

CONSUMER BUYING BEHAVIOR ONLINE DIFFERENCES BASED ON GENDER AT PRODUCTIVE AGE IN PURCHASING CONSUMER GOODS

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ABSTRACT

Based on Maslow's Hierarchy of Needs, humans have a series of needs that must be fulfilled, and the very first one is physiological needs. Therefore, humans make transactions from consumer to producer to fulfill these needs. The occurrence of the COVID-19 pandemic caused the growth of e-commerce to increase, but on the other side, offline stores were shut down gradually. The transformation from face-to-face transactions to screens has certainly led to changes in the way consumers make their purchasing decisions. The purpose of this study is to understand the difference between genders in their online buying behavior at productive age when purchasing consumer goods. This research uses consumer buying behavior online measurement in the form of a survey with five Likert scales with seven dimensions, which are: 1) need for recreation, (2) security concerns, (3) information search, (4) advertising and promotions, (5) convenience, (6) website attributes, and (7) social networking. This research found that males and females have similarities regarding their online consumer buying behavior. The biggest gap can be found in the dimensions of advertising and promotions, website attributes, and social networking, while the rest of them have almost identical scores.

Keywords: Consumer buying behavior online, consumer goods, productive age, online shopping

1. PREFACE

According to Maslow (1943), humans have a series of needs that must be met, which are divided into five levels in the form of a pyramid. These needs must be fulfilled from the most basic to be able to reach the levels above. At the first (bottom) level of the pyramid are physiological needs, followed by safety needs, social needs (love and belonging), esteem, and self-actualization. Physiological needs consist of basic survival needs such as clothing, food, and shelter (Bagga & Bhatt, 2013). To be able to meet these needs, it is necessary to have a provider of goods, or what is referred to as a seller, and those who need goods are called consumers or buyers. Therefore, there is a process of buying and selling transactions between individuals to be able to meet basic or primary needs, which cannot be separated from people's lives. This study will discuss differences in behavior in buying consumer goods by reviewing the gender of consumers.

The pandemic phenomenon has caused all forms of activity to be carried out online to reduce direct contact, considering that Covid-19 is spreading rapidly. Likewise, the same thing happens with transaction activities. This is reinforced by the increase in offline and online consumers (individuals who use both shopping systems) who switch to online shopping to 74.5 percent (Ulya, 2021). However, when viewed from the seller's side, based on the results of a survey by the Lembaga Ilmu Pengetahuan Indonesia (2020) with 2,160 participants in 34 provinces of Indonesia, it was found that 39.4 percent of businesses stopped and 57.1 percent of business production decreased. According to Suryanto (2021), the Indonesian Retail Entrepreneurs Association also reported that nearly 1,300 retail stores in Indonesia had closed. Not only that,

all Giant supermarket outlets in Indonesia were also closed as of August 1, 2021, for a total of 395 outlets (Oswaldo, 2021). In the same year, PT Matahari Department Store, as a retail company, also closed 13 physical stores (Dwi, 2023). The drastic change from a conventional shopping system to an online shopping system has caused a shock to business owners in Indonesia.

Even though the pandemic has hit, buying and selling activities as a fulfillment of life's needs cannot be stopped. The alternative that can be chosen is to transform economic activities into digital, either through social media or e-commerce platforms. As of April 2021, 88.1 percent of internet users in Indonesia buy products through e-commerce (Lidwina, 2021). This is reinforced by an increase in online trade transactions through e-commerce, from 80 million transactions in 2019, to 140 million transactions in August 2020 (CNN Indonesia, 2020). The following is the increase in the number of e-commerce visits in Indonesia before and after the Covid-19 pandemic.

Table 1

E-Commerce Number of Visit Comparison Before and After Covid-19

| E-commerce | Q-III 2019 Web Monthly Visit (million) | Q-II 2022 Web Monthly Visit (million) | Growth Percentage(%) |
|------------|--|--|----------------------|
| Shopee | 56 | 131.3 | +135 |
| Tokopedia | 66 | 158.4 | +140 |
| Orami | 3.9 | 16.2 | +314 |
| Ralali | 3.6 | 20.8 | +202 |
| Zalora | 2.8 | 3 | +7 |

As the pandemic has recovered, buying and selling activities have returned to normal, but there are some businesses that cannot return to normal as a result of the Covid-19 pandemic. For example, the Transmart supermarket, where 7 out of 95 branches will be permanently closed (CNN Indonesia, 2023). There is also Gunung Agung Bookstore, which has to close physical stores gradually, and Books and Beyond, which is making efficiency by using a fully digital platform (BBC News Indonesia, 2023; CNN Indonesia, 2023). These actions are certainly taken by companies to be able to adjust to new shopping patterns formed after the pandemic.

