

INITIAL PURCHASE DECISION: A GENDER DIFFERENCES PERSPECTIVE

Eugenius Besli ^{a*)}, Maria Helena Chandra ^{a)}, Defitroh Chen Sami'un ^{a)}

^{a)} *Institut Filsafat dan Teknologi Kreatif Ledalero, Maumere, Indonesia*

^{*)} *Corresponding Author: egibesli96@gmail.com*

Article history: received 11 November 2025; revised 22 November 2025; accepted 22 December 2025

DOI: <https://doi.org/10.33751/jhss.v9i3.116>

Abstract. This study aims to investigate gender differences in online purchase decision-making by analysing the influence of key factors among men and women. An independent t-test is employed to examine behavioural distinctions, while multiple regression is used to assess the strength of these influencing variables. The findings reveal only slight differences between men and women in their online shopping behaviour. However, the order of influence is consistent across both genders, with store ratings having the strongest impact, followed by live streaming shopping and consumer reviews. Despite the similar order, women are found to be more actively involved in online shopping and show a higher sensitivity to these factors compared to men. These findings highlight gender's influence on consumer behaviour and help businesses refine digital design, marketing, and service strategies to suit each group's preferences.

Keywords: Purchase Decision; Online Reviews; Store Ratings; Live Streaming Shopping; Gender

I. INTRODUCTION

The development of the digital world has also shifted conventional shopping behaviour to modern. Bain & Meta explained that Indonesia is the largest contributor to digital consumers for Southeast Asia with 154 million in 2021 to 168 million in 2022 [1]. The offer of convenience makes people prefer to shop online with the e-commerce model [2]. Statista data shows an increasing trend of Indonesian e-commerce users from 93.42 million in 2018 to 178.94 million users in 2022. Populix noted that Shopee (85%) and Tokopedia (51%) are the most widely used e-commerce for online buying and selling [3].

The increase in the use of e-commerce is inseparable from the live streaming shopping feature offered by e-commerce to connect sellers and buyers virtually. Real-time display without edits makes live streaming look more natural and real to consumers, creating interaction and trust [4]. Initial purchases indicate that consumers do not yet have information and experience related to the product so that the perception of purchase risk increases. The live streaming feature is a solution to this problem with live product demonstrations and interactive communication [5]. Live streaming allows potential customers to see the performance and detailed information about the product in real time. Virtual product evaluation and seller responses to consumer questions are key in making purchasing decisions (Y. Sun et al., 2019; Xu et al., 2020).

Online first purchase decisions usually consider aspects related to expectations of the product. Consumers gather product information from the assessments of other consumers who have used the product. This assessment is in the form of

product reviews and ratings [9]. Online reviews are consumer reviews of products that have been used in the form of an assessment of the suitability of sacrifices and benefits. Positive reviews are given when consumers feel the goods purchased match expectations and vice versa [2], [10]. Reviews of previous consumers can be a reference for potential consumers so that online stores try to provide the best products and services to get positive reviews. Online reviews can serve as a source of company data in predicting purchasing decisions [2]. Reviews are considered valid information by potential consumers in making purchasing decisions [11], [12], [13]. The better the character of the online store built in the review, the greater the chance of potential customers buying the product [13].

In addition to the positive review angle, online buying and selling platforms also try to maintain a good store rating. Store ratings are usually in the form of an interval scale of 1 to 5. The closer to five stars, the store is considered to provide satisfaction to consumers. Ratings are feedback that shows comparative consumer responses regarding certain features, products and services [14], [15]. Consumers may consider many times when they want to buy products at stores with low ratings. Conversely, consumers will trust the quality of products in stores with five stars [15]. Ratings reflect the quality and value of products perceived by consumers so that they become a benchmark for the process of choosing and buying prime goods [16], [17].

Live streaming features, reviews and ratings are considered by first-time consumers before buying a product. This study will look at the factors that most influence first-time purchase decision making from a gender perspective.

