

Difference in Consumer Shopping Behaviour of Men and Women

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Abstract - Consumer shopping behaviour deals with consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in a marketplace, when purchasing a product. A lot of studies have been conducted on shopping behaviour of American men and women but this has been under research in India. To examine and compare the shopping behavior of men and women as consumers of various products, a quantitative methodology with a survey design was used. Data was collected using an online structured questionnaire with closed-ended questions. A comparative study was done to analyse the difference in shopping behaviour of genders. Sample size of 111 young men and 110 young women were selected through a convenience sampling method. The numerical data was statistically analyzed. Analysis helped in understanding shopping behavior of undergraduate young men and women from various cities of India. It helped to explain their shopping interests and choices. The study revealed that most men and women have similar interests and attitudes or behaviour towards shopping. However, there were some significant differences observed in the expenditure per trip and kind of shopper.

Key Words: attitude; expenditure; malls; shopping; utilitarian

1. INTRODUCTION

It should come as no surprise that men and women shop very differently. People will shop in order to satisfy their requirements. People all over the world go shopping every day for everything from low-cost goods to high-end goods.

The majority of people believe that women spend more time shopping than men do. Men, on the other hand, prefer to walk into a store, look for a specific item they want, buy it as quickly as possible and then leave. Whereas women patiently look for the kind of product they want in all of the brands that are available, compare the designs, look for any offers that might be available, bargain, and ultimately buy the product that makes them happy.

Gender plays a crucial role in purchasing decisions. There are numerous psychological and physiological differences between men and women. Men and women behave very differently when making purchases of goods or services.

Every day, consumers make purchasing decisions, and many of them are unaware of the factors that influence them. Cultural, social, personal, or psychological factors can all play a role in making a buying decision. There are dimensions in each of these factors that can be used in marketing. These factors can be used by marketers that customers might not even notice.

2. REVIEW OF LITERATURE

The digitalization of retail shops is increasingly changing consumer buying patterns. (Marg, 2016). The ambiance of the store is one of the elements that influences a consumer's frequency of shopping. Women were found to be more recreation-conscious, fashion-conscious, and perfectionist shoppers than men when comparing their behaviour in shopping malls (Wesley, Lehigh and Woodside, 2006). Along with consumer purchasing behaviour and motivations, utilitarian and hedonistic values have also frequently been studied (O'Brien, 2010). Shopping is typically associated with women.

Only a few studies have shown that men might represent the majority of online shoppers. Consumers from Salt Lake City (Utah), Madison (Wisconsin), and Spokane (Washington) were asked how frequently they visit a mall, how long they stay there, and how much money they spend on average per mall visit. Hu H. and Jasper C. (2004) investigated the gender differences in mall shopping behaviour. According to the findings, customers purchase not just for clothes and distinctive goods but also for enjoyment and entertainment. This study disproved the notion that males do not shop as frequently as women and that there is no difference between the two in terms of spending per trip or frequency. The only difference is that on an average men spend about half an hour less than women. Male shoppers tend to be goal oriented. The study also showed that unlike women, men do not consider the mall as a place for relieving stress or providing relaxation. The study also shows that men are utilitarian shoppers i.e. They have a rational approach towards buying and do not just buy for fun. Khusaini, Ramdani, H., Ambarumanti, R. (2019) analyzed the influence of shopping and gender orientation on online shopping, and the differences in shopping orientation and online shopping between men and women. In shopping orientation, they used

shopping enjoyment indicators, fashion/conscious, price conscious, shopping confidence, time conscious, in-home shopping tendency, brand/store loyalty. The findings demonstrated that while gender did not influence online shopping, shopping orientation had a significant impact on it in part. Nagar, D. and Shukla, R. (2019) identified factors leading to customers experience in offline retail store and analyze the association between consumer demography and offline retail experience. The study revealed that male respondents were influenced more with store atmosphere whereas female respondents were more influenced by services. A study by Azad, S., Meraj, Q. and Gupta, R. (2019) studied the factors influencing online and offline shopping in Srinagar City, Jammu and Kashmir. It showed 48.8% of male go for the shopping while 51.3% female do the shopping. Findings showed that more female were involved in the shopping than male.

