

## Gender Barrier To Purchasing Through E-Commerce: Analyzing Consumers Responses In India

### Abstract

Earlier the wave of agriculture changed the eating habits of people than the flow of industrial revolution makes the task of people much easier. Earlier Internet was used as a means of communication by the different faces of the global world. But as the consumption pattern of consumers are changing and above all the consumers buying behavior has seen a paradigm sea change. Most of the people around the world have tasted little bit of fruits given by the Internet in one form or the other. Our country India is having the second largest population in the World. Moreover, the middle class people of India are slowly and gradually rising with the passage of time. Most importantly the buying behavior of Indian people has seen a tremendous change since the beginning of 1990s and that momentum of growth is still continuing. The present research study tries to analyze consumers purchasing through e-commerce across gender.

**Keywords:** E-Commerce, Digital Marketing, Social Media Marketing, Internet, Technology Management.

### Introduction

Always researchers are of the view that in industrial revolution, organizations or companies are at the centre of the stage and the customer or consumers were revolving around industrial companies for purchasing products or services as per their needs and requirements. Across the World researchers try to understand the complex consumers buying behavior with respect to products and services. Moreover, now companies are trying their level best so that they adapt themselves with the changing purchasing habits of customers.

As there are various parameters on which a customer buying behavior depends so every company wants to inculcate maximum attributes of buying intention. The next wave of revolution which the people across the boundaries are facing is in the form of Internet. So the Internet Revolution takes care of the previous avatars of earlier phases and now combining the best available from all the axis of the universe and giving at the footsteps of the consumers to consume it in the form of products and services.

Earlier companies were at the centre stage but now with the catalyst of internet customers have come in the centre position and all the organization are revolving around him/her. The total internet users in the world were more than 3.5 billion. So we can say that more than 46% of the global people accessed internet in one way or the other. Maximum number of internet users is putting up at the location known as Asia. Above all China is having the maximum pie of online market.

Internet users in the whole world are increasing day by day as people are eating the fruits of it in different forms. Slowly and gradually the users of internet in Asia is increasing drastically and experts are having a keen eye on the new generation of users who are learning to change their own lives and their families as well.

Asia is having maximum population of the world and now this same population is having the major portion of the pie in the form of youth which are becoming literate with the passage of time and now they are checking the different technologies which are coming in their way like the internet.

### Research Methodology

This study combines factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores.



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So these factors will contribute to the study of customer's purchasing intention across gender on both sides which includes online and offline shopping.

Pan, (2007) defined purchasing intention as the eagerness of purchasing the product. Similarly, Engel, Blackwell and Miniard, (1990) defines purchasing intention as a psychological process of decision-making.

In online shopping, it is expected that shoppers are more likely to associate price attractiveness and time saving with their intention to shop while in offline shopping, consumers are more likely to associate tangibility, high interactivity and enjoyment with their intention to shop.

As a result, online marketers or retailers should be aware of the problems faced by the consumers and their perceived risk to increase their frequency to shop in online.

Kotler and Keller (2011) states that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Consumer buying behaviour focuses on how individuals make decisions to spend their available resources on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Shepherd R., Magnusson M. and Sjöden P. (2005); conducted a number of studies of the influences on consumer purchasing and consumption of organic foods.

Health benefits were demonstrated to be more strongly related to attitudes and behaviour toward organic foods than were perceived environmental benefits. It was concluded that behavior-behaviour correlations seem to be stronger than belief-behaviour correlations in the context of environmental concerns.

Wu C. and Chen H, (2000); attempted to provide a more general framework to analyse the customer's inter purchase time by considering the regularity of inter purchase time, adding learning and the departure factors and including the heterogeneity of customer.

They found that the customer's inter purchase time can be extended to estimate and the consideration of the customer's learning and departure is shown to be necessary when we treat the buying population as having easy exit and entry.

Broderick A, Greenley G. and Mueller R. (2007); presents a generic strategic framework of alternative international marketing strategies and market segmentation based on intra- and intercultural behavioural homogeneity.

They proposed consumer involvement as a pivotal construct to capture behavioural homogeneity, for the identification of market segments.

They found evidence for the cultural invariance of the measurement of consumer

involvement allowing a true comparison of inter and intra-cultural behavioural homogeneity and how consumer involvement influences purchase behaviour, and its evaluation provides information for responsive market segmentation.

## Primary Data

The primary data for the present study was collected by forming a questionnaire. Questionnaire was designed for capturing demographic details of the respondents and their buying behavior through e-commerce.

The area of research was taken as Delhi, Gurugram, Faridabad Ghaziabad and Noida.

