

## Comparative analysis of shopping habit – Men vs. Women

<sup>1</sup> Dr. PK Sharma, <sup>2</sup> Shweta Uniyal

<sup>1</sup> Professor, Department of Management, Vardhaman Mahaveer Open University Kota Rajasthan, India

<sup>2</sup> Research Scholar, Banasthali University, Rajasthan, India

### Abstract

Men and women are different and also their shopping behavior. This paper will explore the shopping experience and habits of both the gender. As a shopper they both are two different identities not only the attitudes, but also the need, objective of shopping, hopping frequency, the choice of shopping mode, impact of reference group etc. this paper will explore shopping behavior on all these attributes. It also explores the outcome of shopping by male and female.

**Keywords:** shopping behavior, men, women, habits

### Introduction

John gray rightly said men are from mars and women are from Venus. Men and women due to social, biological, psychological factors have different type of behaviour. Even during their upbringing and socialization they always behave differently. Weather we talk about hobbies, interest, eating, TV serials, movies etc. Men and Women are different.

Exactly in case of shopping too. Shopping is everyone's integral part of life but females loved shopping. They are naturally programmed to spend and shop. Shopping is most of the female hobby, they find happiness and pleasure during shopping. Whereas male are more focused, they buy for motives and satisfaction.

### The Behaviour of Male and Female as a Shopper

Several research studies recognize that consumers both male and female are having diverse attitudes toward shopping. As a shopper they are two different identities Not only the attitudes, but also the need, objective of shopping, shopping frequency,

the choice of shopping mode (e-shopping or in-store shopping), impact of reference group etc. They are not only different biologically but also psychologically. A female seeks for security. Different factors affect them differently. Their dependencies on technological factor also differ. Male are using technology more as compare to female. It is observed that Indian males feel more comfortable in online shopping than females are. If we go further in detail we can analysis Indian males and females have altogether different attitude for shopping. The male shops for particular need but females are more impulse shoppers. If both of them having same handsome salary than also female are engage in bargain but male will not. Female prefer reference group and their shopping generally consist for everyone in the family. Males shops generally for themselves. Due to these factors both gender develop unique shopping styles. Women generally make purchase decisions on a more emotive level, whereas men go more with the facts and data.

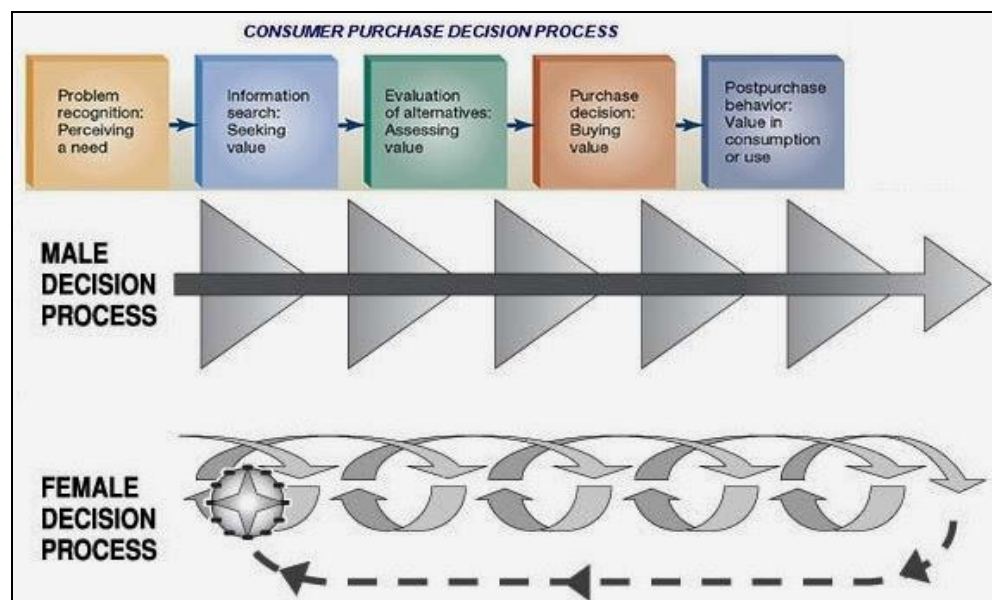


Fig 1: Male vs Female Buying Behaviour: Adapted from Marketing Management by Philip Kotler 13th Ed.

**Table 1:** Shopping Habit of Male and Female

S. No	Men	Women
1.	Men look on shopping as a mission	Women take it as a casual exercise
2	They locate the target	They can plan but never formulate.
3	Bachelor men generally shop alone or with same age group and married can shop with their spouse.	Women can shop with anyone and everyone.
4	They hardly use trial room or if use then follows only there target.	They enjoy taking several outfits into the trial room to try on.
5	They try to complete their shopping as quickly as possible.	They will consume plenty of time. Sometimes whole day just shopping
6	They avoid window shopping	They love window shopping.
7.	Men routinely shop at the same store	Women are more inclined to shop around for the best buy
8	Men appear not to ask for assistance	They generally ask for assistance
9	Not stick to a definite budget	Definite budget and believe in good deal.
10	Men favoured quality and comfort with clearly identifiable pricing	Women favoured almost everything they dreamed off. Always try to bargain
11	Limit price-comparison shopping	Lots of price comparison
12	As they finished with shopping, they immediately try to leave the shop	After finished with shopping, they will take a round and look around if something is useful.

**Table 2:** Outcome of Shopping

S. No	Men	Women
1.	For men shopping is always need based. Whatever they buy, mostly needed by them.	Women don't focus on need. Their shopping Generally depends on wants.
2.	Satisfaction or dissatisfaction	Happiness, excitement, disappointment
3.	Utilitarian Motives – conscious pursuit of an intended consequence.	Hedonic Motives – related to intrinsic and emotional responses.

### Conclusion

From the study it can be concluded that when we compare men and women, they are certainly different. In this paper we discussed different factors associated with shopping habits of both men and women. This paper stated that Indian males and females have altogether different attitude for shopping. The male shops for particular need but females are more impulse shoppers. Men try to complete their shopping as quickly as possible but female can consume plenty of time. Sometimes whole day just shopping.

### References

1. Consumer Lifestyles in India” Euromonitor, International Consumer Lifestyles Database, 2005.
2. Huang Jen-Hung, Yang Yi-Chun. Gender differences in adolescents’ online shopping motivations, African Journal of Business Management. 2010; 4(6):849-857.
3. Lahiri, Isita; Samanta, Pradip Kumar. Factors Influencing Purchase of Apparels, IUP Journal of Marketing Management. 2010; 9(1-2):73-87.
4. Radha Krishna G, Shylajan CS. Determinants of Habitual Buying Behavior: A Study on Branded Apparel, The Icfai Journal of Marketing Management. VI(3):6-21.
5. Syed Irfan Shafi, Dr. C. Madhavaiah. An Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City, Pacific Business Review International. 2014; 6(8).
6. <http://www.clulowassociates.com/articles/men%20verses%20women.htm>, 23 march 2016
7. <http://ecommercercules.com/male-shopping-gabits-versus-female-shopping-habits>, 12 December 2016
8. <http://smallbusiness.chron.com/difference-marketing-strategy-towards-men-women-15438.html>, 6 april 2015
9. <http://www.marketingdonut.co.uk/marketing/marketing-strategy/your-target-market/the-truth-about-marketing-to-women>, 8 January 2017

10. <http://smallbusiness.chron.com/marketing-men-vs-women-1011.html>, 2 January 2017