Previous research focused on purchasing decision-making factors without considering differences in respondent psychology. Men and women differ in making purchasing decisions [18]. Women tend to consider a variety of specific information related to the product such as the colour and shape of the product, remember detailed information and estimated risks that will be experienced and compare it with other products [18], [19], [20]. Men, on the other hand, make online shopping a mission: find the item, buy it and leave. Product evaluation considers cognitive aspects with simpler information such as price [20], [21]. The difference in consideration of men and women in making purchasing decisions needs to be realized as one part of market segmentation [18]. This study will see whether men and women have different reactions and perceptions of products on online buying and selling platforms.

Consumer behaviour is an important element that sellers need to learn so that the product is right on target. Consumer behaviour is an activity that involves mental, emotional and physical when people choose products to meet their needs and wants [22]. There are various theories that describe consumer behaviour in purchasing products, but in general, decisions to use products are based on factors of needs, preferences, budget, promotions, recommendations and assessments of others who have previously used the product or service [23], [24]. Mental and emotional involvement in choosing a product is not only seen as self-involvement but also external factors. Emotional considerations will be influenced by the assessment of other people who have used the product through reviews and ratings as well as comparisons of product reality in live streaming shopping. Consumer behaviour describes the way customers consider, buy and use products to meet needs and wants. Consumer behaviour sees differences in consumer attitudes, choices, actions and motivations so that the choice of products and services between consumers is definitely not the same [25].

The variety of factors driving consumer behaviour makes purchasing decisions between men and women different. Women are easily influenced by external factors when they want to buy a product. Women also have a higher level of satisfaction when desire fulfilment occurs [26]. Women collect various detailed information related to the product in the hope of accuracy of decision making and long-term product benefits. Purchasing decisions by female consumers strongly consider factors outside of themselves. Meanwhile, men prioritize current product functions and are less likely to make product comparisons [27]. Pradhana & Sastiono (2019) explain that in the context of online shopping, women will consider more things than men. Women have risk averse characteristics when in the virtual world so they need to get a lot of information to increase decision-making confidence. Men prioritize the value contained in the product and the level of trust in the function.

H_1 = Men and women have different purchasing decisions

The activity of seeking information before deciding to use a product is carried out by consumers in order to get satisfaction. Consumers as much as possible seek information about the product so that they can make the right purchase decision. Consumers will consider other consumers' assessments through online reviews and store ratings [9]

while seeing the reality of the product in real time live streaming display [4]. Consumer reviews are considered as legitimate information so that the better the review, the greater the chance of the product being purchased [11], [13]. Store ratings indicate the quality of products and services based on the fulfilment of expectations after using the product. Consumer responses to product quality are seen from their ratings. The higher the store rating, there is a guarantee of quality, on the contrary, the closer the store rating is to one, the more likely consumers are to decide not to buy the product [15], [17]. Product information in live streaming strengthens consumer decisions (to buy or not to buy). The live streaming feature displays the product in real time, providing more detailed information and product demonstrations that increase consumer confidence [4], [5].

H_{2a} = online reviews have a positive effect on purchasing decisions

H_{2b} = store ratings have a positive effect on purchasing decisions

H_{2c} = live streaming shopping has a positive effect on purchasing decisions

II. RESEARCH METHODS

This study will explore the strength of the factors that shape consumer purchasing decisions when they first shop online or make their first purchase at a particular online store. Descriptive quantitative research with questionnaire data collection techniques. The sampling technique used was quota sampling, with groups formed from male and female students enrolled in universities located in Sikka Regency. To ensure a balanced comparative measurement between gender groups, each group should consist of at least 100 respondents. Validity and reliability tests were used to ensure the validity of the questionnaire as a means of data collection. Data analysis used independent t-test and multiple linear regression. Independent t-test was used to test differences in purchasing decisions of men and women. Multiple linear regression testing uses 2 research models to determine the strength of factors supporting purchasing decisions:

Model 1 (Men) $PD = \alpha + \beta_1 RO + \beta_2 SR + \beta_3 LS$

Model 2 (Women) $PD = \alpha + \beta_1 RO + \beta_2 SR + \beta_3 LS$

With:

α : Constant

β : Regression Coefficient

PD : Purchase Decision

RO : Review Online

SR : Store Ratings

LS : Live Streaming Shopping

III. RESULT AND DISCUSSION

This study aims to prove that men and women have different initial purchase decision making. A total of 340 students from six universities in Sikka Regency contributed as research respondents. Validity and reliability testing was conducted to ensure the feasibility of the questionnaire as a

data collection instrument. The test results showed that each questionnaire statement item had r value $> r$ table 0,106 ($df=340-2$ with α 0,05). The statement items are also reliable with a Cronbach's Alpha value $> 0,70$ ($RO = 0,916$; $SR = 0,929$; $LS = 0,931$; $PD = 0,839$). Descriptive statistics of research data can be seen in table 1:

Table 1. Descriptive Statistics

Description	RO	SR	LS	PD
Minimum	1	1	1	1
Maximum	5	5	5	5
Mean	4,0232	4,1655	3,7110	4,1353
Standard Deviation	0,81712	0,81137	0,95267	0,70794

Source: Research Data, 2025

Table 1 illustrates that in each variable, the minimum statement answer is 1 and the maximum is 5. This indicates that there are differences in respondents' perceptions of each indicator in the research instrument. A mean that is greater than the standard deviation indicates that the data values are distributed quite stably around the average. The fluctuations or deviations are not too large. This means that respondents tend to give uniform or not too extreme answers; there is consistency in perception or assessment of a variable.

Table 2. Differential Hypothesis Testing

<i>Independent t-test</i>		
Description	Sig. (2-tailed)	Mean
Equal variances assumed	0,063	
Equal variances not assumed	0,063	
Men		4,064
Women		4,206

Source: Research Data, 2025

The t-test was conducted by dividing the respondents into two groups: equal numbers of men and women. Table 2 shows the Sig. (2-tailed) value of 0.063 is greater than 5% but smaller than 10%. In this study, hypothesis 1 is not fully accepted because the significance value of $0.063 > 0.05$ but smaller than the maximum social research error tolerance of 0.1. Men and Women do not have significant differences in the first purchase decision. Men and women have considerations with almost the same value for the driving factors of the first purchase decision. The mean values by gender (table 2) which do not have a significant difference clarify the conclusion that there is no significant difference in men and women in making first purchase decisions. Szymkowiak & Garczarek-Bąk (2018) dan Tutar et al (2024) explain that there are no significant differences between men and women in the context of increasing the number of purchases. This means that the purchase decision seen from the size of the purchase amount is independent of the context of gender differences.

Table 3. Regression Testing

Men			
Variables	B	t	Sig.
RO	0,157	2,639	0,009
SR	0,252	3,052	0,003
LS	0,234	4,846	0,000
<i>R Square: 43,1%</i>			
Women			
RO	0,175	3,220	0,002
SR	0,306	3,431	0,001
LS	0,282	6,163	0,000
<i>R Square: 67,7%</i>			

Source: Research Data, 2025

Table 3 emphasizes the finding of small differences in online purchase decisions between men and women in table 2. Table 3 shows no difference in the order of the determinants of online first purchase between men and women ((1) store rating, (2) live streaming shopping, (3) customer reviews). In more depth, table 3 explains the differences in the depth or magnitude of the influence of each variable on online purchasing decisions based on gender differences. In the store rating variable, the magnitude of the influence on purchasing decisions in men is 0.252 and women are 0.306; the live streaming shopping variable in men is 0.234 and women are 0.282; online reviews in men are 0.157 and women are 0.175. This difference shows that women dominate more than men in the context of online purchases. The difference between men and women in online purchases is also indicated by the magnitude of the r square value, which is 67.7% compared to 43.1% for women. The large r square value in the female group indicates that women are more likely to make online purchases by considering store ratings, live streaming shopping and customer reviews than men. This shows that women are more sensitive to available information before making a purchase decision. They utilize features such as customer reviews and live streaming to ensure the credibility and quality of the product. In other words, the shopping decision-making process in women is more analytical and evidence-based than men [18], [28], [30]. The intensity of online visits also plays a significant role in purchasing decisions. Women visit online stores more often than men so they have enough information in making purchasing decisions [31].