The transformation from face-to-face transactions to screens has certainly led to changes in the way sales, marketing, and promotions are conducted. However, from the consumer side, there is a change in consumer buying behavior from offline to online shopping (Deputatova et al., 2018). According to Stallworth (2008), consumer buying behavior is a combination of activities involving the purchase and use of goods or services which are the result of emotional, mental, and behavioral responses. Given the digitalization, where sellers used to be able to show products in person, they now need to show product photos on available platforms. Sellers need to adapt to current consumer shopping patterns (Medrano et al., 2016).

There are several factors that influence online consumer purchasing behavior, namely product varieties, convenience, payment methods, and psychological factors (Al Hamli & Sobaih, 2023). In this study, researchers focus more on psychological factors which include perception, motivation, trust, learning, memory, and attitudes of preferences and shopping habits (Dhaliwal et al., 2020; Qazzafi, 2020). Perception is the process of individuals to interpret something based on the information obtained, in the context of shopping related to the capture of human senses,

such as information read, sounds heard, touch felt and others. The motivation referred to here is also related to Maslow's needs theory, that humans have a desire to fulfill their needs.

Comparison of previous studies

In this study, researchers focused more on consumer purchasing behavior in terms of gender. According to King (2017), "Gender refers to the social and psychological aspects of being female or male". According to research by Lin et al. (2019), male consumers are more concerned with the design of the online product presentation and the responsiveness of the shopping platform used, while women are more concerned with the information of the product to be purchased. This is the reason for women taking time to make purchasing decisions because the group will evaluate the information obtained. Women have more emotional perceptions and a longer thought process when deciding to buy an item (González et al., 2021). This is why men have higher purchase intentions than women (because women think too much about buying an item). However, the results of this study have different results from the research of Empatica, a consulting company engaged in customer experience, which found that men are more thorough in looking at descriptions and catalog photos, while women see online products quickly and move to the next display Singtel (n.d.) seeing the difference in research results, the researcher considers that there is still ambiguity about this.

According to Daroch et al. (2021) changes in online shopping certainly have their own challenges, one of which is that consumers cannot see and touch the product directly. In terms of product display on the screen, women are more interested in buying products with more diverse background settings than plain. But for men, this is not a problem (González et al., 2021). The connection about the two studies above are contradictive. Previously, the male group from Lin et al. (2019) research was more concerned with design, but in the study by González et al. (2021) the presentation of fashion products with plain backgrounds is not a problem.

Supporting phenomenon: Demographic bonus

In 2030-2040, Indonesia will enter the demographic bonus phenomenon in 2030-2040, where the number of productive age becomes the majority of the population, namely from 15-64 years old (Kementerian Ketenagakerjaan Republik Indonesia, 2021; Kementerian Komunikasi dan Informatika, 2020). According to Peña-García et al. (2020), the number of productive age population is linear with economic transactions, this is influenced by the fact that this group already has an income. The massive number of consumers today and in the future needs to be balanced with a supply strategy that suits the community. This moment needs to be optimized because it can be an incentive for the country's economy (Kementerian Ketenagakerjaan Republik Indonesia, 2021). High public consumption can drive the country's economy (Sasongko, 2020). Therefore, it is important for business owners to know the patterns of consumer buying behavior in Indonesia that using online service for buying products.

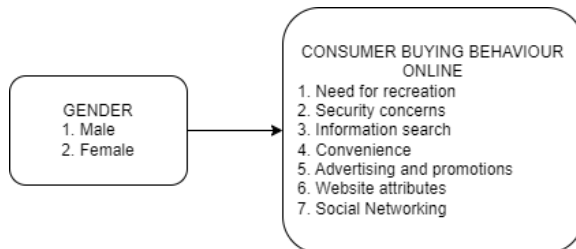
Framework of thinking

Researchers limit the types of products consumed to consumer goods used by both male and female gender groups. Consumer goods were chosen by researchers because these goods are basic needs that need to be met by each consumer regardless of gender. Seeing the phenomenon that occur, the results of previous online consumer purchasing behavior research, the lack of information on this matter, the existence of factors that have not been discussed in previous studies, plus the phenomenon of demographic bonuses that can be utilized, researchers feel the need to conduct research on Consumer Buying Behavior Online Differences Based on Gender at Productive Age in Purchasing Consumer Goods.

Starting from this, researchers see the need for companies to understand the behavior patterns of targeted consumers. With a more targeted marketing strategy, it will certainly be able to determine a more effective marketing strategy, reduce failure in launching new products, be able to compete, increase sales, and drive sustainable growth in a competitive global market.

