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GENDER DIFFERENCE STUDY ON BLACK FRIDAY & CYBER MONDAY
SALES AMONG GENERATION Z IN CHENNAI CITY

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I. ABSTRACT

The Online shopping has gained importance over this pandemic period. The preference to shop online has grown over the period of time. The objective of the study is to analyze gender difference on the Black Friday and Cyber Monday Sale in Chennai City among the age group of population between 17 to 22, to examine the gender difference on these Sale days in the online shopping whether they are need based or compulsive buying and to find the reasons for purchasing online through Friedman test. There are numerous online shopping platforms offering these kinds of sales on these particular days. The data was collected from 100 sample population who are undergraduate students from Chennai City. The sampling method used is random sampling technique. The sample size was 100, around 120 questionnaires were filled out. The fully completed questionnaire were utilized for the analysis. The Simple Percentage Analysis, Friedman Test and t -Test analysis are the tools used for the data analysis. The study shows that male respondents are more likely to be having a positive attitude towards the Black Friday and Cyber Monday Sales. The Sale days started on November 27 and ended on the November 30, 2020.

II. INTRODUCTION

Internet is rapidly developing with all the current technological developments and advancements. It gives way for the marketers with opportunities to build good rapport with the customers and innovative methods to promote, distribute

and sell the product. Digital marketing is the new age technology advancement. Digital marketers must use the various updated strategies to grab the attention of the potential customers. The online shoppers are attracted by the various online shopping applications and their various marketing strategies. Small brands, starts-ups and upcoming brands use to the digital marketing platform because it is easy, flexible and measurable unlike the traditional media. The online shoppers are being targeted based upon the search in the internet website. The advertisements are also targeted according to product or the service they are looking for. The online shoppers get the feedback and review about the product or the service that they are about to purchase. The internet helps greatly in buying decision process in the present scenario. The digital marketers should make sure that they have positive feedback about their product and service. If in case there is any negative feedback from the customer in the public forum or the social media sites, the digital marketers should make sure that they rectify their flaws publicly, so that they can gain trust of the customers by handling out a negativity. In present generation both male and female purchase product online. In this fast-moving world, people try to shop online for their convenience. Digital Marketers along with Application developer, develop shopping application that are user friendly. The Digital Marketers upgrade their shopping applications to updated technology of having virtual reality technology which will tend more of the female shoppers to shop online. Advertising and Marketing, especially in the online shopping is based on the search engine archives. The gender is taken into consideration when it comes to advertising and marketing. In the online shopping setting the gender attitudes and attributes are not understood clearly and precisely. There online shopping is based on many factors like the social, emotional and economic factors. There are many upcoming technical ways to create impact to female shoppers like the virtual reality which will helps the female's online shoppers to shop online. The demography also plays a crucial role in online shopping. The delivery system should be well organized and equipped in order to deliver the product on time, so that the online shopper will not to discouraged to place future orders. The delivery of the product should be taken a good care that the product is not damaged, if the product is damaged during the transit of the product then it will have a bad image on the company. The product ordered should match with the product delivered, which will increase the trust to order again. The quality of the product should be worth for the amount. The product should not just resemble like shown in the image, it should be exact. If the product does not match the picture, price and quality, it will create a bad opinion in the mind of the consumers and it may lead to negative impact. They will give negative feedback about the product and the brand. The cultural background is also part, when it comes to online shopping. In certain, house, even today they do not encourage online shopping and they prefer to shop in brick and mortar shops because they feel comfortable and safe. The online shopping is usually preferred by the current generation because they are able to purchase product from all over the world, right from their home. This helps to connect the people from all over the world without any geographical

limitations. Both male and female shop online for their convenience. Some products which are available to certain geographic location are now sold online, like the Mysore silk saree. Now it is available for all the people around the world purchase and wear Mysore Silk saree.

The Black Friday Sale and Cyber Monday Sale are two important holiday shopping days in United States of America. This sale is seen to take over even in India in the recent years. This western culture of shopping is now followed in India. The Friday after the Thanksgiving is called Black Friday and the Monday after Thanksgiving is called Cyber Monday. Numerous Online shopping platforms have introduced these sales and have seen a recognizable profit during this period of sales. The Online shopping has gained importance due to the pandemic situation. The people are hesitating to go to Brick and Mortar shop to purchase because they might be exposed to the Corona Virus. So, they prefer to purchase online. The Generation Z are more practical when it comes to shopping, they chose to shop online than the previous generations.

