

A STUDY ON EFFECT OF GENDER DIFFERENCES ON APPARELS BUYING DECISION

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ABSTRACT

Men and women approaches same problem with different dimensions. They both consider different approaches in their buying behaviour. Consumer buying behaviour is influenced by multiple factors as Psychological (motivation, perception, learning and attitudes), Social (family. Peers, reference groups, status), Cultural (cultures and sub-cultures), Demographical (age, gender, occupation and lifestyles), Personal and Economical (personal income, family income, saving) Out of these factors, one of the major factors that influence consumer-buying decision is 'GENDER'. This paper aims to depict the degree to which gender influence the buying decision for apparel. In this study has made to understand the significant differences between the shopping frequency of both male and female regarding clothes. The study throws light on the buying pattern of male and female with respect of five attributes as Brand, Fashion, Discount, Price and Quality. This study has done on 78 consumers including 46 female and 32 male. The results would be beneficial for marketer to determine the market strategies for their potential consumers. On the basis data collected through online survey and some secondary sources, this study concludes that women were influence by fashion and quality while men were influence by brands.

Keywords: *Buying Behaviour, Gender Differences, Apparel Purchasing, Brand Awareness.*

Introduction

Textile industry in India is growing enormously day-by-day. In Indian market, textile industry established its sovereignty in 1850s. Indian textile industry contributes to 7% of industrial output in terms of monetary value, 2% of India's GDP and 15% of country's export earnings. Clothing is not only basic need of people but it is a way to express individual's lifestyles, his/her personality and attitude. Due to constant and dynamic changes in society and increasing rate of influence of modern culture, the demand for fashion clothes has increased. In past few decades information of fashions are transmitting like blazes all across the world and as a result, people are more driven towards apparel shopping. Apparel is one of the dominant factors in influencing others perceptions. Clothes and gender are interlinked in visual and mental context, as they are important for both men and women's character.

According to the motivation theory of Abraham Mashlow, the factors which motivate human being is divided into 5 needs, as Physiological, Safety, Belongingness, Esteem and Self-Actualization. In physiological category there are basic needs i.e. food, cloth and shelter. Based on need theory the conclusion is derive that people are highly driven by clothing need because it is a medium to communicate self-image. Past few decades information technology and advertisement led to change in consumer's classic culture of buying apparel to modern culture where everyone is now preferring brand and fashion. Modern consumers are more financially stable and independent. They are concise alliance of knowledge, wisdom and awareness. They are highly motivated and admire self-value. Now marketers need to understand that male and female consumer does not belong to homogeneous group. They are different in need, preference and demand. Marketers have to understand the factors, which make them different in their buying behaviour.

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Consumer buying behaviour is affected by multiple factors such as psychological, social, cultural, personal, economical and demographical. Consumers never behave in an identical pattern. Their behavioural changes depend on the different factors influencing the different needs. Most of the past researchers suggested in their study that women consumer is emotional buyers so their buying behaviour should be triggered with sensitive and emotional cues. While men usually pick up on very obvious kind of cues. Among all other factors, Demographic factors also play very crucial role in deciding the buying process. Demographic factors are age, gender, education, occupation, family background, family size etc. Out of these factors, this paper only reveals the effect of gender on apparel buying decision. At the time of purchasing clothes, men are on a mission, while women are on a journey. When men and women make decision about what to purchase in clothing they are influenced by the information given by fashion industry. As individuals are capable in making decisions related to clothing, still there are certain factors that manipulate their buying decision, such as Price, Brand awareness and society's value judgements.

In the context of garment purchase both male and female, become extremely informed with brand and fashion information. Now apparel purchasing is not only associated with women undertaking (Neena Sondhi 2006). Young consumers especially men like those products which illustrate their statuses or personalities (IRMA pg 37). Products are gender type pr androgynous, means having characteristics based on masculine and feminine type (Solomon et. Al. 2010). Observation of consumer behaviour directly affects marketing strategy (Andersan et al. 2005). Smart companies try to fully understand the consumer's buying decision process- all the experiences in learning, choosing, using and disposing of a product.

