



## Gender And Emotions During Garment Purchase – A Study To Analyze The Differences.

### KEYWORDS

Emotions, garment purchase

**Mallika Babu**

Department of MBA, LDRP Institute of Technology and Research, Sec 15, Gandhinagar.

**Dr.Kishor Barad**

Shanti Business School, Ahmedabad.

### ABSTRACT

Times immemorial, it is been said that men and women have different emotions for purchasing garments. There is a general perception that women love to spend more time for purchasing, whereas men select their garments quickly. This paper is to study the differences between men and women in their emotions during garment purchase. A survey on the same is carried out among 225 respondents, in which 147 were males and the remaining were females. Independent t test was used for analysis. Significant differences were found out in the various emotions felt between males and females during garment purchase.

### Introduction:

The term marketing has changed vastly and in depth researchers for consumer behavior is the key term for many studies now. Such researches help in understanding consumer buying behavior in a better way. This assists in drafting a better positioning strategy by scientifically segmenting and targeting the consumers. Starting from the decision making process to the buying process, the demographic variables play a important role. Many researches show that the shopping behavior of men and women differ and they process the information in different ways. A research study shares that emotional and social needs of women is high during shopping than men. Many studies have proved that the gender differences play a major role in purchasing decisions and the cognitive and affective behavior of both gender has a major contribution in decision making.

### Literature review:

Consumers' expectations on shopping have changed a lot. Apart from getting quality materials at an affordable rate, today's shopping has become an entertainment factor for them. With the introduction of mall culture, the entertainment quotient of shopping has reached new heights. Shop atmosphere, music, social factors are some of the few factors which affects the emotional aspects of consumers while shopping. As today's consumers leave for shopping at any unplanned time, the effect of their emotional condition affects the purchase behavior to a larger extent. Various studies have showed that the emotional conditions and mood states have a larger influence on impulsive buying behavior, which is the key word for today's marketers. It has been researched that the consumers, when they are in a positive mood facilitate impulse purchasing, whereas the consumers, while in a negative mood may tend to do it lesser'. Emotions, are the feelings, which are different from cognition, and when they are positive may enhance the cognition towards purchasing a product. Such

positive emotions can connect customers with products or brands very well and can not only ease the decision making process, but also increase the recall and return to a brand or company in future. As researches are done and were concluded that emotions play an important role in purchasing and few researches were concluded that there is a difference in emotional states of consumers based on gender, this study is an initiative to understand the differences between genders in various positive emotional states during shopping.

### Research Methodology:

The study was conducted among 250 respondents, in which 225 were selected as usable responses. The survey was conducted in Ahmedabad and Gandhinagar. 65% were males and 35% were females. A questionnaire containing various positive emotions was distributed to respondents after their garment purchase.

The responses were recorded. Convenience sampling technique was used and Independent t test was used to analyze the responses.

### Hypothesis

- H1: There is a no significant difference in excitement felt between males and females while purchasing garments
- H2: There is a no significant difference in effectiveness felt between males and females while purchasing garments
- H3: There is a no significant difference in inspiration felt between males and female while purchasing garments.
- H4: There is a no significant difference between males and females in having interest while purchasing garments.

### Data Analysis:

Four emotional states have been considered for this research study. Feeling excited, feeling effective, feeling inspired and feeling interesting are the four positive emotional states considered by the researcher during garment purchasing. The statistics table for independent t test is given below.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Emotional Response- excited	Female	147	4.0952	1.02925	.08489
	Male	78	3.7949	.93084	.10540
Emotional Response-effective	Female	147	3.7075	.92315	.07614
	Male	78	3.6923	.82663	.09360
Emotional response -inspired	Female	147	3.5306	1.00891	.08321

	Male	78	3.3077	1.07278	.12147
Emotional response -interesting	Female	147	4.1905	.96751	.07980
	Male	78	3.8718	.90251	.10219

