

## Factors Affecting Male Consumer Online Buying Behaviour

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### Abstract

Online shopping today has become a way of life for people worldwide as they spend so much at the workplace rather than at home with family. Importantly, even though males have been more willing to engage in e-commerce than females, there is still a lack of information and studies emphasizing male online behavior. Thus, this study aims to identify how time-saving and technology influence purchasing behavior among male online consumers. In addition, this study used a quantitative method by using an online survey of 384 male online shoppers at four different platforms: Facebook, Instagram, WhatsApp, and Shopee. Each platform used quota sampling, snowball sampling, and convenience sampling methods. Statistical Packages for Social Science (SPSS) software was used to analyze data from the survey. The multiple regression analysis indicated that one factor has a significant relationship with male online purchase behavior: time-saving. This finding is essential for marketers to ease the use of online shopping platforms to save more time and encourage more males to purchase online. This study is also essential for the researcher to deeply understand the factors affecting male consumers' online buying behavior.

**Keywords:** Time-Saving; Male Consumer; Online Purchasing Behavior

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## 1. Introduction

Online shopping today has become a way of life for people worldwide as they strive for a better life for their families. Therefore, they spend much in the workplace rather than at home with family to raise their house income. Instead of spending some time going to the physical shop, they buy everything online. People's daily life is influenced by the Internet more than in the past (Hsieh et al., 2013).

In Malaysia, since the introduction of the first Internet Service Provider (ISP) JARING, back in 1990, and later TMNET in 1996, the growth of Internet usage in Malaysia has been

steadily growing (Harn et al., 2006). Online shopping was expected to grow as well as the proportion of PCs addicted to the Internet every year, leading to the increasing number of people starting a business online. Hundreds of websites and applications are being created and deployed every year to cater to this rising demand for comfortable shopping trends (Rizwana et al., 2015). When more consumers become familiar with the Internet's usage and its benefit, more people will seek better value propositions in terms of product information, convenience, many choices, time effective, less price and cost.

In the past, shopping online was dominated by men because the products sold were needed by males mostly. However, when the product category expands, women now dominate the buying behavior of products online. According to Mitchell and Walsh (2014), males and females want different products and are likely to have different ways of liking and obtaining these. It is noted that though young women and men use the Internet equally often, they use it differently, which may influence their buying motivations (Jackson, 2001).

Kumar and Singh (2014) propose that males are more likely than females to use computers and to have favorable attitudes toward computers. Research has found that boys and men have more computer experience, use more computer applications, and use the computer voluntarily than girls and women (Lockheed & Wilder, 1985). Pradhana and Sastiano (2018) found in their research that women are online shopping more than men, but regarding total spending, men spend more than women. Zhou et al. (2007) also found that females make up most of the internet traffic and contribute to over 70 percent of all purchases in traditional stores, while males make more purchases and spend more money online (Susskind, 2004). In January 2012, Pew Internet & American Life Project surveyed that many men and women will call a friend to ask for advice about a purchase on their mobile phone while shopping in a store. They also look up product reviews on their smartphone while in the store. In conclusion, based on the issue highlighted, it is imperative in this study to observe the effect of time-saving and technology on male purchasing online behavior.

### **1.1. Male consumer online buying behavior**

According to Kuester (2012), consumer behavior can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In the era of information technology, consumer behavior is the way of interacting with an online market, communicating with the business, and approaching decisions, which are influenced by the presentation of the marketers (Narwal & Sachdeva, 2013).

Dennis et al. (2004) and Harris & Dennis (2008) added that the study of consumer online behavior is gaining importance because of an abundance of online shopping. The emergence of Technology contributes to studying consumer online buying behavior. Thus, Schese and Meredith (2004) suggested that it is essential to analyze the impact of these technologies on consumer behavior, particularly in today's dynamic environment.

