

**GENDER DIFFERENCES IN ATTITUDES TOWARDS ONLINE SHOPPING
AMONG MALAYSIAN UNDERGRADUATES**

BY

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Abstract

This research examines the gender differences in consumer's attitude towards online shopping among Malaysian undergraduates which specifically focusing on four main elements namely convenience, time saving, website feature and security. A total of 385 Malaysian undergraduates (18-25 years of age) consisted of 157 males and 228 females from different institutions located within Klang Valley areas participated in the survey. The results revealed that there is significant gender difference in consumer's overall attitudes towards online shopping which $p < .05$; $p = .021$ whereby males ($M=46.0446$) scored higher compared to females ($M=44.5833$). In addition there is significant gender differences in consumer's attitudes towards time saving elements of online shopping ($p < .05$; $p = .017$) where males ($M=7.1975$) scored higher than females ($M=6.7982$). In security elements, there is also significant gender differences ($p < .05$; $p = .01$) where males ($M=9.4904$) scored higher compared to females ($M=8.9693$). However, there is no significant gender difference in consumer's attitudes towards convenience elements of online shopping ($p > .05$; $p = .096$) and website features ($p > .05$; $p = .57$). The result from this research could help marketers to develop more effective marketing strategy to increase their business opportunity especially among undergraduates

Keywords: Attitudes; Online shopping; Convenience; Time saving; Website features; Security