Fig 1. Independent T test – mean values

Independent Samples Test											
	Levene's Test for Equality of Variances	t-test for Equality of Means									
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Emotional Response- excited	Equal variances assumed	.530	.467	2.152	223	.032	.30037	.13957	.02531	.57542	
	Equal variances not assumed			2.219	171.292	.028	.30037	.13533	.03323	.56750	
Emotional Response-effective	Equal variances assumed	1.917	.168	.122	223	.903	.01518	.12481	-.23079	.26114	
	Equal variances not assumed			.126	172.736	.900	.01518	.12066	-.22297	.25332	
Emotional response-inspired	Equal variances assumed	.015	.903	1.543	223	.124	.22292	.14448	-.06181	.50765	
	Equal variances not assumed			1.514	148.933	.132	.22292	.14724	-.06802	.51386	
Emotional response-interesting	Equal variances assumed	1.257	.264	2.406	223	.017	.31868	.13246	.05765	.57971	
	Equal variances not assumed			2.458	166.825	.015	.31868	.12965	.06271	.57466	

Fig. 2. Levene's Test for Equality of Variances.

**H1: There is a no significant difference in excitement felt between males and females while purchasing garments**

For the emotional state, "feeling excited", F value of Levene's test of equal variances is 0.530 and the P value is 0.467. As the P value is more than 0.05, we assume that the variances of two populations are equal and therefore, we concentrate on the first row only. Now, in the first row, the P value is 0.032, which is less than 0.05. Therefore null hypothesis is not accepted. So there is a significant difference between males and females. As the mean value is greater for females (4.0952) than males (3.7949), it is clear that females feel more excited than males while shopping for garments.

**H2: There is a no significant difference in effectiveness felt between males and females while purchasing garments**

For the emotional state, "feeling effective", F value of Levene's test of equal variances is 1.917 and the P value is 0.168. As the P value is more than 0.05, we assume that the variances of two populations are equal and therefore, we concentrate on the first row only. Now, in the first row, the P value is 0.903, which is more than 0.05. Therefore null hypothesis is accepted. So there is no significant difference between males and females. As the mean value for females (3.7075) and males (3.6923) are almost equal, it is clear that females and males feel shopping for garments is equally effective.

**H3: There is a no significant difference in inspiration felt between males and female while purchasing garments.**

For the emotional state, "feeling inspired", F value of Levene's test of equal variances is and 0.015 the P value is 0.903. As the P

value is more than 0.05, we assume that the variances of two populations are equal and therefore, we concentrate on the first row only. Now, in the first row, the P value is 0.124, which is more than 0.05. Therefore null hypothesis is accepted. So there is no significant difference between males and females. As the mean value for females (3.5306) and males (3.3077) are almost equal, it is clear that there is no significant difference between females and males in feeling inspired, while purchasing garments.

**H4: There is a no significant difference between males and females in having interest while purchasing garments.**

For the emotional state, "feel interesting", F value of Levene's test of equal variances is 1.257 and the P value is 0.264 As the P value is more than 0.05, we assume that the variances of two populations are equal and therefore, we concentrate on the first row only. Now, in the first row, the P value is 0.017, which is less than 0.05. Therefore null hypothesis is not accepted. So there is a significant difference between males and females. As the mean value is greater for females (4.1905) than males (3.8718), it is clear that females find garment purchase more interesting than males.

**Conclusion:**

As lot of researchers putting their efforts in finding out the differences in emotional states of consumers based on various demographic profiles. In general, many studies have concluded that females feel more emotional than males, while purchasing. The results may differ in various regional and cultural backgrounds. With the changes in cultural and social environment, there is a possibility of changes in emotional

states for both the genders. This study was to find out the same. It was found that there is significant difference in few positive emotional states and feeling equally emotional in certain states. Both males and females find garment purchase, equally effective and inspiring. But females find it more interesting and were strongly excited, while purchasing garments than males.

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