

Gender Based Behaviour and Differences - Relevant to Online Shopping: A Literature Review Study

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ABSTRACT

Purpose: Commonly the marketing companies follow different marketing strategies for female and males. Though there may be existence of different elements like interest or expertise for genders. Gender study is far away than these obvious distinguish elements. It is, trying to understand more basic distinctions like skills, attention or processing and revealing when and how these impact behaviour. Getting insight in the gender differences is vital for researchers for not only marketing activities but also for understanding psychological aspect of consumers and buyers for getting complete benefits of advertising and marketing activities and understanding consumer behaviour. Researchers in consumer psychology have placed very low attention towards the study of gender differences, though these differences are vital in understanding about consumer behaviour. **Methodology:** This is a literature review based study providing an overview of the gender based behaviour and differences and online shopping behaviour, completed on the basis of study of literature relevant with the topic. **Findings:** Literature proved that there are different roles played by both genders of females and males like women generally give value to interdependence and inclusiveness, on the other men on independence and instrumentality. Men may promote and support self-benefitting promotional campaigns, spend higher money for enhancing stature while shopping with other peoples, support well-structured online shopping and cope or try to being away from effects of negative emotions. On the other women more support equitable distribution of resources, show attention towards appeals for help of others and for effect of their actions etc., have preference about socially and sensible environment of traditional shopping. **Implications:** The understanding about the differences of gender will be grown and can be further studied for finding solutions and eradicating strategies of gender differences are developed with the help of integration of the findings of study. For getting advantages of consumer research, it is very important to be in detail about the understanding of cognitive mechanism underlying responses of genders for putting light on aspects of cognitive processing of genders. This will help in further studies for fulfilling the need of theory, which will be putting light fully on spectre of effective outcome (i.e. costs and benefits) of response and processing pattern of both gender also forecasting when which kind of these outcomes will take place. **Originality:** This literature review based study providing an overview of the gender based behaviour and differences and online shopping behaviour on the basis of study of relevant literature is an original work of author, and all the references are duly cited.

Keywords: Gender Differences, Online Shopping, Shopping Behaviour, Consumer Behaviour, Consumer Psychology, E-commerce, Marketing etc.

INTRODUCTION:

Commonly the marketing companies follow different marketing strategies for female and males. The convenient meals offers are targeted for working mothers, on the other luxury brands are related to males with employing personal message to females and development of children relevant advertising putting focus on benefits for boys versus girls. Though there may be existence of different elements like interest or expertise for genders. As females may be more interested in house related furnishings and on contrary males may possess keen interest in automotive purchases. Fact is that gender study is far away than these obvious distinguish elements. It is, trying to understand more basic distinctions like skills, attention or processing and revealing when and how these impact

behaviour. Getting insight in the gender differences is vital for researchers for not only marketing activities but also for understanding psychological aspect of consumers and buyers for getting complete benefits of advertising and marketing activities and understanding consumer behaviour. For experts of consumer behaviour and marketing experts understanding about how female and males are differing in their responses, processing styles and feedback reactions to stimuli of marketing is necessary for anticipation of their preferences and choices for products. These prove to be greatly informative in practising marketing activities at the time when gender is a vital base for drawing of portfolio of customer. This research work gives an overview of the gender based behaviour and differences and online shopping behaviour on the basis of study of relevant literature.

REVIEW OF LITERATURE RELEVANT TO SHOPPING BEHAVIOUR:

Online Shopping:

Though in offline traditional shopping mode females may outnumber and enjoy more than males but, males consider more favourable for online shopping, (Van Slyke, C., Comunale, C. L., & Belanger, F., 2002), and involve with it double as compare to females, (Kwak, H., Fox, R. J., & Zinkhan, G. M., 2002). Gender differences motivations for shopping and e-commerce perceptions put light on scenario, one study found that females were ahead males as regards to nearly all motivations, inclusive of sensory stimulation, exercise, socialize, bargains and browse, (Kotzé, T., North, E., Stols, M., & Venter, L., 2012). Females think buying online as less practical and emotionally satisfactory as compare to males do, and they trust less of this, (Rodgers, S. & Harris, M. A., 2003). The responses of gender relevant to websites of products are consistent with view of selectivity hypothesis as complete processors, reliable, complete, higher dense data display are preferred by females. Websites which are well organized get more favourable response from males, but low interested in exploring resourceful and informative websites. On the other hand, up to date, accurate and complete content of website grew interest of females in involvement in website, (Richard, M. O., Chebat, J. C., Yang, Z., & Putrevu, S., 2010). When additional information sources links via promotional mails are forwarded to females, they more favourably not only responded but liked more which enabled them to forward that mails to friend, (Phillip, M. V. & Suri, R. , 2004).

Web Search Behaviour:

Gender differences in skill of searching web is not an absolute and clear matter. The study assessed the adults on challenging and reasonable tasks of web searching and in performances absence of gender differences were found, (Hargittai, E. & Shafer, S. , 2006), also in this study by (Hupfer, M. E. & Detlor, B., 2006), behaviours of searching no gender differences effects were found. Despite, gender differences in web searching are found in two studies about children and the results were consistent with selectivity hypothesis contending that men are found lesser thorough processors as compare to women. One study found that, when students of 6th grade committed web search for finding data of their chosen sport, boys searched with few words than girls, used more single word search, used less time for page viewing and jumped another pages at greater rate per minute of time, (Large, A., Beheshti, J., & Rahman, T., 2002). Another study on 8th grader girls and boys, found that boys gained greater, while searching on web for knowledge about a school project, (Roy, M., Taylor, R., & Chi, M. T. , 2003).