Mmari, W. and Kazungu, I. (2019) explored how shopping orientation affect consumer purchase decision in their gender perceptive. The conceptual framework (i.e. utilitarian shopping, recreational shopping, window shopping, convenient shopping and consumer purchase decision) was tested using structural equation modelling (SEM). The findings revealed that customers have different behaviour in shopping orientated based on their gender. Cross-sectional research design was used in the study. Structured questionnaire was administered amongst accidental sample consisting of customers in 11 shopping malls in Dar es Salaam. Findings of this study revealed that the majority of women have fun when shopping, like to spend time by shopping but also move around when shopping. Men on the other side usually carry out what they have planned, act deliberately and goal focused as possible. They also save time when shopping, make shopping less time consuming and also they prefer shopping that would allow them to shop whenever they choose. Do, Q. (2019) aimed to explore whether there are gender differences in the online consumer decision-making process. Some of the most important factors impacting on purchase decisions of customers during analysed. The results demonstrated that young Vietnamese consumers' online shopping behaviors were not gendered differently. Pradhana F. and Sastiono P. (2018) studied how the difference of gender influenced the preference in online shopping. Despite the fact that men spend more overall than women, this study found that women shop online more frequently than men. For men, it is only the level of trust that can affect spending in online shopping, while for women, in addition to the level of trust, the level of practicality also affects online shopping expenditure. On the other hand, for men, risk aversion factors affect online shopping expenditure, where when men are more risk averse then their spending will be smaller, whereas for women the risk aversion factor does not affect their online shopping expenditure.

Katrodia, A., Naude, M. and Soni, S. (2018) studied the role of gender on consumers' buying behavior in select shopping malls in Durban city, to compare buying capacity of male and female consumers at selected shopping malls and study gender differences in shopping experience at selected malls. The study concluded that there is gender difference in shopping behavior. Average time spent by female is high as compared to male which also affect their average money spent at shopping mall. Psychological, cultural and social factors have a significant impact on shoppers' purchasing decisions at shopping malls. Male and female customers have almost similar views on influencing factors for shopping behavior except for few factors like mall image, information booth and evacuation path. Kuruvilla, S., Joshi, N. and Shah, N. (2009) explored the mall-shopping habits in India and attempted to identify and contrast possible differences between genders using a sample of 2721 mall consumers across seven cities. It was found that the visitors who patronize the mall during the weekdays and weekends could differ substantially along the variables of interest; therefore data were collected on equal number of weekends and weekdays at every destination. The factors generated were the utilitarian shopper, the economic (or price-sensitive) shopper, the window-shopper and fourthly the recreational shopper. According to the findings, women are more likely than men to purchase fashion-related items and have a more positive attitude toward mall shopping. However, men visit more frequently and spend more money and time. Men reported spending more time and visiting the mall more frequently than women, who typically spend 2 to 4 hours there. A study of this kind was necessary, especially with young Indian men and women who were planning to attend college.

3. OBJECTIVE

To study the difference in the shopping behaviour focusing on shopping interests and shopping attitudes of Indian men and women.

4. METHODOLOGY

The quantitative methodology with a survey design was used to study the interests and attitudes of college going men and women in India. The participants were contacted mostly through social media platforms. Although most of the responses were satisfying, there were 2 male and 1 female which had to be discarded due to inappropriate responses. The survey was conducted online with young undergraduate men and women from various part of India. The sample size consisted of 111 men and 110 women. Non-random sampling with snowball technique was found most suitable. The tool was a close-ended questionnaire using Google forms. The questionnaire included questions related to frequency of shopping, shopping items and preference of shopping formats and expenditure. The comparative study on difference in the consumer shopping behaviour between

the genders was statistically analysed to test the hypothesis. Data was statistically analysed to test whether or not there is statistically significant difference in the shopping behavior, a null hypothesis was assumed.

4.1 Hypothesis

H0- there is no difference between the shopping behavior of undergraduate men and women.

H1- there is a significant difference between the shopping behavior of undergraduate men and women.

5. RESULTS AND DISCUSSION

The data was collected through online questionnaire. Data was analysed using SPSS software for Windows (version 25). Data presented as frequency (%). Cross-tabulations were computed and frequencies were computed using Chi-square test. If the value of was $p < 0.05$, it was considered to be statistically significant.

5.1 Shopping interests of college going men and women

Women like to shop monthly as compared to men whereas, higher percentage of men shopped yearly as compared to women. There was a significant association of place of shopping and gender. Chi-square test showed that higher percentage of men were utilitarian shoppers whereas, higher percentage of women were hedonistic shoppers. The motivation for shopping was categorised into utilitarian and hedonic motivations (Huang and Yang, 2010; Monsuwe et al., 2004). Utilitarian motivation tends to have a rational approach and was also considered as a traditional buying decision process. The benefits of purchasing (e.g., time saving, detailed information of product, price comparison, greater option and cheaper price) was considered as utilitarian motivation because the person purchases rationally (Sarkar, 2011; Veronika, 2013). Hedonic motivation has emotional approach. It means that customers are driven by emotions and feelings because they enjoy and feel excited in the shopping experience. It was also found that women enjoyed street shopping whereas higher percentage of men prefer shopping in malls ($\chi^2=12.178$, $p=0.007$). There was a significant association found between the place of shopping and gender hence hypothesis H1 can be accepted.