Table A. Provide list of some questions related to consumer behaviour marketer should ask in terms of Who, What, When, Where, How and Why.

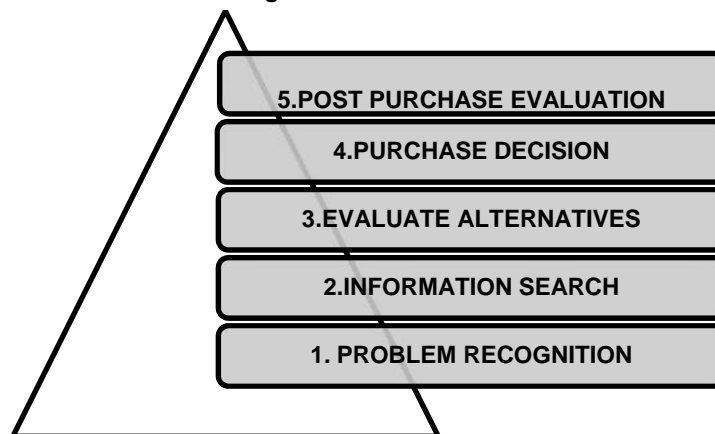
Understanding Consumer Behaviour

- Who buys our products and services?
- Who makes the decision to buy the product or service?
- When do they buy? (occasionally/ regularly)
- What are consumer's attitude towards our products and services?
- What factors influenced the purchase decisions?
- Does consumer's lifestyle influence their decisions?
- How do personal, demographic, social and cultural factors influence the buying decision?
- What needs must be satisfied?

Source: George Belch and Michael Belch, Advertising and Promotion; An Integrated Marketing Communications Perspective 8th ed. (Homewood, IL; Irwin, 2009).

Buying decision is a psychological process, which is important role player in consumer's actual buying decision.

Buying Decision Process: Five Stage Model

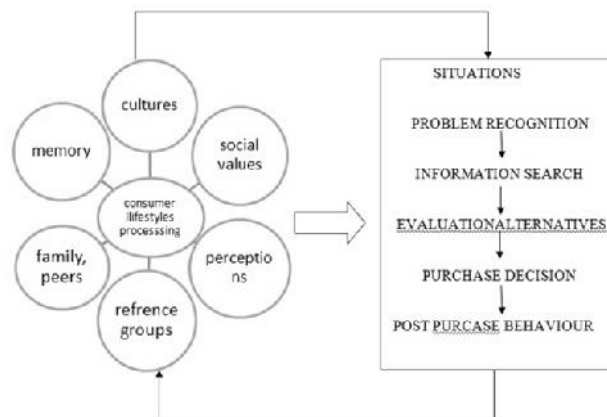


Source: Phillip Kotler; Marketing Management 15th ed. P.g 182.

It is not necessary that consumer always go through five stages, when you buy regular brand of any certain product you may skip stage 2nd and 3rd. Consumer behaviour is study of how individuals, groups organisations select goods or services to satisfy their needs. Consumer behaviour is defined based on selection of goods made by consumer and what the product needs satisfy. Most of the companies maintained customer satisfaction according to the behavioural application by group of customers. In the fast fashion world, Garment manufacturers are competing for their marketing strategies to perform good performance due to immediate switching of brands and products by consumers.

In five-stage model of consumer buying decision process, the purchase process starts with recognition of a problem or need. Need create desire to buy that end up on second stage which is information search. Information search involve searching for product type, product feature, quality, price, substitute, availability etc, if consumer cannot search for suitable product according to his/her need, searching process continues. Third stage is evaluation of alternatives available in the market in this stage consumer compare the product with rival products in the market and evaluates the risk associated with the product. After satisfying the entire doubts and queries, consumer finally decide to buy the product. The last stage is post-purchase evaluation in this stage he remove the sense of satisfaction or dissatisfaction after having the product.

