

## **Gender and Generational Differences in Perceptions of High Speed Internet Importance**

This paper is a work in progress examining differences in demographic characteristics, specifically gender and age, in consumers' use of the internet for various online activities. The data is a sub-sample of data collected by the Pew Internet and This American Life in April of 2009.

### **Age**

Although internet access and use has become the norm, there continues to be differences in online behavior related to age. Young adults use the internet more frequently and for longer periods of time (Lyons 2004) and age has been found to be significantly related to online information gathering and shopping behavior. For example, 26-45 year olds are more likely to go online for information for travel and tourism and to make travel arrangement than other age groups (Webber and Roehl 1999). Chen and Hitt (2002) found that age and education are related to surfing (switching) behavior online. Thus the following research question is posited:

*R1 - Older (younger) respondents will place less (more) importance on high-speed internet connections*

### **Gender Differences Using the Web**

Gender differences exist regarding online activities and attitudes. For instance, Teo (2001), found females were more likely to engage in messaging activities online while males were more likely to use the internet for downloading files and purchasing with males more likely to be heavy and medium internet users (Koragaonkar and Wolin, 2002). However Ono and Zavodny (2003) reported no difference in internet access between males and females but did find differences in the frequency and intensity of internet use with males tending to be online more frequently and for longer periods of time.

In terms of internet shopping, gender is related to attitudinal differences, with women having more favorable attitudes toward online shopping and using value optimizing strategies

more frequently than men (Alreck and Settle, 2001). Girard, Koragaonkar and Silverblatt (2003) found that men shopped online as a convenience. In another examination of gender differences in online buyer behavior, men were found to be more likely to purchase online (Van Slyke Communale and Belanger 2002 and Sin and Tse 2002). These findings lead to the following research proposition.

*R2 - There will be gender differences in the importance ratings of high-speed internet connections*

### **Selected References**

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Descriptives					
Q46a How important do you think a high-speed internet connection is for each of the following? -		N	Mean	Std. Deviation	Std. Error
Finding out what is going on in your community	Gen Y (18-32)	247	1.85	.815	.052
	Gen X (33-44)	226	1.85	.873	.058
	Trailing boomers (45-54)	192	2.00	.932	.067
	Leading boomers (55-63)	142	2.11	.973	.082
	Matures (64-72)	77	2.19	.960	.109
	After work (73+)	28	2.29	.897	.169
Contributing to economic growth in your community	Gen Y (18-32)	247	2.05	.918	.058
	Gen X (33-44)	226	2.08	.999	.066
	Trailing boomers (45-54)	192	2.23	1.008	.073
	Leading boomers (55-63)	142	2.30	1.024	.086
	Matures (64-72)	77	2.38	1.101	.125
	After work (73+)	28	2.57	1.034	.195
Communicating with government officials about issues	Gen Y (18-32)	247	2.11	.963	.061
	Gen X (33-44)	226	2.15	1.082	.072
	Trailing boomers (45-54)	192	2.43	1.090	.079
	Leading boomers (55-63)	142	2.37	1.114	.093
	Matures (64-72)	77	2.53	1.071	.122
	After work (73+)	28	3.00	.981	.185
Sharing your views with others about key issues	Gen Y (18-32)	247	2.13	.928	.059
	Gen X (33-44)	226	2.28	1.057	.070
	Trailing boomers (45-54)	192	2.32	1.027	.074
	Leading boomers (55-63)	142	2.53	1.103	.093
	Matures (64-72)	77	2.42	1.092	.124
	After work (73+)	28	2.57	1.230	.232
Communicating with health care or medical providers	Gen Y (18-32)	247	1.95	.984	.063
	Gen X (33-44)	226	2.08	1.036	.069
	Trailing boomers (45-54)	192	2.09	1.057	.076
	Leading boomers (55-63)	142	2.24	1.104	.093
	Matures (64-72)	77	2.26	1.105	.126
	After work (73+)	28	2.93	1.016	.192
Total		912	2.11	1.056	.035

## ANOVA

Q46a How important do you think a high-speed internet connection is for each of the following? -		Sum of Squares	df	Mean Square	F	Sig.
Finding out what is going on in your community	Between Groups	16.488	5	3.298	4.114	.001
	Within Groups	726.245	906	.802		
	Total	742.732	911			
Contributing to economic growth in your community	Between Groups	16.410	5	3.282	3.323	.006
	Within Groups	894.814	906	.988		
	Total	911.224	911			
Communicating with government officials about issues	Between Groups	35.542	5	7.108	6.396	.000
	Within Groups	1006.875	906	1.111		
	Total	1042.417	911			
Sharing your views with others about key issues	Between Groups	17.790	5	3.558	3.331	.005
	Within Groups	967.858	906	1.068		
	Total	985.648	911			
Communicating with health care or medical providers	Between Groups	29.633	5	5.927	5.447	.000
	Within Groups	985.735	906	1.088		
	Total	1015.367	911			

## Descriptives

Q46a How important do you think a high-speed internet connection is for each of the following? -		N	Mean	Std. Deviation	Std. Error
Finding out what is going on in your community	Male	449	2.06	.908	.043
	Female	463	1.87	.889	.041
	Total	912	1.96	.903	.030
Contributing to economic growth in your community	Male	449	2.19	1.018	.048
	Female	463	2.16	.983	.046
	Total	912	2.18	1.000	.033
Communicating with government officials about issues	Male	449	2.38	1.075	.051
	Female	463	2.20	1.058	.049
	Total	912	2.29	1.070	.035
Sharing your views with others about key issues	Male	449	2.33	1.052	.050
	Female	463	2.28	1.029	.048
	Total	912	2.31	1.040	.034
Communicating with health care or medical providers	Male	449	2.22	1.076	.051
	Female	463	2.01	1.027	.048
	Total	912	2.11	1.056	.035

## ANOVA

Q46a How important do you think a high-speed internet connection is for each of the following? -		Sum of Squares	df	Mean Square	F	Sig.
Finding out what is going on in your community	Between Groups	7.643	1	7.643	9.461	.002
	Within Groups	735.090	910	.808		
	Total	742.732	911			
Contributing to economic growth in your community	Between Groups	.230	1	.230	.230	.632
	Within Groups	910.994	910	1.001		
	Total	911.224	911			
Communicating with government officials about issues	Between Groups	7.390	1	7.390	6.497	.011
	Within Groups	1035.027	910	1.137		
	Total	1042.417	911			
Sharing your views with others about key issues	Between Groups	.595	1	.595	.549	.459
	Within Groups	985.053	910	1.082		
	Total	985.648	911			
Communicating with health care or medical providers	Between Groups	9.811	1	9.811	8.879	.003
	Within Groups	1005.556	910	1.105		
	Total	1015.367	911			