Women check price tags always whereas higher percentage of men reported that they never checked price tags. Higher percentage of men spent more than INR 2000 as expenditure per trip whereas higher percentage of women spent only INR 1000-2000. Thus, there was significant association between expenditure per trip and gender ($\chi^2=7.665$, $p=0.053$). Hence, hypothesis H1 can be accepted.

5.2 Attitude towards shopping of college going men and women

There are several factors which affect shopping attitude. Higher percentage of men preferred comfort whereas higher percentage of women considered fashion trends, comfort and cost. A Chi-square test also found that there was a significant association between the amount spent on shopping and shopping while in company ($\chi^2=31.792$, $p=0.000$). Men claimed that they shopped more when they were alone while women shopped more when they are accompanied by someone of same sex. This may be due to the fact that most women generally seek approval from their friends or family before buying whereas; men were less confused and clear with what they had to buy. Higher percentage of men opined that their shopping frequency had increased with plastic payment. Plastic payment has become more convenient these days. It includes payment through credit/debit cards, Paytm, PayPal, etc. The study also found that women mostly shopped more during sales; whereas, men shopped less frequently during sales. There was in general, a tendency of women to shop more during sales because according to fashion psychology, shopping gives pleasure to women. Shopping during discount sales gave them happiness, calmness and made their mood better.

The above study has been carried out to understand the difference in shopping behaviour of men and women. Contrary to the study done by Hu, H. and Jasper, C. (2004), this study shows that there is difference in terms of expenditure per trip or shopping frequency as in Figure 1. Most participants spend more than INR 1000 but less than INR 2000. Higher percentage of men spend more than INR 2000 per trip whereas higher percentage women spend less than INR 1000 per trip. However, there was a significant association of expenditure per trip and gender ($\chi^2=7.665$, $p=0.053$).

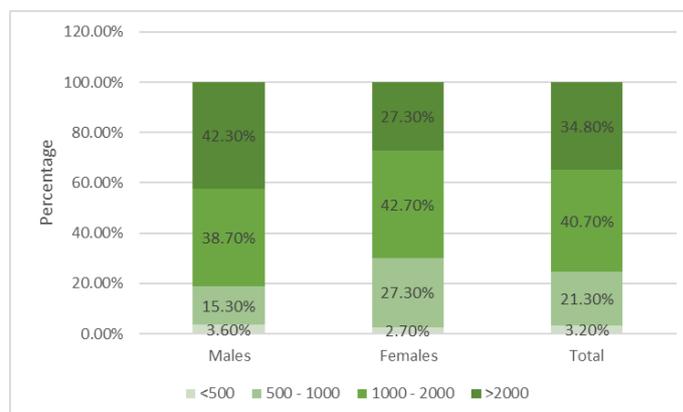


Fig. 1. Expenditure per trip

Unlike the findings by Do, Q. (2019) which says that there is no significant gender disparity in young Vietnamese consumer behaviors regarding online shopping, in India

there is significant gender disparity for online shopping. Pradhana, F. and Sastiono, P. (2018) found that women enjoy online shopping more than men but the present study found as seen in Figure. 2, that men prefer online shopping more than women. Most participants preferred shopping malls, whereas very small percentage preferred online. Higher percentage of women were street shoppers; whereas higher percentage of men shop online. There was a significant association between genders with the place of shopping ($\chi^2=12.178, p=0.007$).



Figure 2. Place of shopping

Kuruville, S., Joshi, N. and Shah, N. (2009) found that women had a more positive attitude to mall shopping and that they purchase fashion related categories more often than men. Similarly, in the present study as in Figure. 3, it was found that women preferred to buy more fashion related items as compared to men whereas men preferred comfort more than fashion. Higher percentage of men preferred comfort whereas higher percentage of women considered fashion trends, comfort and cost. However, there was no significant association of gender and factors determining choice of shopping.