Framework of Studying Consumer Behaviour



Source: Consumer Behaviour by M.Khan pg, 3 fig 1

The human behaviour is complex, controversial and contradictory to marketing practitioner. Consumer behaviour has been legitimized in marketing for it provides that of markets (Schiffman and Kanuk 2000).

Review of Literature

- Gender plays a crucial role in consumer behaviour, because men and women have different expectations, lifestyles, and need and wants which reflect in their consumption behaviour **(Akturan 2009, 66)**.
- Males and females want different products and have different liking and obtaining pattern **(Mitchell and Walsh 2004)**.
- Women want more interaction whereas men want quick answer. They (men) really do not want to deal with a person. **(Vijaya Lakshmi 2017)**.
- The process for shopping is a mission for men but women love shopping, even when they have less time **(H. Lahiri 2017)**.
- Poonam Chahal in her study found that young generation between age group of 20-25 years is very keen to online shopping. She also consumers from male group are very interested in online shopping **(Poonam Chahal 2015)**.
- According to John and Joy different dominant styles are preferred by consumers for communication out of these women have three distinct styles i.e. Visual, Verbal and Touch **(Joy and Jhon 2006)**.

- **Baker (2012)** in his study stated that men are dependent on others for marketing decision of their own choices.
- Marketer should analyse the changing demographics of men and women. The role of both in families has changed drastically. In U.S, the number of 'dads-at-home' increased over last decades. The most important factors to men are age, education and income. A man takes majority of decisions for themselves while mostly women take decisions for others (**Heather Kraft 2012**).
- The early days of online shopping were male oriented because the selections of products were limited to computers, music, software and electronics. But now the variety of goods expanded to food, apparel, home-goods etc took female to online shopping (**Marica Kaalpaan 2012**).
- According to **Swara Bakshi (2017)** women are more sensitive, warm and apprehensive than men, and men are emotionally stable, dominating, rule conscious and vigilant. They both approach same problem with distinct consideration. Where women are concerned about how problem is solved- they share and discuss, and on the other hand, men's problem solving technique demonstrate their competency.
- Men move faster through the store spend less time in browsing and do not typically ask questions. Men prefer eye catching displays technology, gadgets and obtaining information firsthand from written materials (**Under Hill 1999**).
- According to Sproles and Kendall (1986) when consumer make decision related to final purchase they exhibit their decision making styles which reflect mental orientation of how consumer make choices.
- Gender differences in shopping pattern are always well researched area and work as important segment for marketers (**Carpenter, Wayne and Connolly. 2005**).
- Women usually spend more time in shopping than men (**Darle and Smith 1995**).
- Male and female consumers are identified by different approaches with different buying behaviour and shopping styles, which affect their buying decision there can be use of different traits in their shopping, as they can be brand loyal or quality conscious (**Moschis 1981, Babin Darden and Griffin 1994**).
- To understand consumer socialization process under consumer buying pattern brand sensitivity is an important tool (**Mc Leod 2005**).
- Globalization, changed in life of fashion products and increasing competition has affected consumer behaviour. The factor that made consumer to purchase particular clothing, nowadays has taken multiple aspects of personal and social needs and influences by multiple variables (**Emine Koca, 2016**).

Objectives of the Study

The aim of this study is to find out the relationship between consumer behavioural aspects and its impact on the buying decision made by them while shopping for apparels by following objectives:

- To identify the relationship of shopping frequency with respect of gender.
- To identify the relationship of various factors and buying decision.
- To identify the dependence of buying behaviour on gender.

Research Methodology

This study is a work of quantities analysis. In order to reach the goal, which is to identify the effect of gender differences in buying habits of men and women? This paper is based on primary data collected from questionnaire on personal level. Some secondary sources as Journals, Books, and Internet were also helpful in accessing the goal. Findings are based in insight study done on data collected and will be helpful for further references.