REVIEW OF LITERATURE

Shraddha Sharma et.al. (2013) conducted a study on Gender Difference in Online Shopping Behavior. The study proved that male attitude is more positive compared to the female respondents' attitude when it comes to online shopping behavior since they are spending more time on the phone and internet to download and surf internet. Mishra S. (2009) surveyed a study which showed that age and income has significant association with the purchasing attitude. Howard (1989) in his study concluded that husband and wife take decision while purchasing, but in certain unique purchases the children are also the part of the decision-making process of the purchase. Meyers-Levy and Sternthal (1991) in the study came to conclusion from the research that the men were not sensitive to online information while making judgements. So, this lead more male online shoppers to make purchase online than the females' shoppers. Banerjee et al (2010) in their study family income and frequency of internet usage is related to online shopping significantly, which says that when the income is high, it is more likely that the users will shop online. Teo (2001) in his study observed that during online shopping women are more affected by the various factors than the male shoppers which proved that male are more open to take risk than the female. Davis and Rigaux (1997) in their study, the family decision- making phases/ stages, it was done in three phases or stages they were recognizing the problem, collection of the information and finally the decision was taken with discussion of the family members. Hasan (2010) in the study carried out divided the attitude into three aspects they were cognitive, affective and behavioral. Different means scores were observed in different aspect with respect to gender. Petrtyl (2012) in the research concluded that the main reason for the online shopping was it was less time consuming and the price of the product was lesser than the conventional shop, but it was also risky

to purchase online. Mitchell and Walsh (2004) in the study observed that men and women both the gender's need to purchase any product differed, it was based on their taste of liking the product that they purchased. Bae and Lee (2011) in the survey observed that the female online shoppers were more cautious than the male online shoppers. The female online shoppers would feel free to give reviews and feedback online in the public forum regarding the product than the male. Schaffer (2000) proved in his study online shopping is more convenient and it takes less time and effort by the customers. Dittmar et al (2004) in the study found that in the online shopping, social and emotional factors had great impact and influence on the females. Kim et al (2007) in their study said that men focus more than women on the signals which are available while processing any information over any medium. Jackson et al. (2001) in the survey, observed that both men and women use the internet very differently but frequency of usage of the internet is almost the same, this could be one of the factors to influence the online shoppers to shop online. Amin and Amin, 2010 in their research said that in order for the female online shopper to shop online the Marketers have to make sure that the application is user friendly and easy for the female shopper to shop, so that they can trust and shop online without hurdles and barriers to shop online. Swaminathan et al. (1999) observed in their study that male online shoppers by online for their convenience and were motivated to shop online because of the social interaction, while the female online shoppers were less motivated to shop online. Gunter and Furnham (1998) in their study, studied that adolescents shop online to portrait their freedom and identity. Adolescents seek their identity by making decision of their own, so that they feel adulthood. This will gear-up their buying and purchase power as an individual.

OBJECTIVE OF THE STUDY

1. The objective of the study is to analyze gender difference on the Black Friday and Cyber Monday Sale in Chennai City among the age group of population between 17 to 22.
2. To examine the gender difference on these Sale days in the online shopping whether they are need based or compulsive buying.
3. To find the reasons for purchasing online through Friedman test.

RESEARCH METHODOLOGY

The study is an exploratory study and the main objective of the study was to analyze if there is gender difference during the Black Friday Sale and Cyber Monday Sale and their buying attitude. The population of this study were the undergraduate students from Chennai City. The Sampling method employed for this study was convenience sampling. The questionnaire was distributed

among 70 sample population only 66 questionnaires were complete and chosen was the statistical analysis. The survey was conducted immediately after the Friday after the Thanksgiving and the Monday after the Thanksgiving. The questionnaire consisted of 15 questions which include the demographic profile of the respondents. Reliability test was conducted, and Cronbach Alpha was found to be 0.767 which represent that the questionnaire is questionable for the survey. Primary and Secondary data was used for the study.

LIMITATIONS OF THE STUDY

1. Only undergraduate students from Chennai City were considered for the study. (i.e) Generation Z were only considered for the study.
2. The study was conducted on the online shopper who purchased on the Black Friday Sale and Cyber Monday Sale.
3. Only age and gender demographic factor were considered.

SAMPLE PROFILE

Variables	N = 100	Percentage (%)
AGE		
17 to 19	53	53
20 to 22	37	37
More than 22	10	10
GENDER		
Female	69	69
Male	31	31

TABLE 1

The table 1 is the representation of the population with their demographic profile expressed in percentage. 53% of the respondents were in the age group of 17 to 19 years, which is more than half of the sample considered for the study. 37% of the population were in the age group of 20 to 22 years and 10% of the respondents were more than 22 years of age. 69% of the respondents were female and 31% of the population were male shopper who have

purchased during these Sale days which started on November 27 and ended on the November 30, 2020.

DATA ANALYSIS AND INTERPRETATION

Friedman Test Analysis

REASONS THAT INFLUENCE TO BUY PRODUCT THROUGH ONLINE

Ranks	
	Mean Rank
Better option/ wider range	2.75
Discounts	3.26
Time saving/ Easy approach	3.04
Easy return policy	3.04
Gift family & friends who are far away	2.92

Table 2 Mean rank for Friedman Test

Test Statistics^a	
N	10
Chi-Square	3.58
df	4

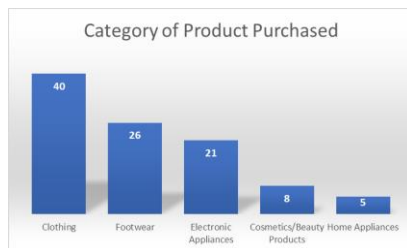
Asymp. Sig.	.47
a. Friedman Test	

Table 3 Test Statistics of Friedman Test

From the table 2, it can be seen that highest ranked reasons for purchasing online is Discounts followed by the reasons Time saving/Easy Approach and Easy return policy. This shows that respondents are influenced to purchase online when there are good deals and offers given by the online shopping applications. The reasons that influence the respondents to purchase a product online many vary according to person to person, it also could vary according to the circumstances the purchase has to be made.

