A COMPARISON OF ONLINE AND OFFLINE GENDER AND GOAL DIRECTED SHOPPING ONLINE

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Academy of Marketing Science

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Motivation: Behavior Online vs. Offline

- Online retail consumer behavior: consumer misrepresentation online vs. offline. What is real? What is authentic?
  - Culture of real virtuality: the differences between real and virtual
- Difference between online vs. offline:
  - Danaher, Wilson, Davis (2003) (*Marketing Science*): difference between online and offline product brand loyalty.
  - Davis and Sajtos (2008) on cross channel LOOP model and consumer interactivity (*Journal of Advertising Research*).
- Lets look at gender:
  - Early work with Winnie Ng in 2004 at University of Auckland.
  - 2009 to current working with Bodo Lang and Josefino San Diego.

RQ

Does gender (online and offline) matter in the relationship between utilitarian motivation online and purchase intentions online?

Contribution

- Conceptualise and measure gender in different environments.
    - Gendered behaviour is defined as online vs. offline perception.
    - Model impact on shopping motivation and purchase intention.
- Understand how males and females may exhibit cross-gender perceptions of techno-consumption
- Further thinking and evidence of consumer behavior representation across different environments:
    - optimise the experience online.

Shopping and Gender?

- Shopping: role females undertake (Gentry et al., 2003):

- Females: positive attitudes toward shopping (Alreck and Settle, 2002).

- Otnes and McGrath (2001) men view shopping = feminine.

- When men go shopping: instrumental need not pleasure (Ng, 2004).

Utilitarian Consumption?

- Utilitarian shopping motivations important (Holbrook and Hirschman, 1982; Holbrook and Gardner, 1998).

  - Offline and online (Childers et al., 2001; Wood, 2005)

- Task-oriented, instrumental, rational, efficient.

- An attitude pertaining to the usefulness, value, and wiseness of a particular behaviour (Ahtola, 2001).

Utilitarian Behaviour and Gender?

- Shopping helps women relax, socialize and enhance a special occasion (Buttle and Coates, 1984).

- Female-oriented consumers more likely to display hedonic shopping behaviour (Dittmar et al. 2004).

- Masculine-oriented consumers more likely to display utilitarian shopping behaviour (Dittmar et al. 2004)

Techno-consumption?

- Mitchell and Walsh (2004) : men engage in feminine task.
  - Internet has allowed males and females to 'break free'.
- Alreck and Settle (2002): men purchase more online: favourable perceptions.
- Online no physical interaction (Davis et al. 2000).
- Women: dislike solitariness online (Van Slyke et al., 2002).
  - Risk averse online effects purchase (Bae et al., 2011)
- Women see techno-consumption as masculine(Wajcman, 1994).

ACR 2003 Gender and Techno-Consumption: (Susan Dobscha)

Boys Talk Facts, Girls Talk Feelings? Questioning Gendered Consumption Discourse in Online Communities of Consumption (Rob Kozinets, Pauline Maclaran, Miriam Catterall, Margaret Hogg, 2003): "…there is considerable room for <u>individual maneuvering</u> across an extensive continuum of gender positions…"

# ACR 2003 Gender and Techno-Consumption: (Susan Dobscha)

"Gender Performance in Personal Webspace and Online Communities" (Hope Jensen Schau, Albert M. Muniz Jnr): "Our findings align with the recent theoretical moment in feminist studies, termed <u>prosthetic feminism</u>, where the definition of feminine is not biologically driven, nor a social construction, but rather an intentional manipulation of the body, like a prosthetic device. The <u>women in our data wield their online gender performances</u>, including commercial references, to the service of their own whims. "

Gender Stereotypes

- Gender stereotypes are ingrained
    - Women portrayed are nurturing, person-oriented, and child-centered.
    - Men were seen to be competitive and work-oriented (Alreck and Settle 2002; Dholakia and Chiang 2003).
- Many challenge stereotypes (Anderson 1986; Marsh 1985)
- Our point of departure: The shopping context (online vs offline) increases the variance of gendered behaviour.

Conceptual Model

- Model the effect of the consumers perceived gender behaviour (offline and online) on utilitarian shopping motivation online and purchase intentions online.

- Gendered behaviour will differ because of the shopping environment (online or offline) (Noble et al., 2006).

- Argo et al. (2006) and Sengupta et al., (2002) - behaviour will vary: symbolic consumption and social comparison.