According to Huang and Yang (2010), there is a consistent result of males as utilitarian purchasers, which motivates males to be concerned more about convenience, lack of sociality, and time-saving than females. Derrer-Rendall and Attrill (2016) believed that males see shopping as an operational process to achieve a specific outcome.

Otnes and McGrath (2001) investigated that male consumers' behavior when assessing alternatives and bargaining. They also analyzed the style of their search for a product and socialization. Besides that, Seo et al. (2001) have studied on personal qualities of male shoppers and analyzed the process of information search, evaluation of desired store attributes, purchasing dimensions, and their purchasing behavior to determine the impact of involvement in the apparel shopping process on male shopping behavior. Regarding promotions, men emphasize the value of ambition and physical strength and tend to buy instrumental and leisure items (Lakshmi, Niharika, & Lahari, 2017).

Currently, men have become more active in shopping online, and therefore, this trend is predicted to remain in the future. Hence, online sellers must use this opportunity to collect the voice of male consumer and try to meet their expectations in terms of the marketing mix. As technologies are growing, men acknowledge more the benefits of using the Internet as a medium to shop online.

### **1.2. Time-Saving**

Saving time is one of the most influential factors in online shopping (Vasić, Kilibarda & Kaurin, 2018). One of the reasons why buying online saves time is because the factor removes the time needed to travel to the store. However, according to Corbett (2001), time-saving does not motivate consumers to buy online since it takes some time to deliver goods.

The time-saving factor was designated as the primary one among those consumers who had already experienced online shopping (Marganosky & Cude, 2000). According to Bellman, Lohse, and Johnson (1999), people with a more high-tech lifestyle or who interact with the Internet on a routine basis are more likely to shop online very frequently; thus, people with time constraints prefer online shopping methods. Previous research found that consumers, especially "hurried consumers," viewed online shopping as an effective, time-saving strategy (Alreck and Settle 2002).

For people suffering from situational time pressure, promoting online shopping as a lifesaver is a highly effective strategy, unlike those suffering from personal time pressure (Dost, Illyas & Rahmen, 2015). Online shopping also offers a high level of convenience for those whose time costs are perceived as too high to invest in conventional shopping (Grewal et al., 2002).

There are several previous studies conducted to find a relationship between time and consumer online buying behavior. In 2007, Hasslinger, Hodzic, and Opazo found a positive relationship between the time spent, the intention to shop online, and the attitude towards the Internet. The result is supported by other research from Vasić, Kilibarda & Kaurin (2018) described that time positively impacts customer satisfaction. Customer satisfaction results from buying decisions where time has influenced consumer behavior during the purchase. Therefore, it is hypothesized that:

*H1: There is a positive relationship between time-saving and male consumer online purchasing behavior*

### **1.3. Technology Factors**

Technology in communication is enhancing today, and information exchange has become widespread worldwide. Many users make not only social media networking a business platform, but also there are many websites converted to apps to ease the use of the

consumer. Making full use of technologies for online shopping will reduce stress, workload, and cost for the benefit of society and consumers.

The adoption of Technology can be varied in contexts including banking technology (Gounaris and Koritos 2008, Al-Ajam and Nor 2013), adoption of online shopping (Svendsen et al. 2013), online trading (Lee 2009b), online auctions (Stern et al. 2008), online games (Zhu et al. 2012a), m-commerce (Bruner and Kumar 2005), mobile Internet services (Jiang 2009), mobile financial services (Lee et al. 2012b), mobile advertising (Zhang and Mao 2008), 3G mobile value-added services (Kuo and Yen 2009), online community participation (Wang et al. 2012a), adoption of e-health (Dünnebeil et al. 2012), e-learning (Lee et al. 2013), instant messaging services (Wang et al. 2004), Wi-Fi technology (Mehta 2013), and so on.

