

Chapter 65

Men vs. Women: Study of Online Shopping Habits and Factors Influencing Buying Decisions in Bahrain

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ABSTRACT

The purpose of this article is to measure the difference between Bahraini men and women in terms of their habits of online shopping and determine factors affecting their buying decision. The researchers adopted a technology acceptance model (TAM) as a research conceptual framework. A questionnaire was developed and distributed randomly to a sample of Bahrainis. Collected data was analyzed to test the research framework and hypotheses using multiple regression analysis. Results show there is a difference between men and women in term of trust, habit, satisfaction, perceived ease of use, and risk. The limitation of research stems from the majority of the participants aged between 18-28 years old, which could not represent all population age group. The article identifies key predictors of the online buying decision, enabling entrepreneurs and practitioners of online business to understand which factors will be useful to draw a rigid strategy for their online presence. Previous studies on online shopping did not give much concern to gender factor, while the current study investigates differences between men and women online shopping habits and reaching new facts about factors that influence the Bahraini buying decisions.

DOI: 10.4018/978-1-7998-8957-1.ch065

INTRODUCTION

Online shopping is the process of purchasing products or accessing services through internet network, which the broad scope of products and services available to consumers all around the world. Increasing use of online shopping has become a threat to the traditional shopping (Masoud, 2013). With online shopping, it became easier to get the desired items in different markets rather than the national one.

Online shopping is a process taken by customers of browsing and/or buying products or services by using online shops or social media, in a comfortable way at their home (Roblek et al., 2013; Jusoh and Ling, 2012). Nowadays online shopping grows to be the most popular shopping style for customers because the Internet becomes widespread dramatically (Lin, 2013). Online shopping makes shopping easier, it allows customers to choose and compare the price of product between different sellers and choose the best, so the decisions of buying can be made at home in an easier way (Ali and Sankaran, 2010).

Numerous research indicates that there is significant difference of online behavior according to gender. Hernández et al. (2011) conducted a study on age, gender and income and their impact to online shopping behavior, and revealed significant differences between men and women in their behavior. Another study conducted by Hansen and Jensen (2009), about shopping orientation and online clothing purchases supported the conclusion of differences between gender in attitude toward the shopping and Intention buy the clothing via online. The females are most responsive to the presentations and advertising whether positive or negative, in this case, they are more displayed to shopping over the internet than males (Garbarino and Strahilevitz, 2004). In addition, there are differences between males and females in their association with technology (Slyke, Comunale and Belanger, 2002). A study conducted by Herter (2013) suggest that women demonstrate higher levels of shopping satisfaction, recommendation, return intentions and hedonic shopping than men.

The online shopping in Bahrain takes place among the majority of population members. Regardless of the age and interest, people start to use online shopping frequently, through both the website and social media (Crnkovic, 2013). However, the factors that affect online buying decision are not well studied from the Bahrain context. The goal of this research is to investigate the factors that affect online shopping habits in Bahrain with the focus to male and female buyers.

This study is organized in six research structures. The first section introduces the statement of the research problem that presents the argument, which tells what is the study about and stating the research questions that arises. The second section defines and analyzes the literature review related to the habits and factors influencing online shopping buying decision in the University of Bahrain and then highlights the theories researchers used in the current study. Section three describes the research methodology. The fourth section describes the analysis researchers used and tabulates all the data that have been collected. In section five, the main results of the survey questionnaires are discussed. Finally, the last section introduces the conclusion and recommendation for further research.

DETERMINANTS OF ONLINE SHOPPING

Technology Acceptance Model (TAM) has been developed from reasoned action theory and planned behavior theory (Ibrahim, 2013). TAM is used for researching the determinants of information technology for end-user behavior, but numerous researchers suggest that there are additional influence of external variables, besides the core theory variables: perceived ease of use and perceived usefulness, intention

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