Further partial hypothesis testing is carried out on gender groups to answer H_2 . The test results in table 3 show, both in the male group and the female group, customer reviews have a positive effect on initial purchase decisions with sig values. $0.009; 0.002 < 0.05$ with a positive correlation coefficient (B). Partial regression testing proves H_{2a} is accepted. Informative reviews help potential buyers understand product quality more objectively, even before trying it. In addition, positive reviews also form a good image of the product or brand, thus encouraging greater buying interest. With so many positive reviews, consumers feel more confident and motivated to make purchases immediately [2], [12]. Qiu & Zhang (2024) found that review valence affects consumers' propensity to

buy. Positive valence tends to increase purchase intention, while negative valence can weaken consumer confidence in the product.

H_{2b} is accepted because the sig. 0.003 (male) and 0.001 (female) < 0.05 with regression coefficients 0.252 and 0.306 (table 3). Rawat (2023); L. Sun et al (2020) explained that high store ratings (e.g. 4.5 or 5 out of 5 stars) reflect that many previous buyers are satisfied. This makes potential new buyers more confident that the products and services offered are of good quality. Store ratings play a role in increasing store visibility on e-commerce platforms. Stores with high ratings are usually prioritized by search algorithms and appear more often in the top results, so the opportunity to attract more buyers is even greater. A high store rating can increase consumer confidence because it shows that many previous buyers are satisfied with the products and services provided. This condition directly affects purchasing decisions because consumers tend to choose stores that are rated well to reduce risk and get a safer shopping experience [33], [34].

Testing H_{2c} in table 3 shows acceptance of the hypothesis that live streaming shopping has a positive effect on purchasing decisions. Regression testing on male and female groups shows a sig. value of $0.000 < 0.05$ with regression coefficients of 0.282 and 0.234, respectively. Live streaming shopping influences purchase decisions by creating direct interaction, increasing consumer trust, and building urgency through limited promos during the broadcast. In addition, the presence of a trusted host or influencer makes viewers more motivated to buy quickly and impulsively [5], [6], [8]. Live streaming allows sellers to effectively exchange information with consumers based on specific needs and provide additional customer service. Through the delivery of accurate product information and an interactive shopping atmosphere, consumers show a higher propensity to make purchases when watching sales via live streaming [7]. Live streaming plays an important role in shaping a more personalized shopping experience and driving real-time purchase decisions.

IV. CONCLUSIONS

This study aims to prove that men and women differ when making online purchase decisions. In more depth, the drivers of purchase decisions were tested on different gender groups to investigate the strength of influence on the groups. The results show that there is little difference between men and women when deciding to buy products online. Regression testing showed the same order of influence strength in both male and female groups when making purchase decisions: store ratings, live streaming shopping and finally consumer reviews. Although the order of power in the gender groups is the same, the test successfully proved that women are more active in online shopping. In addition, the strength of factors that drive purchase decision-making is greater in the female group than in the male group. The implication of this research is that gender differences in purchase decision-making can be leveraged to create more personalized, relevant, and effective customer experiences. By understanding these differences, companies can customize digital interface design, promotional content, and customer service to better suit the

needs and preferences of each gender. In addition, gender-tailored customer experiences can increase satisfaction, loyalty, and the likelihood of repeat purchases, as consumers feel more understood and valued. This approach can also strengthen the brand image as one that is responsive to the needs of its diverse consumers