- Free of societies gender constraints/comparisons (Mitchell and Walsh, 2004) and biological determinism (Gentry et al., 2003; Dobscha, 2003).

Does Gender Matter?
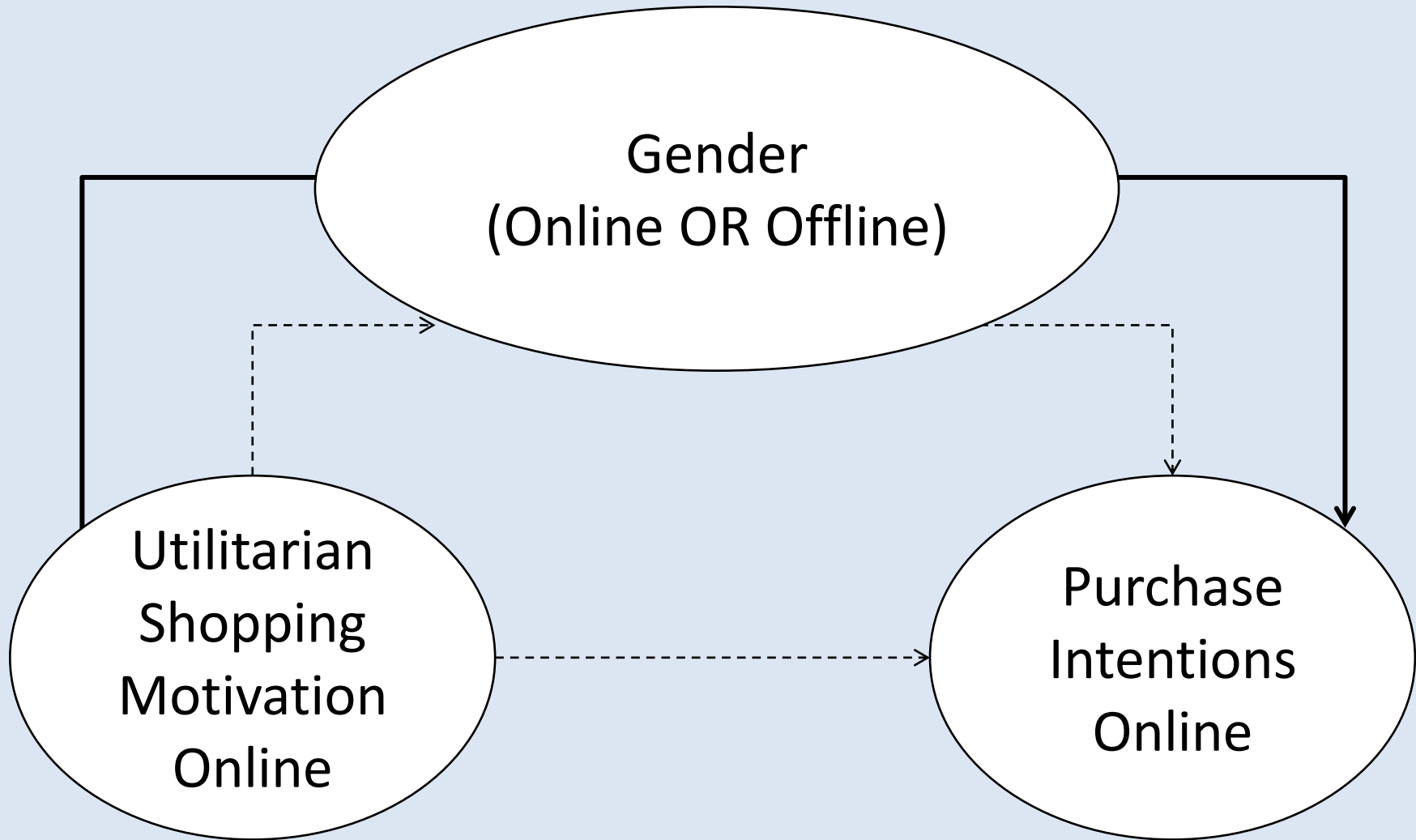
Method

- 550 real consumers: face-to-face to a questionnaire.

- All consumers considered to be potential respondents.

- Four locations in Auckland, NZ; east, west, south, north.

- Screened: Have you bought anything online in the last 6 months? - is a regular online shopper.

- The survey yielded 515 usable responses.

Sample

- 63% shopped online 1-5 years: 52% male, 48% female.

- 58% were 25 years and under.

