results in irrelevant shopping.
- 60% of male consumers feel that online shopping results in an addiction as compared to only 25% female who feel that it results in addiction.
- 56% of Male consumers feel that online shopping is distressing for them.as far as female consumers are concerned the study shows that distressing is not a major impact according to them.
- The male consumers have rated pleasure of viewing new products as having strongest impact of online shopping on them (72%) which is different from the perception of female consumers. Only 31% of female consumers feel that they derive pleasure of viewing due to online shopping.

6. FINDINGS

The following results are observed from the survey of data:

1. The maximum consumer segment for online shopping belonged to the age group of 15-30 Yrs. This could be due to their tech savvy behavior, more access to internet and awareness about this style of shopping.

2. Maximum (57%) of male consumers do online shopping once in a month whereas maximum female shopping is one once a week (52negative impacts or Electronic goods and accessories (33% each) where as women prefer jewelry, Accessories, Household product and grocery for online shopping.
3. For female consumers Home delivery, Offers and discount and Convenience are the most important reasons for online shopping , whereas for male consumers Home delivery, wide range of choice and easy to compare brands are the topmost reasons for online shopping.
4. The impact of online shopping is both positive and negative. Overstocking and irrelevant shopping are the negative impact and Pleasure of viewing new products may be considered as positive impact amongst female consumers. Distressing and Addiction to shopping are the most observed reasons for online shopping amongst male consumers.

7. CONCLUSION

The study about online trends reveals that both male and female consumers are involved in online shopping. Each segment has different perception and usage levels.

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