



Gender Difference in Mall Shopping Behaviour at Chennai city

KEYWORDS

Shopping mall, gender difference, attitudinal difference

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ABSTRACT *The Shopping mall concept gained momentum in Chennai city as people have less time at their disposal and want to enjoy shopping under one roof. With a sample of 250 respondents this paper attempted to understand the visiting pattern of mall shoppers and also examined the attitude of mall shoppers towards mall environment and tenant mix. Chi-square test, cross tabulation and discriminant analysis has been conducted for the purpose of analysis. The result of the analysis revealed that difference exists in frequency of visit, purpose of visit and in the male and female attitude towards tenant mix.*

Introduction

Organized retailing in India is growing exponentially and it is expected to reach a size of US\$ 200 billion by 2020. The growth potential of organized retail attracted many big players and entered the retail landscape with different formats like hypermarkets, supermarket, discount stores and malls. Amongst these format shopping mall is one which combine shopping, dining and entertainment to target contemporary shoppers. It is a place to meet friends, watch movies, browse and above all a place to relax from their daily routine. As malls have become an integral part of urban consumers shopping culture understanding their behavior become imperative, In understanding mall shoppers' behavior gender difference plays a vital role. The gender difference is not only due to biological and genetical factors but also due to social factor.

Traditionally men were the sole earning members of the family hence the shopping was considered as an activity and undertaken with utilitarian motive. But in recent years as women entered workforce their socialization, awareness about brands, increased spending power and work pressure has changed the shopping behavior.

Literature Review:

Eric R. Spangenberg et. (2004) The researchers elaborated that in the presence of gender-congruent ambient scent, shoppers spent more time in the store, bought more items and spent more money on their purchasing and the shopper had intention to visit the store in the future.

Surajit Ghost Dastidar&BiplabDatta (2009) in their research assessed whether the consumers' demographics like gender, age, education and income have any influence on their exploratory tendencies. The result of the study was that the males are more risk taking/innovative than females and younger consumers have greater tendency towards curiosity motivated behavior. Education and income have no influence on any exploratory tendencies.

Kuruvilla, Joshi and shah (2009) studied the gender differences in mall shopping attitude and behavior. The study revealed that men spent more time in the mall and visited the mall frequently. Women purchased fashion related categories in shopping mall. Malls Found to be a popular destination for purchase of clothes, accessories and foot-

wear for both men and women.

Vanessa Jackson Leslie StoelAquiaBrantely (2011) studied Mall attributes and shopping value: Difference by gender and generational cohort Analysis of survey results show no differences in hedonic and utilitarian shopping values by generational cohort, but generational differences in attitude toward mall hygiene factors, locational convenience and entertainment features did exist. Results also show that females derive greater levels of hedonic shopping value from a trip to the mall and also show more positive attitudes toward mall hygiene factors and entertainment options in comparison to males. No difference in utilitarian shopping value and attitude toward locational convenience were found between males and females.

Gagandeep Kaur Nagra R Gopal Pradip Manjrekar (2012) in their research analysed the moderating effect of gender on purchasing behaviour. Through structured questionnaire the researcher analysed both male and female shopping experience in malls and the result derived was there is a significant difference in unplanned purchase, bought things i cannot afford, shopping is entertainment

Objectives:

- To understand the gender difference in visiting pattern
- To analyze the difference in purpose of visit
- To analyze the gender difference towards mall environment
- To analyze the gender differences towards tenant mix

Hypothesis:

The following hypothesis were framed

- H1: Gender difference influence the visiting pattern
- H2: There is no significance difference between male and female in purpose of visit
- H3 : Consumer's gender affects the perception of mall environment
- H4 : Consumer's gender influence the perception about tenant mix.

Methodology

The study restricted to five malls in Chennai city. The study is based on both primary and secondary data. The primary

data was collected through structured personal interview questionnaire from a random sample of shoppers of each of the mall. From each mall 50 respondents were selected at random and a total of 250 respondents were considered for analysis. The collected data was analysed and interpreted with cross tables and the hypothesis was tested with chi-square. The secondary data was collected from various articles and reports.

Data Analysis and Interpretation

Understanding the visiting pattern and the shoppers attitude throws a light on mall shopping behaviour and provides a cue to mall managers and helps them to bridge a gap, which in turn enhances the shopping experience.

Table No. 1 Visiting pattern and Shopping Behaviour

Attribute	Chennai Malls (n=250)			Chi-square (df=4)	sigvalue	Result
	Male (%)	Female (%)	Total (%)			
Frequency				16.835	.002	Significant
Once in a Week	4.1%	1.6%	2.8%			
Once in Fortnight	13.2%	3.1%	8.0%			
Once in a month	31.4%	40.3%	36.0%			
Once in two or three Months	45.5%	39.5%	42.4%			
Once in Six Months	5.8%	15.5%	10.8%			
Amount Spent				3.845	.427	insignificant
Less than Rs.1000	.8%	2.3%	1.6%			
Rs. 1000-Rs.2000	21.5%	16.3%	18.8%			
Rs.2000-Rs.3000	43.0%	40.3%	41.6%			
Rs.3000-Rs.4000	31.4%	39.5%	35.6%			
More than Rs.4000	3.3%	1.6%	2.4%			
Time Spent				1.574	.813	insignificant
Less than 30 minutes	7.4%	4.7%	6.0%			
30 min -60 min	.8%	1.6%	1.2%			
1hr-2 hrs	20.7%	24.0%	22.4%			
2hrs-3 hrs	41.3%	42.6%	42.0%			
More than 3 hrs	29.8%	27.1%	28.4%			
Factor influencing visit						
Price	9.9%	5.4%	7.6%			
Quality	29.8%	30.2%	30.0%			
Value for money	32.2%	41.1%	36.8%			
Service	28.1%	23.3%	25.6%			