- 48% have received a degree and 57% are single.

- 37% are NZ Pakeha and 42% are fully employed.

- 35% income between $30 to $50K range.

Measures

- We developed gender scale:
  - Consumers' perceptions of their gender while shopping (1) online and (2) offline:
    - 7 point scale (Avery 2012; Bettany et al. 2010; Smiler and Epstein 2010; McLaren et al. 2004; Beere 1990)
    - Male or female (Smiler and Epstein 2010)
  - Measures result in three categories: overall male/female, male and female.
- Utilitarian shopping motivation online (Babin et al. 1994; Reynolds et al. 2012).
- Product groups commonly used groups (http://nz.nielsen.com).

FA/CFA/SEM

- Factor Analysis (FA): to develop product categories.
- Confirmatory factors analysis (CFA): develop the measurement model.
- Structural equation modelling (SEM): test structural model.
  - Gendered behaviour online and offline.
  - Compare 3 sex types: overall, male and females
  - Five product categories.

Factor Analysis

- The questionnaire included 27 product items.

- Factor analysis using a Varimax rotation.

- The 5 product categories derived from the factor analysis procedure were:
  - Group 1: Consumer Electronics, Computer Hardware/Software, Electronic Games/Consoles.

  - Group 2: Entertainment (Movies DVDs/videos, Recorded music, Entertainment) and Clothing/shoes.

  - Group 3: Travel Related Services, Airline Tickets, Books/Magazines.

  - Group 4: Cars, Collectibles, Insurance, Sports Equipment, Stocks/Shares, Toys, Vehicle Accessories.

  - Group 5: Art, Flowers, Food, Furniture, Garden, Health and Beauty, Home Appliances, Jewellery, Ornaments.

- Consistent with previous research on gender and product choice.

CFA/SEM

CFA:

- The two items included in utilitarian motivation were: (1) respondents accomplished just what they wanted to do on this online shopping trip; and (2) while shopping online, respondents found just the item(s) they were looking for:
    - Construct Reliability > 0.75: threshold value of 0.70 or higher.
    - Coefficient Alpha > 0.75: threshold value of 0.70.
    - Average variance extracted (AVE) > 0.60: threshold value of 0.50.
- GoF: Goodness-of-Fit Indices (GFI), chi-squared (X2), the comparative fit index (CFI), normalized fit index (NFI) and root mean square error of approximation (RMSEA) (Baumgartner and Homburg, 1996).

SEM

- Final measurement models showed a good fit (Bagozzi and Yi, 2012).

RQ

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Hypothesis Conclusions

- Effect of a consumer's perception of their gendered behaviour offline vs. online on online utilitarian shopping motivation and purchase intentions is **significantly different.**

- Utilitarian shopping motivation online has a significant effect on online gender for females across all product groups, but not for males.

- Online gender has a significant effect on purchase intentions for females in most product categories.

Hypothesis Conclusions

- Offline gender has a significant effect on purchases intentions for females and males (<u>control</u>).

- Utilitarian shopping motivation online has a significant effect on purchase intention online <u>mediated by gender online for females</u> in most product categories, but not for males.

- Utilitarian shopping motivation online has a significant effect on purchase intention online <u>mediated by gender offline for males</u> in most product categories, but not for females.

Hypothesis Conclusions

- Female gendered behaviour online is a process of structured decision making based upon known outcomes and set constraints.

- When females choose to purchase online they become more rational and goal directed in their behaviour.

- Since online and offline gender effect varies in its effects, this challenges the definition of gender in shopping in terms of social construction and biological determinism (Caterall and MacLaran, 2002).

Technology

- Online is a hidden platform of experience:
    - Explore different motivations (Bardi and Arnould, 2005). Offline is tied to social constructions.
- Any individual can exhibit any type of gendered behaviour (Palan 2001, Caterall & Maclaran, 2002).
- Discretionary nature of these technology environments and consumers are able to maintain their anonymity:
    - Exhibiting their desired behaviours without any form of social constraints or criticisms (Ng, 2004).

Future Research

- Analysis:
  - Gender and other independent variables (individual/combined) for example:
    - Cognitive style, trust and techno-consumption.
  - Authenticity.
- Social media/iPad/smartphone retail transactions may change that paradigm.
- Different: product/service, gender orientations, consumption modes.

Limitations

- Grounded theory qualitative.

- Link to actual behaviour.

- Measure offline shopping motivation and intentions.

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