Sample Design

The study was done on sample collected randomly from 78 consumers, included 32- Men and 46-Women. The sample was collected through questionnaire framed with 10 questions. Data is collected on categorical basis (nominal scale). In order to reach the objectives at each level Null Hypothesis (H0) and Alternative Hypothesis (H1) is developed. Calculation of data is done with the help of Statistical tool Chi-Square (χ^2), which is applied to interpret the findings and conclusions. For interpretation, critical value

(or table) value is taken from contingency table and expected values are calculated by mathematical calculation. Calculated value is compared with critical value at $\alpha = 0.05$ level of significance. Degrees of freedom for the chi-square test are given by $(r - 1) (c - 1)$. The level of significance $\alpha = 0.05$

Findings and Interpretation

Seventy-eight respondents randomly selected were asked whether the shopping frequency for apparel buying decision is affected by gender. The consumers were categorized in male and female. Male respondents were 32 and female respondents were 46. Their responses are given in the following tables.

Table 1: To Identify the Relationship in Shopping Frequency and Gender

Gender	Observed Shopping Frequency				Total
	V. frequently	Frequently	Occasionally	Never	
Male	4	6	19	3	32
Female	3	7	30	6	46
Total	7	13	49	9	78

Source: Field Survey

Null Hypothesis H₀: No significant relationship between the shopping frequency and gender.

Alternative Hypothesis H₁: Significant relationship between the shopping frequency and gender.

Arranging the observed and expected frequency as follows to calculate the value of χ^2 -test

Table 2

Observed (O)	Expected (E)	O - E	(O - E) ²	(O - E) ² / E
4	2.87	1.13	1.27	0.442
6	5.33	0.67	0.44	0.082
19	20.10	- 1.1	1.21	0.060
3	3.7	- 0.7	0.49	0.132
3	4.13	- 1.13	1.27	0.307
7	7.67	0.67	0.44	0.057
30	28.90	1.1	1.21	0.041
6	5.3	0.7	0.49	0.092
Total				1.213

Critical value = 7.81, Source: Contingency table

In table 1 Degrees of freedom should be $(2 - 1) (4 - 1) = 3$. Since calculated value of $\chi^2 = 1.21$ is less than its critical value (or table value), $\chi^2 = 7.81$ at $\alpha = 0.05$ and $df = 3$, the null hypothesis is accepted. Hence, it concludes that the gender and shopping frequency is not related.

Table 3: To Identify Relationship Between Various Factors and Buying Decision

Gender	Observed Data of Factors					Total
	Brand	Price	Fashion	Discount	Quality	
Male	12	5	4	3	8	32
Female	8	7	13	8	10	46
Total	20	12	17	11	18	78

Source: field survey

H₀: Significant relationship between various factors and buying decision

H₁: No significant relationship between various factors and buying decision

Arranging the observed and expected frequencies as follows to calculate χ^2 - test static

Table 4

Observed (O)	Expected (E)	(O - E)	(O - E) ²	(O - E) ² / E
12	8.20	3.8	14.44	1.761
5	4.92	0.08	0.006	0.0013
4	6.97	- 2.97	8.82	1.265
3	4.51	- 1.51	2.28	0.505
8	7.38	0.62	0.38	0.514

8	11.79	- 3.79	14.25	1.218
7	7.07	- 0.07	0.004	0.0006
13	10.02	2.98	8.88	0.886
8	6.48	1.52	2.31	0.335
10	10.61	-0.61	0.37	0.34
Total				6.841

Critical value: 9.49 Source: Contingency table

Degrees of freedom $(5 - 1) (2 - 1) = 4$. Since, calculated value of $\chi^2 = 6.841$ which is less than its critical value, $\chi^2 = 9.49$ at $\alpha = 0.05$ and $df = 4$, Null hypothesis accepted. Hence, it concludes that buying decision is affected by various buying factors. Various factors such as Brand, Price, Fashion, Discount Quality were taken to reach the objectives.

