

May I See Your Screen? Comparing the Online Fashion Purchase Intention Between Men and Women: A Screencasting Videography Study

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Abstract

Despite the wealth of consumer data available today, e-commerce fashion companies struggle to gain accurate insights into their customers' online interactions that would enable them to provide an optimal online customer experience. This study (a) compares how Millennials differ in online search behaviour and purchase intentions on fashion websites in relation to their gender; (b) employs screencasting videography to capture these differences; and (c) provides gender-specific patterns of online fashion purchasing. Findings are discussed and managerial recommendations identified.

Keywords: *screencasting videography, fashion eCommerce, gender comparison*