Kim and Lee (2002) state that the website design describes the appeal of the user interface design presented to the customer. According to Turban and Ghehrke (2000) elegant website design will attract the intended audiences rather than a poorly designed one. In addition, a mobile-friendly website will help users or consumers quickly access and better view the products. Somehow, mobile phone use is so extensive that people who shop in physical shops also refer to product information from their mobile before making decisions. In terms of website or web design, Maiyaki and Mokhtar (2016) found web design to have no significant relationship with online shopping intention. As supported by Ludin and Cheng (2014) that there is no significant acceptance of the relationship between web design and customer satisfaction. In addition, there is a negative and significant relationship between website characteristics that influence online shopping intention, which means the current website characteristics do not up to consumer's expectations (Mansori, Liat & Shan, 2012). However, some studies found positive and significant effects of perceived ease use on attitude (O'Cass & Fenech 2003; Chen & Tan 2004). Bastam et al. (2017) found that user interface quality affects consumer attitudes positively. Hence, this study postulated that:

*H2: There is a positive relationship between technology and male consumer online purchasing behavior*

## **2. Research Methods**

Convenience sampling is used to collect data based on the market research studied. The data was collected from a convenient pool of respondents. The technique is incredibly prompt and economical which some cases, the members are readily approached to be a sample of the study. For this study, respondents from each online platform can be selected in many ways. Researchers used an online survey or questionnaire for male online shoppers around Malaysia.

According to MCMC, in 2016, there were around 24,000,000 internet users in Malaysia, meaning individuals can access the Internet via any device type and connection. MCMC also found 49.3 percent of internet users in shopping online were male, around 12,000,000. Therefore, this study's population will be 12,000,000 male online shoppers in Malaysia. For this study, the researcher used the sample size based on Krejcie and Morgan's to determine the sample size; for a given population of 12,000,000, a sample size would be 384. This study sample size is 384 internet users in Malaysia to represent the population of 12,000,000 male online shoppers in Malaysia.

The questionnaire consists of two sections which are section A and section B. Section A consist of respondents' demographic profiles such as age, ethnicity, marital status, monthly

income, education level, and occupation. Section B has two questions related to study variables: time saving and technology. This section used nominal variables with a five-point Linkert Scale measuring from (1) strongly disagree to (5) strongly agree.

### 3. Results and Discussion

Table 1: Personal information

Variables	Category	Freq (f)	Percentage (%)
Age	19-23	23	11.7
	24-26	37	18.9
	27-30	44	18.9
	31-33	22	22.4
	34-38	16	11.2
	39-43	17	8.2
Occupation	44-64		8.7
	Student	27	13.8
	Director	2	1
	Government servant	9	4.6
	Supervisor	6	3.1
	Technician	8	4.1
	Medical sector	21	3.6
	Self employed	4	10.7
	Private servant	15	2
	Teacher	9	7.7
	Manager	10	4.6
	Executive	6	5.1
	Clerk	18	3.1
	Engineer	7	9.2
	Lecturer	47	3.6
	Others		24
Income level (RM)	0-1000	29	14.8
	1100-1900	19	9.7
	2000-3000	10	35.2
	3100-3900	39	5.1
	4000-6900	20	19.9
	7000-8000	10	10.2
	9000-10000		5.1

Based on table 1, the highest age respondents for this study are between 31 to 33 years old, with a percentage of 22.4 percent. The lowest frequency for the age is between 44 to 64 years old. These ages can be considered gen X and baby boomers. Most of them are not technology savvy in shopping online like gen Y and gen Z. For occupation, most respondents involved in this study were a student with 13.8 percent. However, they are mostly doctor philosophy students and postgraduate students who frequently took part in this research. The lowest respondent job answered this study is a director. Nevertheless, there are few professions under the others that responded with one frequency. The last one is income level which the highest percentage being an income level between RM2000 to RM3000 with 35.2 percent.

Table 2 shows the mean score and the standard deviation of the variable of time-saving. Based on the table, the highest mean score is 4.60, which is TS3; online shopping offers the possibility of shopping 24/7.



