

# Assessing Attitude of Male and Female Shoppers towards Online Shopping

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**Abstract:** Online shopping has become popular among consumers. This pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities. Online shopping gives people a lot of choices in terms of design, quality, prices, colour combination, discount offers and they can choose after comparing multiple products. The present study focuses on exploring the attitude of male and female shoppers towards online shopping. The study was conducted in Jaipur city. The sample size used was 80 respondents. A self-structured closed ended questionnaire was used to collect the data. The study revealed that the respondent's age does not have a relationship with their attitude towards online shopping. The study further revealed that the significance difference was found between different age groups towards apparel purchasing behaviour towards online shopping.

**Keywords:** E-Commerce, Online shopping, Consumer attitude

## 1. Introduction

With the increased usage of Internet, online shopping has become popular amongst people of different age groups. Consumers choose online shopping as it is more convenient and faster than the offline shopping. Traditionally, consumers use to visit physical stores to buy what they want; the things that differentiates online shopping from traditional shopping is that consumers are not required to go to a physical store, but instead they can make their choices based on what is available on the internet.

Online shopping is becoming a well-accepted way to purchase a wide range of products and services. In the past few years, there has been a drastic change in the way consumers have adopted online shopping. Although consumers have not stopped purchasing from a physical store, but consumers find it easier to shop online since it does not force the customer to personally visit the store. Many people choose to shop online because of the ease associated with it.

An apparel website is an online store designed to sell apparel online to internet users. The quality of a website depends on various features like the display of content on the website, the functionality of a website and effectiveness of the website. The success of a website depends upon the customer feedback and comments related to websites attractiveness, navigation and searching on the website. There are many websites related to purchasing apparel online such as Amazon.com, Infibeam.com, Tradus.com, Yebhi.com, Homeshop18.com, Myntra.com, Snapdeal.com, Jabong.com etc. The apparel websites sell products which are both branded and non-branded apparel products.

The importance of this study is to enlighten the fact that online shopping has become a huge convenience for people in their daily tasks and activities. Shopping online can be done at home, at a convenient time and very quickly. Online shopping provides a wide variety of choices to the consumer

which does not exist on the streets. Consumers do not have to visit each and every branded store to get what they exactly want; they just have to make a few clicks to get to a particular item or a particular brand. They can compare same type of products from different brands in terms of price, quality of cloth used and discounts offered by the brand and also what are the new options or new arrivals in different brands. The tools available with websites are like enlarging the size of apparel and size charts for each of the apparels are present which makes it easier for consumers to perceive the quality of apparels. Customer satisfaction also depends on the kind of service they get when purchasing online. These services include return policy, attractive discounts, fast and easy delivery of products, comparing two or more products side by side.

## 2. Objectives

To explore attitude of male and female shoppers towards online shopping

## 3. Methodology and Procedure

The present study was conducted on a sample of 80 respondents out of which forty were males and forty females. The respondents were approached by Convenient Sampling method from Jaipur city. A survey was conducted to explore attitude of male and female shoppers towards online shopping. The data was collected interview schedule from the respondent.

## 4. Results and Discussion

**Table 1:** Distribution of online respondents on the basis of age

Age (in years)	Male		Female	
	N	%	N	%
20-30	20	25	32	40
30-40	7	9	11	14
40-50	4	5	6	7

The above table shows that 40 % female respondents belonging to 20-30 years age group prefer online shopping as compared to 25 % male counterpart. 14 % of female respondents belonging to 30-40 years age group also prefer online shopping than 9 % of male respondents. In age group of 40-50 years 7 % of females preferred online shopping as compared to men 5 %.

**Table 2:** Distribution of online respondents on the basis of income groups

Annual Family Income (in Rs.)	Male		Female	
	N	%	N	%
1 -2 lakh	4	5	8	10
2 - 3 lakh	11	14	7	9
More than 3 lakh	22	27	28	35

The above table shows that females with higher income 35 % (more than 3 lacs) prefer online shopping as compared to males 27 %. 14 % of males with income between 2 – 3 lacs prefer online shopping more than 9 % of females on the contrary females in income group of 1 – 2 lacs shop more 10 % as compared to 5 % males of same income group.

