INVESTIGATION OF DIFFERENCE IN SHOPPING CHARACTERISTICS AMONG YOUNG MALE AND FEMALE CONSUMERS

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ABSTRACT

When one consumer decides to go for shopping one thing come into his/her mind that where to go for shopping and who will accompany for shopping? It is pertinent that male and female consumer may exhibit different opinion in preferred place of shopping and also the companion for shopping may vary also. This paper aims at investigating the difference in shopping characteristics across genders. It has been observed that there is a significant difference in preferred place of shopping and companion for shopping among male and female young consumers. This study of shopping characteristics across genders will help in understanding the consumer decision making and behaviour of male and female consumers.

KEYWORDS: Investigation, Preferred Place of Shopping, Accompany, Psychological Factor, Gender.

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Introduction

Shopping is an activity which is now days an integral part of day to day life. Every individual be it male or female are planning and also involving in shopping in one way the other. The main decision making situation come in to mind of the consumer is where to shop and with whom one go for shopping. The preferred place of shopping in customer's mind drive the customer towards that place where he/she get his/her desired product and the companion with whom the consumer goes for shopping also important as shopping not only has been done for need fulfillment but also for enjoyment and entertainment also. This study primarily tries to study whether there any difference exists in opinion among male and female young consumers of Odisha on the perspective of preferred place of shopping and the companion for shopping. Odisha is a state of emerging opportunities and Bhubaneswar, the capital of Odisha is declared as the best smart city in making in coming years, the young consumers of Odisha will be in the focal point of the marketer intending to target the business development. So, it is pertinent to study the young consumers' psychological factor for understanding the behavior and better design of marketing strategy and products for them. The major goal/objective of the study is to investigate the shopping characteristics among male and female young consumers of Odisha using the variables concerned to preferred place of shopping and accompany for shopping.

Literature Review

To conceptualize and operationalize the young consumers psychological mindset on preferred place of shopping and who mostly accompany them for shopping various extensive studies have been carried out by researchers across the world and also to gain insight into the opinion about the preferred place of shopping. Place of shopping plays a very important role in consumer decision-making. When

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the consumer decides to go to mall for shopping his/her mind set will be different from when the consumer decides to go for shopping at local store. When the consumers feel that they had not enough time to accomplish the task they needed to do, they perceive time pressure as per the study of Lee (1996). Kim (1984) had opined that insufficient time to perform desired purchase and consumption is known as perceived time pressure and the study of Won and Park (1994) indicated that time pressure affects the purchase decision of consumers. Shopping an unpleasant activity and undesirable as being considered by male shoppers (Dholakia, 1990 cited on Bakewell & Mitchell (2006)), however in the study by (Dholakia, 1999 cited on Bakewell & Mitchell (2006) highlights young male are more involved in shopping. Male consumer decision-making traits were different from female consumers. Male shoppers are having traits of 'Time-Energy Conserving', 'Confused Time restricted', 'Store loyal/low price seeking' & 'Store Promiscuous' where as Female shoppers are having traits of 'Bargain seeking', 'Imperfectionism' and 'Store Loyal' Bakewell & Mitchell (2006).

It is interesting to note that not many studies have been carried out on preferred place of shopping and accompany for shopping associated with young consumers in Indian context. India being a bifurcated society and there is a sharp contrast in wealth distribution between rural and urban sectors and the purchase of product varies according to the psychology of the consumers. In the context of shopping characteristics, a study has been carried out for better understanding the psychological aspect among male and female young consumers.

Objective of the Study

The objective of this study is to examine the various demographic and shopping characteristics of young male and female consumers of Odisha while their involvement in shopping and also investigate whether male and female young consumers differ in their decision on preferred place of shopping and the companion for shopping.

Research Methodology

- **Research Design:** A descriptive approach has been adopted in the research design. This has led to get the desired result by using cross-sectional study. The cross-sectional study among the university/college students has been based upon the methodologies adopted in previous empirical studies conducted in various parts of the world. It has been helpful on fulfillment of the objective of the research.

- **Research Method:** The research method is 'Quantitative' in nature and has the survey method through a structured questionnaire to assess the demographic and shopping characteristics of male and female young consumers involved in shopping.

- **Development of Instrument:** The questionnaire has been developed by using the questions to find out the demographic characteristics, shopping characteristics related to preferred place of shopping and shopping companion, the questions for demographic details and shopping characteristics are meant to be answered by selecting one option out of the options provided.

- **Sample and Source of Data:** The scope of the study is restricted to the university/college students and a purposive sampling has been undertaken. The university/college students have been selected as per their gender, educational qualification, course, and age group.

- **Sampling Design:** It has been observed from the literature review that the studies across the world have taken the sample of undergraduate and post graduate students for young consumer sample. So, the sampling design consists of a sampling frame which defines the list of students of Universities and colleges in Odisha in the age group of 17-25 years. Both boys and girls students are included in the sampling process. The questionnaire was administered to 500 students in different parts of Odisha. However, after the scrutiny of the feedback data only 432 questionnaires were found relevant.

- **Formats of Data:** As the study is empirical in nature, the primary data has been collected from the respondents by using survey method through administering the structured questionnaire to the respondents.

- **Tools for Data Analysis:** The data analysis has been carried out with descriptive statistics as well as techniques like non parametric test for the association of gender with preferred place of shopping and companion for shopping. It has been examined through cross tabulation and Chi-square test. Software spss-19 has been used for data analysis.