Web Usage Behaviour:

As per studies there are differences in the self-declared skill. Females think themselves less skilled as compare to males as far as the usage of internet is concerned, (Hargittai, E. & Shafer, S., Differences in actual and perceived online skills: The role of gender, 2006), females view internet very typical for understanding, (Dittmar, H., Long, K., & Meek, R., 2004), females also feel less controlled and less effective during data search, (Ford, N., Miller, D., & Moss, N., 2001). Despite of the fact that, there are similarities in rates of usage of the internet, women are less acute internet users, (Ono, H. & Zavodny, M., 2003). Men use internet greater for exploring things of personal interests like searching investment or entertainment data, (Weiser, E. B., 2000), (Hupfer, M. E. & Detlor, B., 2006), whereas women use internet more for purposes related with social reasons like sending emails to others, (Weiser, E. B., 2000).

Getting Symbolic Advantages:

Frequently customers are buying products by keeping in mind the symbolic advantages like may be for showing status or enhancing pride, but studies show that genders have differences in assigning value for such type of advantages. In totality women show that greater level of consciousness and sensitivity towards brands, (Workman, J. E. & Lee, S. H., 2013), (Beaudoin, P. & Lachance, M. J., 2006), and women regard higher favourably luxurious brands, (Stokburger-Sauer, N. E. & Teichmann, K., 2013), whereas men show higher capitalistic values and

Showing Customer Loyalty:

Gender differences relevant with customer loyalty are also found in studies. Men are found loyal with local sellers which was inspired by comfort and achieving information, on contrary women were inspired by want of browsing, variety, distinctiveness and chance of social inter-connectivity. (Noble, S. M., Griffith, D. A., & Adjei, M. T., 2006). Programs of loyalty which comprise different characteristics may empower relation with female versus male customers.

Shopping Alone or with Friends:

Studies elaborate that communal values of women and agentic concerns of men may impact their spending and inspirations while shopping alone versus with friends, (Kurt, D., Inman, J. J., & Argo, J. J., 2011). Agency concerns depict mastery, competence and confidence, whereas, community focuses attention on keeping harmony and social inter-connectivity.

Sexual Habits Behaviour:

There are very clear differences of gender present in behaviours, attitudes and cognition relevant to sexual activities by males and females. Males show heavier sexual drive as compare to females. By having more often thinking about sex, often sex desire, more desire of sex partner etc., (Petersen, J. L. & Hyde, J. S., 2010), (Baumeister, R. F., Catanese, K. R., & Vohs, K. D., 2001). Females may report greater incidence of sex when assured about privacy of their responses and told about detection of lying, (Alexander, M. G. & Fisher, T. D., 2003). One study proposed about females may require to adapt to needs of males having larger controlling of resources, (Baumeister, R. F., Gender differences in erotic plasticity: The female sex drive as socially flexible and responsive, 2000). This study claimed that no studies reported about the greater desire of sex activity in females than males, (Baumeister, R. F., Catanese, K. R., & Vohs, K. D., 2001).

Emotions Relevant with Agency Concerns:

Research studies found that anger is observed equally by men and women duo genders, (Kring, A. M., 2000), it is found corresponding beyond cultures, (Fischer, A. H., Rodriguez Mosquera, P. M., van Vianen, A. E., & Manstead, A. S., 2004).

Self-Concern About Gender:

People have perceptions about manifold proportions, gender concerns may also be there. Studies show men strongly think about gender identity of self and other people. The behaviour of people is greatly impacted by their gender identity, due to relationship of some products with a peculiar gender as relationship of meat with men, (Rozin, P., Hormes, J. M., Faith, M. S., & Wansink, B., 2012), people having gender identity corresponding with some product, are great consumers of that product.

Power Utilization:

People having power of high degree or low degree show distinguishing psychological behaviour and condition which includes impacting on strategies and their thinking about events. Researchers view that there is a relation between gender and power. High degree of some verbal and non-verbal communication by women is seen as proof of higher power utilization by men, (Helweg-Larsen, M., Cunningham, S. J., Carrico, A., & Pergram, A. M., 2004). Authors claim that gender difference in power shows the men are allocated social roles having greater power to be utilized, (Carli, L. L., 1999).

Confidence, Risk taking and Competitiveness Behaviour:

Study observed that there are three gender differences commonly noticed, they are women are low confidence about performance, women are greatly against to taking risks and women show negative behaviour with regard to competition as compare to men, (Croson, R. & Gneezy, U., 2009).

CONCLUSION:

This is a literature review based study providing an overview of the gender differences and online shopping behaviour. Studies proved that there are different roles played by both genders of females and males like women generally give value to interdependence and inclusiveness, on the other men on independence and instrumentality.

Men may promote and support self-benefitting promotional campaigns, spend higher money for enhancing stature while shopping with other peoples, support well-structured online shopping and cope or try to being away from effects of negative emotions. On the other women more support equitable distribution of resources, show attention towards appeals for help of others and for effect of their actions etc., have preference about socially and sensible environment of traditional shopping. Women show higher degree of avoidance and cautiousness in behaviour with relevant to competitive conditions and economic transactions, having low trust in investment and e-commerce perspective, larger concern about privacy, expressing anger indirectly, having report low sex activity when their replies are public, while males show higher directness and risk taking. They are having casual sex habits more than women, higher expression of anger with aggressiveness, using greater level of direct speech and impulsive response. Women behaving with higher cautiousness show, higher responsibility and sensitivity than males. In the perspective of assessment, communication and search of web data, women are more comprehensive and inclusive as compare to men about the utilization and detection of data, use more words in web searches and spend higher time for watching results of web search.

AUTHOR'S CONTRIBUTION:

Not applicable.

FINANCIAL SUPPORT:

There is no financial support and sponsorship for this research.

ACKNOWLEDGMENT:

Not applicable.

CONFLICTS OF INTEREST:

This is to bring to your kind consideration that this research work has no conflicts of interest.

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