**Table 3:** Distribution of online & offline shoppers

Preferred online apparel shopping	Male		Female	
	N	%	N	%
Online	22	28	42	52
Both online & offline	5	6	11	14

The above table results indicate that 52 % of females prefer online shopping as compared to males 28 % as it is convenient, faster and time saving along with more options to choose from. 14 % of females respondents preferred both online and offline shopping as compared to 6 % of males.

**Table 4:** Distribution of frequency of online shoppers

Frequent shopping	Male		Female	
	N	%	N	%
Once in 2 or 3 month	22	28	28	35
Once a month	8	10	10	12
2 times a month	8	10	4	5

The above table shows that females shop 35 % more than males 28 % once in every 2 or 3 months, same trend is also seen in frequency of shopping once in a month 12 % females as compared to males 10 %. But when it comes to shopping twice a month males 10 % shop more than 5 % of females.

**Table 5:** Preference for online shopping

Reasons for shopping online	Male		Female	
	N	%	N	%
Save time	22	27	20	2
Saves money	2	3	4	5
Relaxing shopping	7	9	11	1
Convenient shopping	6	7	8	1

The above table indicates that 27 % male respondent shop online as it saves times as compared to 25 % of females, On the other hand 14 % females prefer online shopping as compared to males 9 % as they find it relaxing. Only 10 % females prefer to shop online as it is convenient as compared to 7 % of male and only a few people including both males and females shop online for saving money. The results

indicate that 53 % of consumers prefer online shopping because it is less time consuming.

**Table 6:** Factors effecting online shopping

Factors effecting online apparel shopping	Male		Female	
	N	%	N	%
Style	6	8	9	11
Price	8	10	12	15
Product quality	2	3	3	4
Product variety	18	22	22	27

The above table shows that 27 % of females shop online because of variety of products available which was more than males 22 %, 15 % of female shop online because of the price of products as compared to 10 % of males, 11 % of females prefer online shop because style of apparels available on a website which was more important to 8 % of males. Product quality affected almost same number of 3 % of male and 4% of female whereas product availability did not affect either males or females when shopping online.

**Table 7:** Satisfaction level of consumers towards online apparel

Apparel shopping	Male		Female	
	N	%	N	%
Colour	3	4	5	6
Quality	9	11	11	14
Design	1	2	3	4
Sizes	18	22	30	37

The above table shows that 23 % of males are satisfied with the sizes while purchasing apparel online and only 37 % of females were satisfied, 14 % females were satisfied with quality while purchasing apparel as compared to males 11 % and 6 % females were satisfied with colour of the clothes as compare to 4 % males and very few males 2 % were concerned about the design of apparels as compared to the females 4%.

**Table 8:** Preferences of consumer towards features of website

Features online shopping	Male		Female	
	N	%	N	%
Company profile & brand	5	6	3	4
Customer Service	8	10	10	12
Detailed product information	18	23	27	34
Large selection of product	4	5	5	6

The above table shows that according to 34 % females, detailed product information was the most important reason for visiting a particular website as compared to only 23 % men who thought the same. Secondly 12 % women thought customer service was really important for visiting a particular website which was more than men 10 % who thought the same. Number of choices available on a website attracted 5 % males which was more than their female 6 % counterparts. At last 6 % male were affected by company profile and brand which was more than the women 4 % affected by the same.

## 5. Conclusion

This study concludes that women between age group 20 – 30 years preferred online shopping as compared to men. Online shopping is more popular among young consumers because they are highly technologically advanced, The study concludes that maximum consumers prefer online shopping as it is less time consuming and the variety of products of available on a particular website attracted men and where as women consumers were affected by price and style of the apparels available. Customer satisfaction towards features of website was related to factors like detailed product information, customer service, large selection of products, company profile and brand and security in descending order of satisfaction.

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