The questionnaire was filled from 960 respondents. Analytical Software's like Statistical Package for Social Sciences (SPSS) and Microsoft Excel were used to conduct various tests on the primary data.

## Objectives of The Study

1. To study gender preference towards e-commerce portals.
2. To study gender engagement with the e-commerce portals

## Hypothesis of the study

The Hypothesis made in the present study are as follows:-

H1

There is no significant difference across gender that e-commerce are best portals for shopping.

H2

There is a significant difference across gender that e-commerce are best portals for shopping.

## E-Commerce Industry in India

India has now become a shopper's paradise for online shopping. The unrivalled population in India armed with smart gadgets is spoilt for a choice. Aided by declining broadband subscription prices and launch of 3G and 4G services, consumers have become the driving force of e-Commerce in the country.

From buying groceries to furniture, movie tickets, trains tickets to steel, coal and tea – e-Commerce has empowered the consumers. Ecommerce has now become a global game. Customers and organizations are selling and buying across all borders. This process will increase in the upcoming decades and will raise opportunities and challenges for all the stake holders involved in this revolutionary process. With digital revolution and social media, online sellers are getting huge opportunities for growth and have thus become continuously more attractive for fund providers.

Even though Business 2 Consumer is getting all the attention Business 2 Business is not far behind. Both in Direct and Online Marketplace Business 2 Business have significant presence. The marketplace model gives customers a plethora of choice and the best prices under a single platform. It also gives vendors a level playing field. Most Business 2 Business players have tied up with banks and financial institutions for supply chain finance that helps in improving access to credit.

With the launch of Digital India and Make in India the Government of India has been active in bringing out solutions that will help people of India at large. Digital India will provide improved internet accessibility while Make in India will help in indigenizing product manufacturing.

The E-commerce business in India has seen exponential growth over the last decade. The Indian e-commerce market had been growing at a Compounded Annual Growth Rate of more than 50% year on year from 2011 to 2016. This growth is due to many contributory factors, including rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models and alternative payment options offered by E-commerce companies.

Experts are now of the view that Social, Mobile, Analytics and Cloud Computing will lead the revolution:-

### Finding and Analysis

### Social

Media has become a platform for active engagement between the buyer and the seller. It will continue to be one of the biggest influencers to connect to the end user

### Mobility

One in four Indians carry a smartphone. That data itself proves how large the mobility wave is and the scale of transactions it can execute