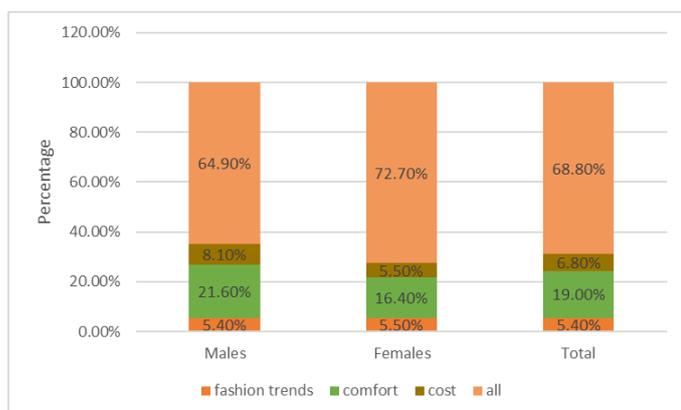


Figure 3. Factors affecting shopping

Supporting the study of Mmari, W. (2019) and Kazungu, I. (2019) this study finds that majority of women have fun when shopping, not only do they like to spend time by

shopping but also move around when shopping. Men on the other side, usually carried out what they had planned, acted deliberately and were goal focused as possible. This means women take shopping as leisure activity i.e., they are hedonistic shoppers. As seen in Figure. 4, higher percentage of men were utilitarian shoppers whereas higher percentage of women were hedonistic shoppers. A significant difference was seen in the amount of spending increased with the use of plastic payment in men; whereas a lot of women did not agree to increase their spending with credit cards or debit cards.

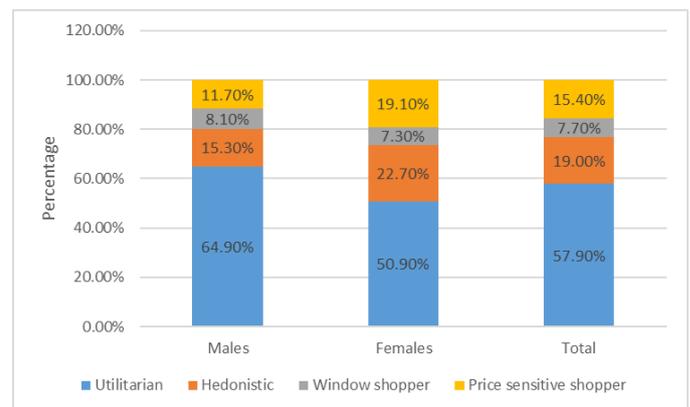


Figure 4. Kind of Shopper

Another significant difference was observed in the fact that, most women shopped more when they were accompanied by a female friend. While most men shopped more when they were alone as seen in Figure. 5. Most participants shopped more when accompanied by friend of same gender. Higher percentage of women shopped more when accompanied by friend/friends of same gender whereas higher percentage of men shopped more when they were alone. However, there was a significant association of shopping frequency and gender. ($\chi^2=31.792, p=0.000$). Thus, hypothesis H1 may be accepted. There is a significant difference between shopping behavior of undergraduate men and women in India.

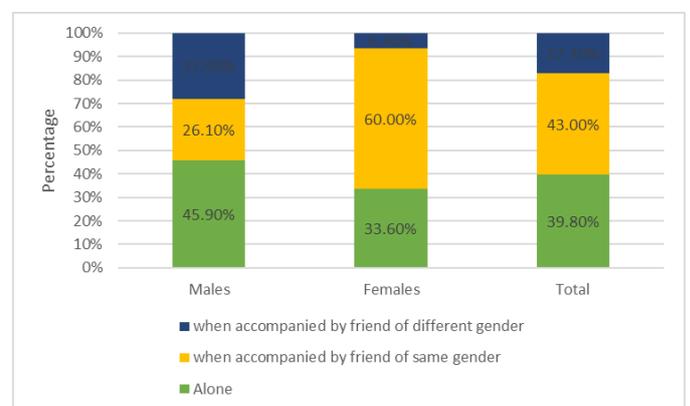


Figure 5. Frequency of shopping

6. CONCLUSION

It may be concluded that most men and women have similar interests and attitudes or behaviour towards shopping. Undergraduate men like to shop yearly whereas women preferred shopping monthly. Men mostly buy according to needs and necessity, thus they may be classified as utilitarian shoppers. Most men prefer malls for shopping whereas, women prefer street shopping more. Fashion, cost, comfort and price are the major factors which affect their shopping frequency. Majority of men shop more when they are alone. With the increase in digitalization and plastic money, the amount of money they spend on shopping has increased. Men and women both usually shop for clothing more as compared to accessories. Most young men do not generally buy in sales and discounts whereas females prefer to. Most men spend more expenditure per trip as compared to women. This study was limited to online responses. Personal interviews with large sample would generate substantial data for further research.

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