Visiting Pattern and Shopping behaviour

As to visiting pattern, 13.2% & 4.1% of male respondents visited mall once in fortnight and once in a week respectively. 40.3% of female respondents visited the mall once in a month and 45.5% of male respondents visited the mall once in two or three months.

As to amount spent, 43.0 % of male respondents spend an amount ranging from RS.2000-RS.3000 per visit whereas 39.5% of female respondents spend an amount ranging from Rs. 3000-Rs.4000 per visit

In terms of duration of visit, 29.8% of male respondents spent more than 3 hrs in the mall whereas 42.6 % of female respondents spent 2hrs-3hrs per visit.

Regarding the factor influencing the visit 41.1% of female visitors were influenced by value for money 9.9% and 28.1% of male visitors were influenced by price and service respectively.

Table 02. Purpose of visit and Gender cross tabulation for weekdays and Weekends

Purpose	Week-days		Week-ends		Pvalue (df=2)	Sig value	Result
	Male	Female	Male	Female			
Food court	12	17	104	100	3.571	.168	Insignificant
Fun & Games	6	5	62	68	.195	.907	Insignificant
Hang Out	29	14	21	22	7.959	.019	Significant
Apparel	20	16	60	60	1.722	.423	Insignificant
Footwear	30	11	37	35	14.758	.001	Significant
Fancy items	14	21	25	65	31.122	.000	Significant
Bags/Luggage	4	8	17	32	6.316	.043	Significant
Grocery	0	1	28	45	5.276	.071	Insignificant
Electronic gadgets	9	2	42	11	33.742	.000	Significant
Window Shopping	11	5	51	56	2.868	.238	Insignificant

The above table clearly states that weekend visitors to mall were more compare to that of weekdays. Out of various purpose listed above the significance difference between male and female exists in purchase of fancy items, bag and luggage's, electronic items, footwear and in hang out.

Discriminant analysis was conducted to identify if there is any difference in male attitude and female attitude towards shopping mall in terms of variables like mall environment and tenant mix. Mall environment includes size, ambience and cleanliness of mall. Tenant mix includes variety of retailers', merchandise, quality and price of merchandise.

Table No. 3 Discriminatory factors affecting attitude towards shopping Mall between male and female in Chennai city

Group Mean				
Gender	Tenant variety	Value for money	Mall environment	
Male	9.3471	16.4876	21.4711	
Female	8.2016	18.7519	21.7287	
Eigen values				
Function	Eigen Values	% of Variance	Cumulative %	Canonical Correlation
1	.713	100	100	.513
Wilks' Lambda				
Test of Function	Wilks' Lambda	Chi-square	Df	Sig.
1	.621	3.173	3	.004

As there are two groups only one function was estimated. The Eigen value associated with this function 1 is .713 and it accounts for 100 percent of explained variance. The canonical correlation associated with function .513.

The value of Wilks Lambda is .621 that is transformed to a chi-square value of 3.173 with 3 degrees of freedom which is significant at 5% level. So null hypothesis that is, in population the mean of all discriminate function in all groups are equal is rejected.

Table 3 indicates that attitudinal difference exists between male and female in terms of tenant variety and value for money. However male and female attitude towards mall

environment were quite similar.

Discussion:

Gender difference in mall visit: To examine the difference in mall visiting pattern between male and female the following aspects were covered. Frequency of visit, purpose of visit, time spent, amount spent and factor influencing visit. The data of these variables were analysed with the help of chi-square test. The result suggested that there is no significance difference in amount spent and time spent by male and female visitors.

However the difference exists in frequency of visit. Male and female visit to mall fall under extreme situations. Male visited mall either once in a week, once in fortnight or once in two or three months whereas females visited the mall either once in a month or once in six months.

Compare to weekdays, Weekends visitors to malls were higher. Male preferred mall to purchase footwear and electronic gadgets whereas female preferred mall to purchase fancy items and bags & luggages. Comparatively men

were likely to hang out at mall.

The research result shows that male visitors are greatly influenced by factors like price and service whereas value for money and quality were most influencing factors for female visitors.

Conclusion and implications: This study shows that though there are similarities in male and female shopping behaviour difference too exists. Constantly monitoring these differences enables the mall managers to draft need based strategies. In this study as the male hang outs are more the managers should promote masculine aspects of shopping to trigger the impulse purchase. Similarly to increase the frequency of women shoppers' mall managers should draft the strategy that encompasses more of hedonic elements. To build positive attitude of men and women towards mall continuous assessment of various variables like quality, price, tenant variety and mall environment is required as wide range of consumers with difference in taste and preference have to be addressed.

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