

# **Influence of genders on online shopping website preferences**



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## **5. Report**

### **5.1 Proposed Executive Summary**

Each gender has different website preferences. Research has shown that there are various factors that can affect gender website preferences which are the content of the website, the appearance and age of the gender. However, this research will be focused only on two aspects which are the contents and the appearance of the website. The objectives of the research are to identify how the appearance of the website can attract each male and female and to determine the different types of contents that is preferred by both genders and to identify the categories of age and what do each category prefer in visiting a website.

To conduct the research, we will analyzed a few articles regarding the type of website preference by the both gender and relate it with the marketing intelligent, disseminate questionnaires to 400 website users and analyze their preferences website.

At the end of the research, we should be able to identify the categories of preferences website of both gender and we able to give guidelines to the website to make unisex website.

## **5.2 Enhanced Executive Summary**

Each gender has different website preferences. Research has shown that there are various factors that can affect gender website preferences which are the content of the website, the appearance and age of the gender. However, this research will be focused only on two aspects which are the contents and the appearance of the website. The objectives of the research are to identify how the appearance of the website can attract each male and female and to determine the different types of contents that is preferred by both genders and to identify the categories of age and what do each category prefer in visiting a website.

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