GENDERED PERCEPTIONS OF EXPERIENTIAL VALUE IN USING WEB-BASED RETAIL CHANNELS

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Objectives – This study examining gendered perceptions of consumption values towards using the web for purchasing.

Method – Based on theory of consumption value that examines gendered perceptions from functional, social and conditional value which will determine between male and female preferences. Reliability tests of measurement scales, the evaluations of the factor loading, coefficient alpha and discriminant analysis was used to determine the relationship within the research model.

Results – Findings determined that male are discriminated from female purchaser by social value, while female are discriminated from male purchasers by functional value.

Conclusion – It is important to understand that consumer choice is a function of multiple consumption values that make differential contributions. This study provided the insight of the changes in perceived and desired values for male and female online purchasers and will provide a more extensive explanation of consumer choice behaviour towards purchasing online.

Keywords – Online Shopping, Gender, Perceptions, Retail.