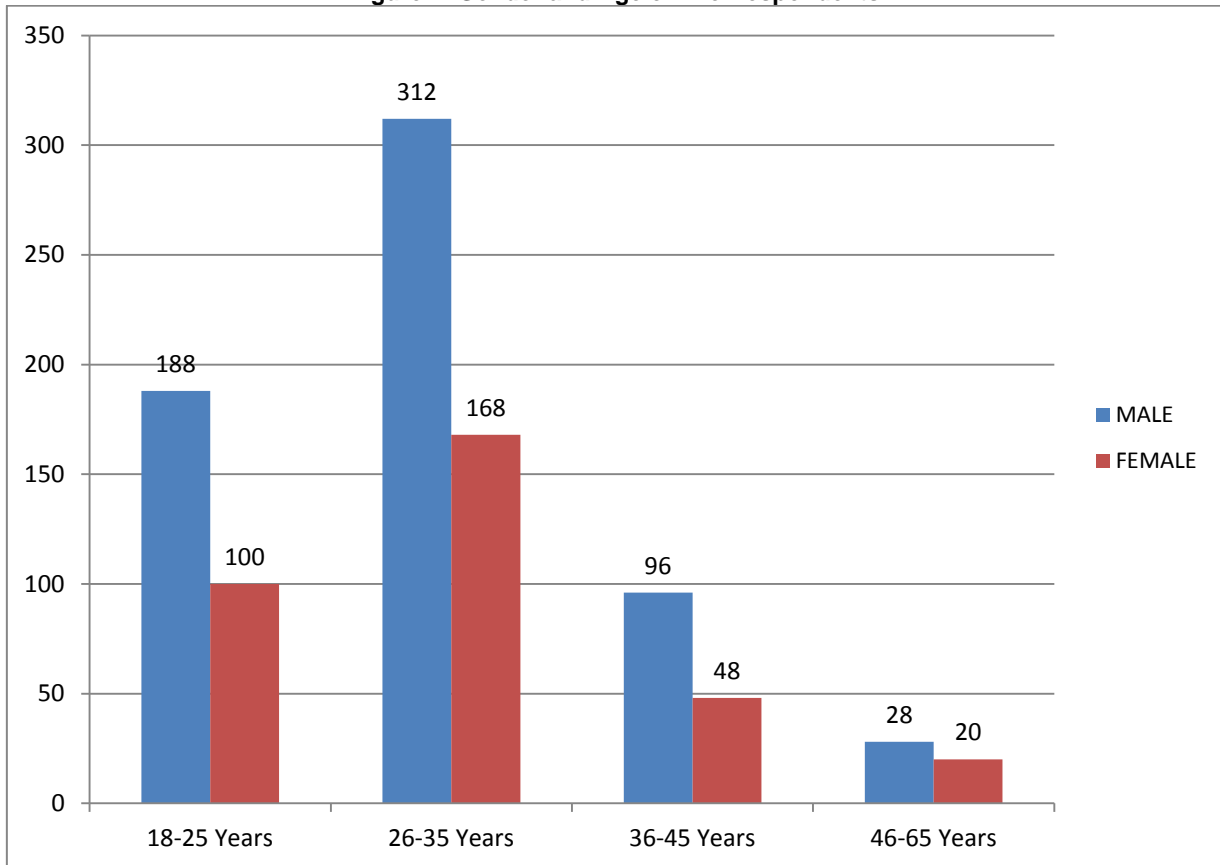
### Analytics

Predictive analytics will help e-Commerce players to optimize their marketing strategy for targeted advertising that will influence consumers to buy. For Business 2 Business companies the analytics will develop more reliable sales buying

### Cloud Computing

Reducing costs and increasing speed of business, especially on big traffic days, is one of the major advantages of Cloud computing.

**Figure 1: Gender and Age of The Respondents**



Source: Primary Data Compiled from Questionnaire

**Table 1: Gender and Age of The Respondents  
Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of The Respondents *	960	100.0%	0	.0%	960	100.0%
Age of The Respondents						

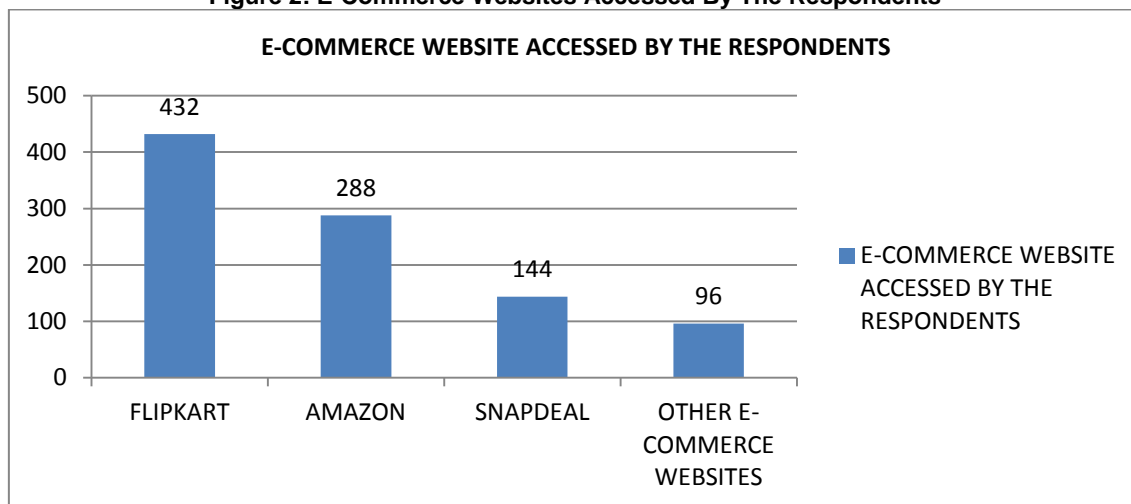
Source: Primary Data Compiled from Questionnaire

**Table 2: Gender and Age of The Respondents Crosstabulation**

Count		Age of The Respondents				Total
		18-25	26-35	36-45	46-65	
Gender of The Respondents	Male	188	312	96	28	624
	Female	100	168	48	20	336
Total		288	480	144	48	960

