

## GENDER EFFECT ON CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING

---

Meghna Meena\*  
Abhishek Sharma\*\*

### ABSTRACT

*Men and women due to their different upbringing and socialization depict different types of behaviour at various situations. Right from need recognition through the evaluation of alternatives to the post purchase behaviour, men and women work differently with different types of stimuli and different parameters of evaluations. Women seem to have satisfaction and find pleasure while they shop as online they get the product at relatively low price whereas men appear to be more disdain towards shopping they prefer online shopping as it saves time. This article examines how men and women differ in their perceptions of the risks associated with online shopping and what are the factors which influence their perception. In particular, we examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. This study is based on both primary and secondary data. The results offer valuable insights for marketers as well as consumer behavior researchers. Given that women make the majority of household purchases in most cultures, reducing females' perceptions of online purchase risks could play a central role in the success of many online retailers. This study is based on secondary data.*

**KEYWORDS:** Online Shopping, Behavior, Gender, Hedonic Shopping, Online Consumer Reviews.

---

### Introduction

Consumer behaviour about purchase decision making is difficult to define and is a system of short cuts and rule of thumb which is unpredictable. The short cuts in purchase decision making differ from person to person and focusing on the past experience of consumers; we can only predict the future trends by bringing profitable products and services into the market. The field of consumer behavior tells us that how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior is never simple, because customers may say one thing but do another. They change their minds at the last minute. Companies can use it as a strategic tool for making profit by understanding that how and why consumers buy.

Internet provides virtual platform to consumers for online shopping of products and services. A great variety of products and services of different brands can be accessed and compared easily through online shopping. Access of large source of information in online shopping helps consumers' to make customized purchase decision based on comparative prices, product features and after sale services offered by competitive marketers. It provides a channel, where desired products are delivered at the doorstep of consumers. This penetration of internet coupled with characteristics of online shopping, has led to a huge growth potential in the e-commerce space. An increasing number of customers' are attracting towards online shopping and purchasing products online through the use of ecommerce websites and mobile phones. At the same time, increasing online shopping trend of consumers' has provided an opportunity to the marketers to incorporate the use of internet accessible technology for promotion and selling of their products and services.

---

\* Junior Research Fellow, Department of EAFM, University of Rajasthan, Jaipur, Rajasthan.

\*\* Junior Research Fellow, Department of EAFM, University of Rajasthan, Jaipur, Rajasthan.