Data Analysis

The data has been analysed by using appropriate statistical methods and tools as applicable to meet the Objectives:

- **Descriptive Statistics Analysis:** The descriptive statistics has given an insight in to the demographic and shopping characteristics of young male and female consumers.
  - **Demographic characteristics analysis:** Firstly, to meet the objective the analysis of demographic of the respondents has been done, In the demographic characteristic analysis, the demographic characteristics of the respondents such as Gender, Age, Educational qualification (Details of the course the respondents are studying) have been taken into consideration for the analysis. Response from total sample size of 432 respondents are analysed and the major outcome is that; Out of 432 Respondents, 183 respondents are Male and constitutes 42.4% of total sample and 249 respondents were Female and constitutes 57.6 % of total sample; 246 respondents are in the age group of 17-20 years and constitutes 56.9% of total sample and 186 respondents were in the age group of 21-25 years and constitutes 43.1 % of total sample; 229 respondents are studying in Universities and constitutes 53.0% of total sample and 203 respondents are studying in colleges and constitutes 47.0% of total sample. Out of 432 Respondents, 278 respondents are studying in Undergraduate course and constitutes 64.4% of total sample and 154 respondents are studying in Post-Graduate course and constitutes 35.6% of total sample.
  - **Shopping Characteristics Analysis:** The Shopping characteristics such as preferred shopping destination of the students, who accompanies the young consumers for shopping are analysed and the outcome is: Majority of the respondent i.e. 266 respondents go to both Local and Branded Store for shopping and constitute 61.6% of total sample and both local and branded store are the preferred shopping destination, not exclusive only local or only branded store. Out of 432 Respondents, 214 respondents go for shopping with friends and constitutes 49.5% of total sample, 151 respondents go for shopping with parents and constitutes 35.0% of total sample, 35 respondents go for shopping with brother and/or sister and constitutes 8.1% of total sample, 29 respondents go alone(without accompany) for shopping and constitutes 6.7% of total sample, and 3 respondents go for shopping with relative and constitutes 0.7% of total sample. Hence, majority of the respondent go for shopping with friends and parents.
  - **Shopping Characteristics of Male and Female consumers:** In the study when the shopping characteristics has been analysed among male and female students the outcome is mentioned in the following tables (Table1 to 4).
    - ∗ **Association of Gender (Male & Female) Vs Preferred place of shopping**

Table1: Gender (Male & Female) Vs Preferred place of Shopping

Gender Vs. Preferred Place of Shopping Cross Tabulation							
			Preferred Place of Shopping					Total
			Single Brand Store	Shopping Mall	Local Store	Both Local and Branded Store	Multi Brand Store	Total
Gender	Male	Count	6	19	15	105	38	183
		% within preferred place of shopping	54.5%	32.2%	45.5%	39.5%	60.3%	42.4%
	Female	Count	5	40	18	161	25	249
		% within preferred place of shopping	45.5%	67.8%	54.5%	60.5%	39.7%	57.6%
Total		Count	11	59	33	266	63	432
		% within preferred place of shopping	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

To examine the association of gender with preferred place of shopping the following hypothesis has been formulated:

H_0 : There exists no significant association between Gender and Preferred place of shopping.

H_1 : There exists a significant association between Gender and Preferred place of shopping.

To test the hypothesis chi-square test has been conducted and the result is mentioned in Table 2.

Table 2: Chi-Square Test Result for Association of Gender with Preferred Place of Shopping

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.519a	4	.014
Likelihood Ratio	12.462	4	.014
Linear-by-Linear Association	3.430	1	.064
N of Valid Cases	432		

a. 1 cell (10.0%) have expected count less than 5. The minimum expected count is 4.66.

Interpretation

It has been observed from the chi-square result in Table 2 that the Pearson Chi-square p-value is .014 and which is less than 0.05, so the null hypothesis is rejected and there exists an association between gender and preferred place of shopping. Female consumers are preferring Shopping mall for shopping whereas male consumers preferring multi branded stores.

∗ **Association of Gender (Male & Female) Vs Companion for Shopping**

Table 3: Gender (Male & Female) Vs Companion for Shopping

Gender Vs Companion for Shopping Cross Tabulation								
			Companion for Shopping					Total
			No One (Go Alone)	Friends	Parents	Brother and/or Sister	Relative	
Gender	Male	Count	24	90	59	8	2	183
		% within companion for shopping	82.8%	42.1%	39.1%	22.9%	66.7%	42.4%
	Female	Count	5	124	92	27	1	249
		% within companion for shopping	17.2%	57.9%	60.9%	77.1%	33.3%	57.6%
Total		Count	29	214	151	35	3	432
		% within companion for shopping	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

To examine the association of gender with companion for shopping the following hypothesis has been formulated:

H_0 : There exists no significant association between Gender and companion for shopping.

H_1 : There exists a significant association between Gender and companion for shopping.

To test the hypothesis chi-square test has been conducted and the result is mentioned in Table 4.

Table 4: Chi-square Test Result for Association of Gender with Companion for Shopping

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.239a	4	.000
Likelihood Ratio	27.345	4	.000
Linear-by-Linear Association	12.770	1	.000
N of Valid Cases	432		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.27

Interpretation

It has been observed from the chi-square result in Table-4 that the Pearson Chi-square p-value is .000 and which is less than 0.05 , so the null hypothesis is rejected and there exists an association between gender and companion for shopping. Female consumers prefer companion viz. friends, brothers and sisters, parents for shopping in comparison with male consumers.

Conclusion

The study firstly, emphasizes on finding out the Shopping characteristics such as preferred place of shopping and accompany of shopping of male and female young consumers and secondly, the association of shopping characteristics with gender. It has been observed that Female consumers are

preferring Shopping mall for shopping whereas male consumers are preferring multi branded stores. Female consumers prefer companion viz. friends, brothers and sisters, parents for shopping in comparison with male consumers. So, the marketing strategy for male and female young consumers can be formulated by keeping in mind the difference in psychological aspect among them. This study has been carried out with a limited size of sample comprising of the young university & college students. However, a study on other sample with different demography may yield different results.

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