

Function or Feel? Matching Product Descriptions to Gendered Shopping Motivations in Online Retailing

Marion Garaus

Sigmund Freud Private University

Elisabeth Wolfsteiner

University of Applied Sciences Wiener Neustadt

Sandra Holub

Fh Wiener Neustadt

Cite as:

Garaus Marion, Wolfsteiner Elisabeth, Holub Sandra (2026), Function or Feel? Matching Product Descriptions to Gendered Shopping Motivations in Online Retailing. *Proceedings of the European Marketing Academy*, 55th, (133475)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

Gender plays a significant role in shaping online shopping behavior, yet the alignment of textual product attribute descriptions with gender-specific preferences remains underexplored. Building on the concept of shopping value, the present research proposes that men are more responsive to functional product descriptions, whereas women are more attracted to tactile descriptions. Furthermore, because functional attributes enhance perceived utility, we argue that their positive effect on purchase intention operates through uncertainty reduction and that this mediating effect is stronger for men than for women. A choice-based conjoint experiment and subsequent online experiment provide empirical support for our framework.

Track: Retailing & Omni-Channel Management