REFERENCES

- [1] Meta and Bain & Company, "Southeast Asia's Digital Consumers: A New Stage of Evolution," 2022.
- [2] J. Zhang, W. Zheng, and S. Wang, "The study of the effect of online review on purchase behavior: Comparing the two research methods," *International Journal of Crowd Science*, vol. 4, no. 1, pp. 73–86, 2020, doi: 10.1108/IJCS-10-2019-0027.
- [3] Populix, "Indonesian Shopper Behavior on Promotion Week in the Face of Economic Uncertainty 2023," 2023.
- [4] I. Iisnawati, W. Nailis, and I. Daud, "Does Live Streaming Feature Increase Consumer's Trust on Online Shopping?," *Sriwijaya International Journal of Dynamic Economics and Business*, vol. 5, no. 4, p. 373, 2022, doi: 10.29259/sijdeb.v5i4.373-388.
- [5] L. Hu and Q. Ming, "Live commerce: Understanding how live streaming influences sales and reviews," in *International Conference on Information Systems, ICIS 2020 - Digital Commerce and the Digitally Connected Enterprise*, 2020, pp. 1–9.
- [6] Y. Sun, X. Shao, X. Li, Y. Guo, and K. Nie, "How live streaming influences purchase intentions in social commerce: An IT affordance perspective," *Electronic Commerce Research and Applications*, vol. 37, no. December 2018, p. 100886, 2019, doi: 10.1016/j.elerap.2019.100886.
- [7] Y. Wang, Z. Lu, P. Cao, J. Chu, H. Wang, and R. Wattenhofer, "How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce," *Computer Supported Cooperative Work: CSCW: An International Journal*, vol. 31, no. 4, pp. 701–729, 2022, doi: 10.1007/s10606-022-09439-2.
- [8] X. Xu, J. H. Wu, and Q. Li, "What drives consumer shopping behavior in live streaming commerce?," *Journal of Electronic Commerce Research*, vol. 21, no. 3, pp. 144–167, 2020.
- [9] H. Md Altab, M. Yinping, H. Md Sajjad, A. Nkrumah Kofi Frimpong, M. Frempong, and S. Sarfo Adu-Yeboah, "Understanding Online Consumer Textual Reviews and Rating: Review Length With Moderated Multiple Regression Analysis Approach," *SAGE Open*, vol. 12, no. 2, pp. 1–21, 2022, doi: 10.1177/21582440221104806.
- [10] C. Qin, X. Zeng, S. Liang, and K. Zhang, "Do Live Streaming and Online Consumer Reviews Jointly Affect Purchase Intention?," *Sustainability (Switzerland)*, vol. 15, no. 8, 2023, doi: 10.3390/su15086992.

