

# Gender differences in the online customer journey



## MEN

### Key outtake:

Focus on practical advice, rather than a hard sell



Men are **more likely** than women to feel **IRRITATED** when shopping online

**10%** feel frustrated after a long purchase process, vs **7%** of women. And **17%** of men feel relief at the point of payment, vs **12%** of women



Men are **more likely** to voice their impatience of a poor shopping experience

**A third (33%)** of men have left an angry review online following a poor shopping experience, compared to **31%** of women



Men are **more open** to consumer financing options

**Almost half (48%)** are more likely to select a merchant that offers instant financing



Men are also **more sceptical** of the entire online sales process

**15%** of men would reconsider a purchase if they felt pushed into an order through push notifications or chat pop-ups

## WOMEN

### Key outtake:

Reaffirm brand value with positive reviews, discounts and price comparisons

Women are **bigger impulse buyers**



They are more likely to be influenced by a discount or promotion (**43%** vs **31%** of men), and more likely to treat themselves (**36%** vs **28%** of men)

Women are **more emotional** shoppers



They get more excited than men when adding items to their basket (**52%** vs **41%**), but also feel guiltier at the point of payment (**20%** vs **9%**)

Women are also **more indecisive** about their purchases, particularly when reviewing their basket



**47%** say they feel undecided about whether they should buy all their purchases, vs **32%** of men.

**Cost** plays a big factor in their indecision



**41%** worry they cannot afford the purchase, vs **26%** of men

**Social media** is a key trigger for this behaviour



**17%** are encouraged to make a spontaneous purchase after seeing it on platforms such as Instagram, vs **12%** of men

How can you nudge shoppers to a better online journey?  
Download insight from Klarna and Reading University:  
[klarna.com/uk/emotion](https://klarna.com/uk/emotion)



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