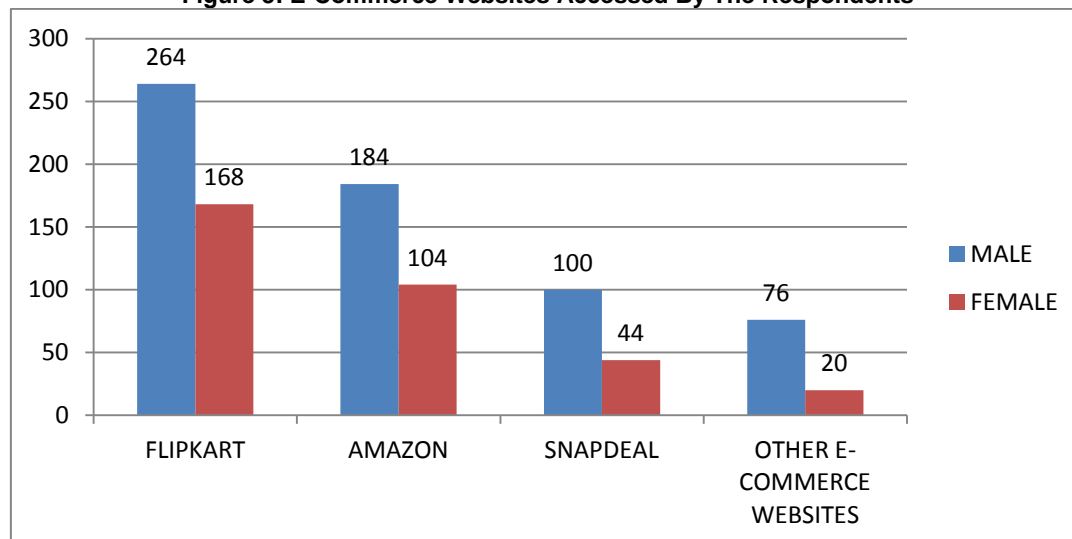
Source: Primary Data Compiled from Questionnaire

**Figure 2: E-Commerce Websites Accessed By The Respondents**



Source: Primary Data Compiled from Questionnaire

**Figure 3: E-Commerce Websites Accessed By The Respondents**



Source: Primary Data Compiled from Questionnaire

The e-commerce websites are equally accessed by the respondents. As 432 respondents have accessed the website of Flipkart organization and 288 respondents have accessed the e-commerce portal of Amazon.

It is evident from the Figure: 1, Figure: 2, Figure: 3, Table: 1 and Table: 2 that 168 female respondents have accessed the website of Flipkart and 184 male respondents have accessed the e-commerce portal of Amazon.

The numbers of respondents who have accessed the website of Snapdeal are 144 and others

e-commerce portals are being accessed by 96 respondents.

So as per the Figure: 1, Figure: 2, Figure: 3, Table: 1, Table: 2, Table: 3 and Table: 4, the present study reveals that 30% of the female respondents are accessing Amazon website and 30% of the male respondents are using Amazon website.

Moreover, 16% of the male respondents are using Snapdeal website and 13% of the female respondents are accessing Snapdeal website.

It is evident from the study that 6% of the female respondents are accessing other e-commerce

websites and in the same way 6% of the male respondents are also accessing other e-commerce websites.

As 43% of the male respondents are using Flipkart websites and 50% of the female respondents are accessing Flipkart websites.

So we accept H1 Hypothesis and reject the H2 Hypothesis.

Thus there is no significant difference across gender that e-commerce are best portals of shopping.

**Table: 3: E-Commerce Website Accessed By The Respondents Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender Of The Respondents * E-Commerce Website Accessed By The Respondents	960	100.0%	0	.0%	960	100.0%

Source: Primary Data Compiled from Questionnaire

**Table: 4: E-Commerce Website Accessed By The Respondents**

**Gender Of The Respondents \* E-Commerce Website Accessed By The Respondents Crosstabulation**

Count		E-Commerce Website Accessed By The Respondents				Total
		Flipkart	Amazon	Snapdeal	Others	
Gender of The Respondents	Male	264	184	100	76	624
	Female	168	104	44	20	336
Total		432	288	144	96	960

Source: Primary Data Compiled from Questionnaire

### Conclusion

The present study provides major implications to all the stakeholders of e-commerce industry seeking to encourage consumers buying behavior through e-commerce. The study keeps a close eye on the demographic profile of the consumers and finds out that the 80% of the respondents are in the age bracket of 18-25 Years and 26-35 Years. Moreover, in the present study consumers of lesser age are moving faster towards e-commerce portals as compared to the upper age bracket of e-commerce consumers.

So e-commerce companies should try to make their products more aware in the concern market. As the brick and mortar consumer who are having the purchasing power should be made aware and encouraged to move toward e-commerce portals. The present study reveals that across gender the usage of e-commerce as tool for purchasing is different as males are more comfortable while shopping as compared to their counterpart. It is evident from the study that a significant portion of purchasing is done by brick and mortar stores. Thus e-commerce companies should try to motivate brick and mortar users towards online shopping.

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