- [11] L. Zhu, H. Li, F. K. Wang, W. He, and Z. Tian, "How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework," *Aslib Journal of Information Management*, vol. 72, no. 4, pp. 463–488, 2020, doi: 10.1108/AJIM-11-2019-0308.
- [12] M. J. Thomas, B. W. Wirtz, and J. C. Weyerer, "Determinants of online review credibility and its impact on consumers' purchase intention," *Journal of Electronic Commerce Research*, vol. 20, no. 1, pp. 1–20, 2019.
- [13] Z. P. Fan, Y. J. Che, and Z. Y. Chen, "Product sales forecasting using online reviews and historical sales data: A method combining the Bass model and sentiment analysis," *Journal of Business Research*, vol. 74, pp. 90–100, 2017, doi: 10.1016/j.jbusres.2017.01.010.
- [14] K. Rawat, "The influence of reviews and ratings on consumer purchase decision," *Man-Made Textiles in India*, vol. 51, no. 7, 2023.
- [15] A. D. I. Syarifuddin, "Service Quality and Online Customer Rating on F&B Purchase Decisions," *Jurnal Riset Bisnis dan Manajemen*, vol. 15, no. 2, 2022, doi: 10.23969/jrbm.v15i2.5844.
- [16] D. S. Kostyra, J. Reiner, M. Natter, and D. Klapper, "Decomposing the effects of online customer reviews on brand, price, and product attributes," *International Journal of Research in Marketing*, vol. 33, no. 1, 2016, doi: 10.1016/j.ijresmar.2014.12.004.
- [17] L. Sun, Y. Zhao, and B. Ling, "The joint influence of online rating and product price on purchase decision: An EEG study," *Psychology Research and Behavior Management*, vol. 13, 2020, doi: 10.2147/PRBM.S238063.
- [18] X. Lin, M. Featherman, S. L. Brooks, and N. Hajli, "Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective," *Information Systems Frontiers*, vol. 21, no. 5, 2019, doi: 10.1007/s10796-018-9831-1.
- [19] J. Meyers-Levy and D. Maheswaran, "Exploring Differences in Males' and Females' Processing Strategies," *Journal of Consumer Research*, vol. 18, no. 1, 1991, doi: 10.1086/209241.
- [20] A. Szymkowiak and U. Garczarek-Bąk, "Gender Differences in E-commerce," *ResearchGate*, vol. 4, no. 375, 2018.
- [21] B. Hasan, "Exploring gender differences in online shopping attitude," *Computers in Human Behavior*, vol. 26, no. 4, 2010, doi: 10.1016/j.chb.2009.12.012.
- [22] W. L. Wilkie, *Consumer Behavior*. New York: John Wiley & Sons Inc, 1994.
- [23] A. Dudziak, M. Stoma, and E. Osmólska, "Analysis of Consumer Behaviour in the Context of the Place of Purchasing Food Products with Particular Emphasis on Local Products," *International Journal of Environmental Research and Public Health*, vol. 20, no. 3, 2023, doi: 10.3390/ijerph20032413.
- [24] Y. Verma and M. R. P. Singh, "Marketing Mix, Customer Satisfaction and Loyalty: an Empirical Study of Telecom Sector in Bhutan," *Indian Journal of Commerce & Management Studies*, vol. VIII, no. 2, pp. 121–129, 2017, doi: 10.18843/ijcms/v8i2/17.
- [25] T. B. Nassè, "The Concept of Consumer Behavior: Definitions In A Contemporary Marketing Perspective," *International Journal of Management & Entrepreneurship Research*, vol. 3, no. 8, 2021, doi: 10.51594/ijmer.v3i8.253.
- [26] N. Ravenska and P. Zulvia, "Perilaku Impulsive Buying Masyarakat Bandung Raya Pada Masa Pandemi Covid-19 Berdasarkan Perbedaan Gender," *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, vol. 16, no. 1, 2022, doi: 10.32815/jibeka.v16i1.133.
- [27] I. Bednarska-Wnuk and T. Noga, "Gender of the consumer and the role of organizations in purchasing decisions," *Scientific Papers of Silesian University of Technology. Organization and Management Series*, no. 178, pp. 85–99, 2023, doi: 10.29119/1641-3466.2023.178.5.
- [28] F. Pradhana and P. Sastiono, "Gender Differences in Online Shopping: Are Men More Shopaholic Online?," in *12th International Conference on Business and Management Research*, 2019. doi: 10.2991/icbmr-18.2019.21.
- [29] G. Tutar, H. Küçüköğlü, A. Özdemir, Ö. Alkan, and O. B. Ipekten, "An Investigation of Gender Differences in E-Commerce Shopping Frequency During COVID-19: Evidence From Türkiye," *SAGE Open*, vol. 14, no. 4, pp. 1–18, 2024, doi: 10.1177/21582440241287630.
- [30] G. Tutar, H. Küçüköğlü, A. Özdemir, Ö. Alkan, and O. B. Ipekten, "An Investigation of Gender Differences in E-Commerce Shopping Frequency During COVID-19: Evidence From Türkiye," *SAGE Open*, vol. 14, no. 4, pp. 1–18, 2024, doi: 10.1177/21582440241287630.
- [31] M. Mahmood, S. H. Batool, M. Rafiq, and M. Safdar, "Examining digital information literacy as a determinant of women's online shopping behavior," *Information Technology and People*, vol. 35, no. 7, 2022, doi: 10.1108/ITP-05-2021-0397.
- [32] K. Qiu and L. Zhang, "How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors," *Data and Information Management*, vol. 8, no. 2, 2024, doi: 10.1016/j.dim.2023.100058.
- [33] D. Gavilan, M. Avello, and G. Martinez-Navarro, "The influence of online ratings and reviews on hotel booking consideration," *Tourism Management*, vol. 66, 2018, doi: 10.1016/j.tourman.2017.10.018.
- [34] T. G. A. W. K. Suryawan, I. K. Sumerta, I. G. A. Vataa, and S. Abdullah, "The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency," *JBTT: Jurnal Bisnis: Teori dan Implementasi*, vol. 13, no. 3, 2022, doi: 10.18196/jbti.v13i3.16655.