

Gender Difference of Behavior Intention on Online Shopping: An Empirical Study in Hong Kong Higher Education

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Abstract— This study aims to examine the gender difference of behavior intention on online shopping in Hong Kong higher education. Questionnaire survey was applied and 160 questionnaires were collected. The findings showed that there was significant difference between gender on behavior intention towards online shopping in Hong Kong higher education.

Index Terms—gender, behavior intention, Hong Kong higher education

I. INTRODUCTION

Electronic commerce is emerging as one of the important issue in the world with the rapid development of the internet, in which online shopping interaction takes a large percentage of it. According to report released from China Internet Network Information Center, the total number of users in online shopping had increased for 45.5% and the network usage for the purpose of online shopping had also increased up to 28.1% in China. But it is notable that students are participating as one of the major group of buyers in the online shopping activities, as shown by the survey conducted by China IntelliConsulting Corporation in 2008. Students are accounting for 25.5% of total online shopping customers in China. Past research shows that there is difference between the gender behavior towards the online shopping [1]. However, few studies have examined this issue for Hong Kong University students. The objective of this paper is to fill this gap and the research question is “what is the gender difference of behavior intention towards online shopping in Hong Kong higher education?”

II. LITERATURE REVIEW

Gender is playing a remarkable role in determining the attitude towards online shopping [1]. Male tends to do more online shopping activities with multiple reasons: like because they are impetuous shoppers [2]; they can obtain a stronger sense of enjoyment and satisfaction from online shopping; and they are having less awareness on privacy and security issue in doing shopping online [3]. Thus, male tends to do

more online shopping than female [5]. Therefore, we set the following hypothesis:

H1: a male college student has a higher intention to shop online than a female college student

III. METHODOLOGY

Questionnaire survey has been chosen as the research method in this study to collect data for examining the gender difference of behavior intention towards online shopping. In the Technology Acceptance Model (TAM) [6], there are 4 questions behavior intention. These items were rated by a 5-point Likert type scale, ranging from 1 “strongly disagree” to 5 “strongly agree”.

TABLE I
ITEMS OF QUESTIONNAIRE (BEHAVIOR INTENTION)

Question	Items
1.	Usually, I spent more time on online shopping than I had planned to
2.	I am willing to spend more time on online shopping.
3.	I intend to continue doing online shopping.
4.	I will buy more products online.

When the distributable version of questionnaire is completed, pilot test is conducted. The purpose of pilot test is to ensure that the subjects can understand the questions and also understand them in the same way. 10 questionnaires were distributed to my friends and classmates who are currently under higher education. Participants were asked to give feedback about the questionnaire individually. It was found that the questionnaire could be understood by all of the participants in this pilot study. The questionnaires are distributed after finalized. The target group of this survey is the students under higher education in Hong Kong.

Questionnaires were distributed during the short breaks of lectures, as this is the easiest way to distribute large number of questionnaires and the return rate is high. Also, questionnaire distribution in canteens during lunch time can be a possible way to boarder the variety of respondents. For the students in other universities, it may need the kind help from my friends for the distribution of questionnaires in their universities.

240 questionnaires distributed and 193 questionnaires were returned. There were 160 out of 240 questionnaires fully completed. Therefore, the response rate was:

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Effective response rate = Total number of complete questionnaires returned/ Total number of questionnaires distributed
= 160 / 240 x 100 %
= 66.67 %

IV. RESULTS

193 questionnaires were collected and 160 questionnaires were treated as “completed”. About 47.5% of respondents were female and 52.5% of respondents were male.

Independent Samples T-test was applied to verify whether there is statistically difference between two groups of factor. The text consists of two parts which are “Levene’s Test for Equality of Variances” and “t-test for Equality of Means”. Levene’s Test would be used to test whether the variance of two groups is the same, and determine which t-value is more suitable. If the significance level for the Levene’s test is greater than 0.05 which means the two groups have equal variance, use the results that assume equal variances for both groups [4]. Meanwhile, “t-test for Equality of Means” would be used to decide whether there is a significant difference between the groups. If significance (2-tailed) level is equal to or less than 0.05, there is significant difference between the mean scores of the two groups [4].

The significance value under Levene’s Test was 0.040 ($p = .040 < 0.05$). Therefore, there was significant difference between the male and female on behavior intention towards online shopping. Therefore, the hypothesis H1 is supported.

V. DISCUSSION

From the result mentioned in section III, hypothesis H1 is supported. It was found that there was a significant difference in behavior intention on performing online shopping between the male students and female students. From the past research, it was found that there is a significant difference between genders that respondents would feel comfortable when they did not have to make a face-to-face social interaction in traditional shopping experience [7]. Previous study shows that male tends to do more online shopping activities with multiple reasons: like because they are impetuous shoppers [2]; they can obtain a stronger sense of enjoyment and satisfaction from online shopping; and they are having less awareness on privacy and security issue in doing shopping online [3]. Thus, male tends to do more online shopping than female [5]. Therefore, hypothesis H1 is supported in this research.

VI. CONCLUSION

It can be concluded that gender are the significant factor that would influence the behavior intention towards online shopping. Since the target participants were students in higher education, the findings of this study contributed to those educators who are teaching in higher education. Based on the findings, the gender was proved to be the significant factor in current circumstance in Hong Kong.

The limitations of this study are small sample size and uneven distribution of education level. If sufficient resource

is provided, the sample size is enlarged which the education level will be more evenly distributed.

As this study revealed that gender are the major factor, future studies can be done to investigate other factors, such as age, study mode and grade level.

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