

The Moderating Role of Gender on Pathos and Logos in Online Shopping Behavior

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ABSTRACT

Many research studies and observations have made it evident that there exists a difference between the shopping behavior of the male and female. The objective of this research paper is to explore the moderation effect of gender on the influence of pathos and logos in online shopping. Pathos can be explained as the emotional quotient in the purchasing behavior whereas logos can be understood as the logic behind purchasing a particular product. Structural equation modeling is used for the final analysis and interpretation of the formulated hypothesis. The three approaches used are chi-square difference, pairwise parameter comparisons, and nested model comparisons to know the moderating role of gender on the relationship between pathos and logos in online shopping. The findings of this research conclude that females are more governed by emotions, which is a complex buying behavior. The practical implication of this research paper is beneficial not only for the customers who frequently purchase the goods online but also for the e-commerce companies who are in the online trading business.

KEYWORDS

Chi-Square Difference, Emotion, Logic, Multiple Groups, Nested Model, Online Goods Purchasing, Pairwise Parameter, Structural Equation Modelling

INTRODUCTION

Rhetoric is a way of speaking or writing that is intended to impress or influence people. Rhetoric is defined as “an ability, in each particular case, to see the available means of persuasion”. Aristotle viewed rhetorical appeals to ethos (credibility), pathos (emotion), and logos (reason) as means of persuasion. To effectively persuade the audience, three important persuasive appeals are identified ethos, pathos, and logos corresponding to the persona of the speaker, the emotion of the audience, and the reason for the message. (Isai et al., 2020) The classical rhetoric to digital rhetoric emerged a new concept of persuasion in the environment of social media where consumer-to-consumer conversation and persuasion helped in the selection of products and services. (Gabriel et al., 2016) Ethos is concerned with the trustworthiness or authority, tone/style. Pathos is concerned with emotional impact, personal connection, and logos are concerned with the reason, facts, statistics,

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case studies, scientific evidence. In this continuation, *kairos* is another mode of persuasion that is all about the right time and right place. It is defined as, an argument at the wrong time or to the wrong consumers will be wasted; to be effective, you must also consider when you are speaking and to whom. At a specific time like festivals or Valentine's day, Christmas, the consumers can be more attracted to the particular products and services. In the business world, every organization tries to impress or influence their customer using print and online media. Out of three, *logos* (Logic) is the most important element where the companies use the alphanumeric in the name of the product like iPhone XS and XR, MI Realme 9A, Samsung Galaxy M02 which looks the scientific or logical products. The *Ethos* represents the credibility issues; *Pathos* explains the emotional issues. In this study, the researcher focussed only on the two aspects, *pathos* and *logos* to consumer behavior in online shopping. In online shopping, consumers have more choices as compared to traditional shopping. There is a commendable increase in the e-commerce industry in the last couple of years. Online shopping is beneficial for both consumers as well as merchants. With the fast-growing technology, online shopping is emerging in India at a very faster rate. Smartphone users have a significant role in the growth of e-commerce businesses in India. In several studies, the concept of *pathos* (appeal to emotion) and *logos* (appeal to logic) is used in the investigation of online purchasing behavior by smartphone users. Undoubtedly, emotions and logic play a vital role in any important decisions of personal and professional life. This study has focussed on the role of gender on *pathos* and *logos* while purchasing goods or services via various e-commerce sites and applications like Flipkart, Amazon, Snapdeal, etc. There exists a behavioral difference in the shopping pattern of both genders which has become the subject matter of this research. It is presumed that emotions play a vital role for females whereas logic plays a vital role for males. There have been several observations that females feel like shopping when stressed. Generally in this process of online shopping, the money is paid by the females if financially independent and from the wallet of the males, in cases otherwise. That male could be her father, spouse, or anyone else. This critical behavior of males and females is evaluated in this study. This research will critically examine the role of gender on the emotional and logical behavior of a customer in online shopping.

LITERATURE REVIEW

The authors have explored the various national and international journals for new information, new facts, and new knowledge on the rhetoric elements and their connection with consumer behavior. The previous authors have shared their views on this issue. The following concluding findings are as follows: The rhetoric is concerned with *ethos*, *pathos*, and *logos*. *Ethos* is the set of moral beliefs, ethics, attitudes, habits, etc., that are characteristic of a person or group. The word *pathos* means "suffering," "experience," or "emotion." The word *logos* is the reason or the rationality or the logical principle expressed in words and thoughts. (Wilkowski & Park, 2015) The use of rhetorical tools is an important factor for effective negotiations. The rhetorical tools are *ethos*, *pathos*, and *logos*. These tools are used in effective business and marketing negotiations (Peleckis & Peleckiene, 2015). The brand values are important, concerning the social and emotional traits of the consumers. For any organization, the brand image and brand value is the most valuable aspect of the business. The brand value is closely linked with the rhetorical characteristics of a person (Xiao et al., 2019). Persuasiveness is important for consumer's decision-making for a good selection. The decision-making for the selection of goods and services is always linked with persuasiveness (Das et al., 2014). Trust is very important for the consumer buying process. Consumer loyalty and trust is the key to the success of any business organization. The rhetorical analysis is effective in social and economic analysis. *Ethos*, *pathos*, and *logos* are used in the business world (Higgins & Walker, 2012). One of the best ways to reduce the perceptions of risk that women associate with a given site may be to take actions that both reduce the risks of buying from that site and give women an incentive for sharing their positive experiences with their friends. (Garbarino & Strahilevitz, 2004) Advertisement is considered

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