From the table 3, we can see that, $\chi^2 = 3.58, p = .47$. This tells us that there is no statistically significant association among the ranks of the reasons that influence to buy the product through online.

CATEGORY OF PRODUCT PURCHASED DURING THE BLACK FRIDAY AND CYBER MONDAY SALES



Graph 1 Category of Product Purchased

From the graph 1, it can be interpreted that 40% of the respondents have purchased clothing, 26% of the respondents have purchased footwear, 21% of the respondents have purchased electronic gadgets/Appliances, 8% of the respondents have purchased Cosmetics/Beauty Products and 5% of the respondents have purchased Home Appliances.

t -Test Analysis

The t -Test was conducted to examine the objective of the study is to analyze and understand how the gender reacts to the sale in the online shopping whether they are required or compelled to purchase the product online based on these two hypotheses (H₁ and H₂) was formulated, analyzed and interpreted.

H₁: There is no significant difference between the Gender and Need/Required to Purchase

Group Statistics					
					Std. Error
					Mean
					.05650
Purchased on Need/Requirement					.11239

TABLE 4

It is seen from the above table 4, the mean of the male respondents is higher, and it can be concluded that the male shoppers purchased the product which

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TABLE 7

From the above table 7, it is seen that the significance value (2-tailed) 0.449 is greater than 0.050. Hence the hypothesis H_2 is accepted and it can be concluded that there is no significant difference between the gender and compulsive buying of a product during these Sale Days. It is seen from the above table 6, the mean of the male respondents and the female respondents are same and there is no difference.

FINDINGS

1. All shoppers between the age group of 17 to 22 years of age were aware about this Black Friday and Cyber Monday Sale.
2. About 59% of the respondents have heard about these Sale Days through the Message from Online Shopping Applications which they been previously installed. 46% of the

respondents have heard it through the Pop-up advertisements in Social Media Applications. 17% of the respondents have heard about the Sale Days from the Peers, Friends and Colleagues. About 1% of the respondents received a mail from the respective shopping application about the deals and the Sale Days.

3. It is seen from the survey that most of the respondents have purchased from Amazon, Myntra and Nykaa. Some have purchased from Flipkart and Snapdeal. It is also analyzed that apart from these online shopping applications, the respondents have purchased from the respective branded application like W, Fastrack, Gucci, Adidas and Nike.
4. It is seen that most of the respondents benefited from the Black Friday Sale and Cyber Monday Sale. About 37% of the respondents have a mixed opinion regarding the purchase because they are not aware whether they have benefited or not. 17% of the respondents feel that they have not benefited.
5. The respondents feel that they prefer to purchase mostly online than before is because of the pandemic (COVID-19).

CONCLUSION

The results of the study show that female respondent have skeptical when compared to male towards the purchase of the product during Black Friday and Cyber Monday Sale. The study reveals that the male shoppers are more likely to purchase the product what they need or require during these kinds of Sale Days through online shopping. The study also reveals that there is no gender difference in compulsive buying of the product during the Black Friday and Cyber Monday Sales. The female shoppers like the conventional shopping than online shopping. The conventional shopping may be preferred by the female because they relax, enjoy and socialize. The Digital Marketers focus their attention to attract their customers through the social media websites and they as well target their specific customer for their specific product. Digital Marketers also retarget their customers based upon the internet search engine and they understand the profile of the customers. The Gender plays very vital role in online shopping. Female shoppers may be influenced by the male shoppers and vice versa. Currently, this generation is more into online shopping that's why the brands try to improvise their shopping applications to enable the online shoppers to shop more. The online shoppers make an online purchase for reasons like they do not have convenient time to go out and make the purchase or they could prefer online shopping because there may be offer while they make purchase online.

Digital Marketer in the present scenario, based on the search engine utilization, they target the individuals correctly, this search gives them the cue to present, the potential buyers with the correct advertisement and offers. Digital Marketers target the specific individuals based on the search engine utilization, so the online shoppers without even searching for particular variant of the

product they get the advertisement which gives them more choice and option to purchase the product. It is similar to the brick and mortar shopping where the buyer goes from place to place and search for the product, which times consuming and much of the resources are wasted. Recently, online shoppers instead of going from place to place try to search for the product they are looking for in different website and apps, right from the home and work place. Even complementary products for the product that they are looking are shown up in the advertisement based on the search, like if a customer is looking for mobile phone their complementary products like the mobile phone cover, tempered glass, headphones and other accessories for the phone pops up automatically.

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