Table 5: To Identify Dependence of Buying Behaviour on Gender

Gender	Observed Buying Behaviour				Total
	Complex	Impulsive	Habitual	Variety-seeking	
Male	3	6	13	10	32
Female	7	19	4	16	46
Total	10	25	17	26	78

Source: field survey

H₀: No dependence of buying behaviour on gender

H₁: Dependence of buying behaviour on gender

Table 6

Observed (O)	Expected (E)	(O - E)	(O - E) ²	(O-E) ² /E
3	4.10	- 1.1	1.21	0.295
6	10.25	- 4.25	18.06	1.761
13	6.97	6.03	36.36	5.216
10	10.66	- 0.66	0.43	0.040
7	5.89	1.11	1.23	0.208
19	14.74	4.26	18.14	1.231
4	10.02	- 6.02	36.24	3.616
16	15.33	0.67	0.44	0.028
Total				12.095

Critical value: 7.86 Source: Contingency table

Degrees of freedom $(4 - 1) (2 - 1) = 3$. Since, calculated value of $\chi^2 = 12.095$ which, is more than critical value of $\chi^2 = 7.86$ at $\alpha = 0.05$ and $df = 3$, the null hypothesis is rejected hence, it concludes that buying behaviour of consumer is dependent on gender.

Limitation of the Study

Due to time limit, this study is limited only to 78 respondents and only 1 demographic factor gender and its effect on apparels purchasing has been chosen to study. Consumer behaviour is complex in nature and gets affected by multiple factors such as social, cultural, economical, personal and psychological.

Discussion

Based on the observed study the following suggestions can be use for further references:

- The first objective of the study is to find out whether there are any relationship between shopping frequency and gender. Table 1.1 proved that there are no significant relationship in shopping frequency and gender, but observed data can use in finding out of the percentage of shopping frequency between men and women. There are four frequencies given in questionnaire very frequently, frequently, occasionally and never. The highest answered frequency is occasionally which means people like to purchase apparels on occasions.
- The second objective of the study is to identify the relationship of various factors and their effect on consumer's apparels buying decision. Table 2.1 proved that buying decision is affected by multiple factors. Five factors are taken in the study they are Brand, Price, Fashion, Discount and Quality. Based on calculation it can conclude that women are more influenced by Fashion and Quality while men are more influenced by Brand.

- The third objective is to find the dependence of buying behaviour on gender. Table 3.1 proved that buying behaviour is dependent on gender. To study the buying behaviour four types of buying behaviour are selected that are Complex, Impulsive, Habitual and Variety seeking. Based on data collection in table.1 The highest answered behaviour is impulsive in female category while on the other hand it is habitual behaviour in male category. Hence it concludes that women are impulsive buyer in terms of apparel purchasing where men buy apparels according to their habits.
- During the study, it is found that special occasion like birthdays, weddings and festivals also plays a major role for apparel shopping. The highest selected occasion for apparel shopping is wedding, 59.49% people purchase dress on wedding occasion and 43.04% on birthdays and 51.9% on festivals.
- Study shows the rate of advertisement effect on apparel shopping. Based on findings it can be predict that the role of advertisement is not very effective in area of apparels, 51.95% people are neutral with advertising and only 21.52% people replied that the role of advertising is high in their shopping decision of apparels.

Conclusion

It has been suggested that at isolate level men and women are consumers demonstrates different approaches in their buying behaviour in respect of apparels shopping. For this reason the study is concentrated on the extent of gender while apparel buying. After analysis, it is found that there are relationship between gender buying behaviour and factors that affect the decision for apparels purchasing. At the time of study, it is also found that 53% men shop for the same brand of clothes while 41.30% women never shop for the same brand which means women or more versatile in apparels shopping while men are more brand freak. The percentage of brand freakiness is higher in men in comparison to women. In men 40% had chosen brand factor at the time of apparel shopping, while in women the brand factor is 17.39% only. Women are more influenced by fashion when she is shopping for apparels, fashion rates are 28.26% in women, and 12.5% in men. This is necessary for clothing manufacturers that the produce the product according to the need and demand their consumers in this competitive climate. The study helps to understand the impact of gender on consumer behaviour to apparels manufacturer and provide guideline for further research efforts.

Annexure

Questionnaire

Q.1 Name, Age, Gender and Occupation.