Figure 1

Research Model



2. RESEARCH METHOD

In this study, there were 50 participants who are in productive age (18-56 years old) and have experience shopping online. The respondents were equally divided (both male and female have 25 participants). This research used quantitative descriptive and inferential statistics method. Questionnaire was sent virtually to those who meet the criteria through Google Form. After that the data was collected and processed with SPSS version 25. Informed consent was given before the participant filling out the form. To support the research, researchers used the Consumer Buying Behavior Online measuring instrument developed by Bagga & Bhatt (2013) totaling with the total questions in seven dimensions. The dimensions of the measuring instrument are: (a) need for recreation; (b) security concerns; (c) information search; (d) advertising and promotions; (e) convenience; (f) website attributes; and (g) social networking. This measuring instrument uses a 5-point Likert scale, with answer options 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, and 1 = strongly disagree. This measuring instrument has a Cronbach's Alpha (α) of 0.702.

3. RESULT AND DISCUSSION

Here are the results of data analysis to understand more about online shopping behavior.

Table 1

The Test Result of Comparison Mean of Consumer Buying Behavior Online based on Gender

| Gender | Mean | N | Std. Deviation |
|--------|-------|----|----------------|
| Male | 62.72 | 25 | 6.004 |
| Female | 64.2 | 25 | 6.429 |
| Total | 63.46 | 50 | 6.201 |

Table 1 shows that female has slightly different style in their consuming behavior of buying consumer goods virtually. More specific details of the difference in each dimension is as follows

Table 2

Contribution Online Consumer Buying Behavior in Seven Dimensions

| Dimension | Mean | |
|----------------------------|--------|--------|
| | Male | Female |
| need for recreation | 7.560 | 7.320 |
| security concerns | 6.680 | 6.560 |
| information search | 12.400 | 12.400 |
| advertising and promotions | 4.640 | 5.240 |
| convenience | 14.520 | 15.840 |
| website attributes | 7.800 | 6.96 |
| social networking | 9.120 | 9.880 |

Table 2 shows that there is no significant contrast between males and females in their buying behavior. As for Searching for Information, both have the exact same tendencies to determine consumer goods in e-commerce. The biggest gap is between the dimensions of convenience, where females tend to experience the benefit of buying things online since it saves time and effort. Whereas males are more likely to pay attention to website attributes than females are. This result aligns with Lin et al.'s (2019) study, which showed men pay more attention to the platform that is being used to buy the product. That means friendly and attractive user interfaces that are shown to the target consumer. It can be concluded that consumer goods companies that produce male-oriented customers need to invest more in the development of the UI/UX (user interface/user experience) of the official website of the company.

Both males and females have a similarity regarding their concern about security and their perspective on seeing shopping as a form of recreation. Rick et al. (2014) found that shopping proved to be a way of relieving sadness and called it retail therapy. Information searches are the same. Align with the combination of previous studies by Singtel (n.d.) and (González et al., 2021). Both members of the group pay attention to information. Starting from reading online interviews through blogs, reading online reviews, or seeking the opinion of an expert before they purchase a product. This shows that the description and information of the product are vital aspects of displaying it on an online platform.

Other than that, advertisements and promotions are attracting more females than males. This result is followed by research from Greenfield (2018) that shows women are buying products to boost themselves to become someone who is “ideal”. This finding suggests that female consumers will be motivated to buy and wear the product if the ideal celebrity they see in the magazine is doing the same. This dimension is highly correlated with Social Network, refers to the influence and role of social networks on online consumer purchasing decisions. The source can come from recommendations from family, friends, influencers, and testimonials of other users that can affect consumers' perceptions of brands, companies, individuals associated with companies, and goods to be purchased. A person will be strongly influenced by online reviews (electronic word of mouth [E-wom]), and this has an impact on consumer purchasing behavior. The people around consumers play an important role in the buying process, such as family, friends, coworkers, and others (Rani, 2014). One of the media that plays a major role in e-wom is TikTok. This social media proved to increase sales of skincare brands by 21.1 percent (Indrawati et al., 2023). TikTok forms the perception of its audience by seeing influencers as opinion leaders that are ideal to follow (Barta et al., 2023). That is why it is better for skincare, cosmetics, and other female-oriented customer products to boost their sales by investing in celebrities or influencers that are admired by a large part of society.

4. CONCLUSIONS AND RECOMMENDATIONS

The result of this study displays that there is a slight difference in online consumer buying behavior between males and females in productive age regarding purchasing consumer goods. The most significant difference is portrayed in how genders see advertisements and promotions, platform design (UI/UX; website attributes), and social networks. As for the rest of the dimension, there are similarities between each group. In future studies, we recommend focusing on the impact of live shopping rather than online shopping. Also, further research can examine other factors affecting online consumer buying behavior.

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