Table 2: Time Saving

No. Item	Mean	Standard Deviation	Level
TS1	4.56	0.609	High
TS2	4.40	0.788	High
TS3	4.60	0.612	High
TS4	4.23	0.819	High
TS5	4.37	0.756	High
Sum of Mean	4.43	0.717	High

The second highest shows a high mean score, which is 4.56 for TS1 where it is, I believe that the probability of saving time for searching for information online is high. Next, TS2 shows a high mean score, which is 4.40, contributing to, Online shopping saving time. Then, TS5 with a high-level mean score of 4.37. Respondents in this study agreed that they could save time by shopping on the online shopping platform they chose. Finally, the last item is TS4, with a high mean score of 4.23. They also agreed that Online shopping is the smart way to spend time. Based on Table 3 below, the highest mean score is 4.46, which are TEC3 (This platform is easy to navigate) and TEC7 (This platform is easy to complete a transaction), respectively.

Table 3: Technology

No. Item	Mean	Standard Deviation	Level
TEC1	4.29	0.666	High
TEC2	4.45	0.566	High
TEC3	4.46	0.585	High
TEC4	4.30	0.699	High
TEC5	4.27	0.752	High
TEC6	4.43	0.600	High
TEC7	4.46	0.627	High
Sum of mean	4.38	0.642	High

Multiple regression analyses were conducted to examine the relationship between dependent and independent variables. Multiple regression was used in this study to identify whether male online consumer behaviour can be predicted by the predictors or variables, which include time-saving and technology. There must be a linear relationship between dependent and independent variables. Multiple regression analysis estimates the intercept and significance level. If the value in the column Sig. is less than 0.05, then the independent variable will be classified as a significant contribution to the study. The smaller the value of Sig., the better the contribution of the independent variable.

Table 4: Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.863	1.332		3.65	0
MeanTS	0.461	0.067	0.511	6.874	0.00
MeanTEC	0.089	0.062	0.106	1.436	0.153

a. Dependent Variable: Mean OPB

Based on table 4 above, the result shows that Time Saving is the only significant predictor with a value  $p(0.00) < 0.05$ . The other variable is not significant: Technology with a p-value greater than 0.05.  $0.153 > 0.05$  The result demonstrates that males preferred time-saving as the factor affecting their online purchase behavior. This can be seen by the significant result,

which defined a positive relationship between time-saving and male online purchase behavior. The result proved that time saving significantly influenced male purchasing behavior. Few scholars can support this positive relationship. Vasić et al. (2018) described that time positively impacts customer satisfaction. Dost et al. (2015) also found a significant relationship between time and consumer online buying behavior. The result showed that being able to save time has a considerable and visible effect on consumer buying behavior towards online shopping. The result is based on the male gender; however, compared to females, Rahman et al. (2018) identified from the survey that saving time is not a primary reason for a female to choose online shopping because most of them prefer only the availability of product varieties.

For the second hypothesis, the result proved that Technology had no significant influence on male purchasing behavior. Maiyaki and Mokhtar (2016) suggested that web design was found to have no significant relationship with online shopping intention. They are supported by Ludin and Cheng (2014) comment that there is no significant acceptance of the relationship between web design and customer satisfaction. In addition, there is a negative and significant relationship between website characteristics that influence online shopping intention (Mansori, Liat & Shan, 2012). Jim Iyoob, the Chief Customer Officer (CCO) for Etech Global Services, proposed, based on his experience, that if a customer needs to buy something on the web during the evening and has a question, they hope to find prompt solutions. If they don't find one, they will pick another provider from the countless accessible online who can meet their immediate needs. Thus, the male consumer seems to have no problem with any platform to purchase online as long as it's helping them to buy the product speedily.

#### 4. Conclusion

In conclusion, this study was completed with a deep understanding of male online purchase behaviour based on time saving and technology. The less study on male behavior may encourage more researchers to join and advocate the topics of male online buying behavior. This is important for academicians and those in the industry to understand consumer behavior toward online shopping and responses to current technology, which evolved rapidly.

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