

**BINUS INTERNATIONAL**  
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Marketing

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**GENDER DIFFERENCES IN ONLINE PURCHASING  
BEHAVIOR**

**A COMPARISON OF DIGITAL AND NON-DIGITAL  
PRODUCT**

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**Abstract**

**Objectives** –This research aims to gain deep understanding on gender differences in purchasing different type of products – digital and non-digital – in online platform.

**Method** – To test the reliability and validity, Cronbach’s alpha and factor analysis is used. To test the hypothesis, multiple linear regression is used. The regression is conducted once for each gender. To analyze difference in product types and genders, one-way ANOVA is used.

**Results** – The finding shows that gender have several significant differences. Male’s purchase intention are affected by effort expectancy, product risk, and perceived trust, and their purchase behavior is affected by purchase intention. As for females, the factors that affects their purchase intention are performance expectancy, facilitating condition, hedonic motivation, perceived risk, and perceived trust, and their purchase behavior are affected by purchase intention. Between genders, there are 4 factors that are significantly different, which includes effort expectancy, facilitating condition, hedonic motivation, and purchase behavior. Further result shown that across product types, there are 3 variables that are significantly different, which are product risk, purchase intention, and purchase behavior.

**Conclusion** – The main finding of this study is the significant differences of perceptions and behavior between genders in online purchasing. The variable that affects most significantly towards purchase intention for males is perceived trust, while for females is facilitating condition. The value of this study is to aid e-retailers to allocate their resources precisely according the needs and wants of their target customers, and to prepare them in facing fierce competition in the online market.

**Keywords** – Online Shop, E-Commerce, Genders, Digital and Non-Digital, Purchase Intention, Purchase Behavior, UTAUT, UTAUT2

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