.....

Q.2 How often you go for shopping?

- | | |
|---------------------|---------------|
| (a) Very frequently | (b) Regularly |
| (c) Occasionally | (d) Never |

Q.3 Who play major role in deciding the selection of apparels?

- | | |
|--------------|-------------|
| (a) Self | (b) Parents |
| (c) Children | (d) Spouse |
| (e) Others | |

Q.4 Which factor/s affect your buying decision while shopping for apparels?

- | | |
|-----------------------------|--------------------|
| (a) Offers and Discount | (b) Advertisements |
| (c) Fashion and Style | (d) Price |
| (e) Quality | (f) Brand |
| (g) Others (please specify) | |

Q.5 Do you purchase apparels on special occasions like.

- | | |
|---------------|----------------------|
| (a) Birthdays | (b) Festivals |
| (c) Weddings | (d) Others (specify) |

Q.6 How frequently you Shop for Apparels.

- (a) Very frequently (b) Regularly
(c) Occasionally (d) Once in a year
- Q.7 Do you shop for the same brand of apparels every time?
(a) Always (b) Sometimes
(c) Never (d) Not sure
- Q.8 what is your behaviour at the time of buying apparels.
(a) Complex (b) Impulsive
(c) Habitual (d) Variety seeker
- Q.9 Role of Advertisement in your decision making for apparel buying.
(a) Very high (b) High
(c) Neutral (d) Low
(e) Very low
- Q.10 How would you rate these factors on 5 point scale.
- | Factors | 1 | 2 | 3 | 4 | 5 |
|------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Brand | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Quality | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Price Uniqueness | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Discount | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Numerical Calculations

Table 1

- Degrees of freedom Formula $(r - 1) (c - 1)$
 $(2 - 1) (4 - 1) = 3$
Expected Frequencies:

$$\text{Formula} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

$$E_{11} = 32 \times 7 / 78 = 2.87$$

$$E_{12} = 32 \times 13 / 78 = 5.33$$

$$E_{13} = 32 \times 49 / 78 = 20.10$$

$$E_{14} = \{ 32 - (2.87 + 5.33 + 20.10) \} = 3.7$$

$$E_{21} = 7 - E_{11} = 7 - 2.87 = 4.13$$

$$E_{22} = 13 - E_{12} = 13 - 5.33 = 7.67$$

$$E_{23} = 49 - E_{13} = 49 - 20.10 = 28.90$$

$$E_{23} = 9 - E_{14} = 9 - 3.7 = 5.3$$

Table 2

- Degrees of freedom $(5 - 1) (2 - 1) = 4$
 $E_{11} = 32 \times 20 / 78 = 8.20$
 $E_{12} = 32 \times 12 / 78 = 4.92$
 $E_{13} = 32 \times 17 / 78 = 6.97$
 $E_{14} = 32 \times 11 / 78 = 4.51$
 $E_{15} = \{ 32 - (8.20 + 4.92 + 6.97 + 4.51) \} = 7.38$
 $E_{21} = 46 \times 20 / 78 = 11.79$
 $E_{22} = 46 \times 12 / 78 = 7.07$
 $E_{23} = 46 \times 17 / 78 = 10.02$
 $E_{24} = 46 \times 11 / 78 = 6.48$
 $E_{25} = 46 \times 18 / 78 = 10.61$

Table 3

- Degrees of freedom $(4 - 1)(2 - 1) = 3$
- $E_{11} = 32 * 10 / 78 = 4.10$
- $E_{12} = 32 * 25 / 78 = 10.25$
- $E_{13} = 32 * 17 / 78 = 6.97$
- $E_{14} = \{ 32 - (4.10 + 10.25 + 6.97) \} = 10.66$
- $E_{21} = 46 * 70 / 78 = 5.89$
- $E_{22} = 46 * 25 / 78 = 14.74$
- $E_{23} = 46 * 17 / 78 = 10.02$
- $E_{24} = 46 * 26 / 78 = 15.33$

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