

## A Study of the Impact of the Select Demographic Variables on Men and Women Online Buyers

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### ABSTRACT

*Nowadays, with the rapid development of the internet technology, online shopping is becoming common and inevitable. It has now been adopted all over the world including India. India's e-commerce sector is small in global terms, but is growing fast. The Internet can be used to reach those customers who cannot be reached physically. This has led to the competition of sellers online. To excel, the sellers need to find out what factors affect potential online buyers buying behaviour. Men and women exhibit different types of behaviour in various situations due to the difference in their physical and psychological make-up. Both the genders differ in the way they make decisions, even for the shopping. Men and women react differently to different stimuli, whether internal or external. Women enjoy shopping more when compared to men. In this paper, an attempt is made to study the difference between men and women in online shopping. Though the numbers of online women buyers are less when compared to male online buyers, they spend more online. This paper examines the key factor (demographic) which affects the buying motives of men and women consumers for online shopping or e-shopping. The main objective of this study is to analyse the factors (demographic) affecting on online shopping behaviour of men and women online consumers.*

**KEYWORDS:** The Internet, Online shopping, E-commerce, Online buyers, Gender, Demographic variables.

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