

## **Does Consumer's Motivation Differ Across Gender?: A Study in Shopping Malls**

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### **ABSTRACT**

*Although numerous works have been done on shopping behaviour in Indian retail context earlier, there are only a few studies consider shopping motivation of consumers behind that particular behaviour. Even those studies had only very little exploration of aforesaid motivational aspects of consumer psyches. The current study attempts to assess gender differences in hedonic and utilitarian shopping motivation in organised retail context. The data were collected from the shoppers visiting shopping malls in Raipur city. Responses were recorded with the help of structured questionnaire by mall intercept survey method. A convenience sampling method has been adopted for collection of samples. 400 respondents were intercepted at the exit of malls and requested to fulfil the questionnaire. Out of 400 questionnaires only 391 were fully completed and used in data analysis. Results of independent sample t-test indicated that male and female respondents dominated by two type of shopping motive i.e. hedonic motive and utilitarian motive. the study also revealed that females are dominated by hedonic shopping motive while utilitarian shopping motive prevalent in the males. in conclusion, shopping is a gendered influence activity, where females play the more important role than male. The study also provided managerial implication and scope for the further research.*

**Keywords:** Hedonic motive, Utilitarian motive, Gender, Organised retail.

### **INTRODUCTION:**

Organised retail in India has witnessed tremendous growth in the last decade. After the inception of mall culture in India shopping habits of consumers has also changed a lot. Due to huge no of stimuli available in shopping malls, the behaviour of consumers stimulated by two types of shopping motives i.e. hedonic motive and utilitarian motive.

The previous researcher suggested mainly two types of shoppers, the one is goal oriented shoppers who consider shopping as a task and want to fulfil this task with convenience and easiness. These types of shoppers known as "utilitarian shopper" and they are dominated by utilitarian shopping motives. The second type of shoppers is adventure loving and experiential shoppers, who consider shopping as a fun and adventurous activity. They are known as "hedonic shopper" and hedonic motive are very prevalent in them.

If shopper having benefit in their mind while shopping is called as utilitarian motivation. Utilitarian motivation is associated with functional, financial, sensible, concrete, or extrinsic benefits; on the other hand, hedonic motivation is mainly related to the emotional or experiential aspect of shoppers, which make shopping as a pleasant activity (Martínez-López et al., 2014).

### **RELATED REVIEW OF LITERATURE:**

Some researchers have work on utilitarian and hedonic motivations for shopping offline in traditional brick and mortar retail store (Babin et al., 1994; Childers et al. 2001; Hirschman and Holbrook, 1982; Ertekin, 2014; Irani

and Hanzae, 2011; Arnold and Reynolds, 2012; Roy Dholakia, 1999; Ottar Olsen and Skallerud, 2011;) and some studied by considering online retail context (Davis et al., 2014; Martínez-López et al., 2014; Chang, and Chen, 2015; Childers et al., 2001; Bhat-nagar and Ghose, 2004; Van Slyke et al., 2002; Kim, 2006; To et al., 2007; Bridges and Florsheim, 2008; Chiu et al., 2014;). The main purpose of all these studies is to understand “Why people shop?”

Wolfenbarger and Gilly (2001) stated that there are mainly two types of shoppers in both offline and online such as ‘Goal oriented’ (utilitarian) shoppers who show more interest towards shopping because they want feature while shopping such as (1) convenience and accessibility (2) selection (3) availability of information and (4) lack of sociality and ‘Experiential’ or ‘Fun’ oriented (Hedonic) shoppers who want following feature while shopping such as : (1) Involvement with product (2) Positive sociality, (3) Positive surprise and (4) Bargain Hunting. Kim (2006) done a comparative analysis of inner city vs. non-inner city shoppers and revealed that there is no significant difference in hedonic motive and utilitarian shopping motive between inner city and non-inner city consumers. Arnold and Reynolds (2003) examined hedonic motive of shopping and concluded six dimensions of hedonic motive. Childers et al., (2002) analysed the perception of consumers towards online shopping and revealed that hedonic motive is prevalent in consumer while shopping online. Shang et al. (2005) suggested that hedonic motive such as escapism and entertainment is more prevalent than utilitarian motives like convenience and economy.

Females are highly dominated by hedonism while visit a shopping mall compare to male (Roy Dholakia, 1999). Males were found to be more utilitarian-oriented compared to females while shopping (Dittmar et al., 2004). Various studies suggested that shopping behaviour of male and female differs in an online context (Fan and Miao, 2012; Davis et al., 2014). Kim and Forsythe (2008) revealed that male and female having no difference in utilitarian and hedonic motive. Davis et al. (2014) revealed that female dominated by utilitarian motive than male while shopping.

## **JUSTIFICATION AND OBJECTIVES:**

From the review of literature pertaining to topic, it was found that, though numerous works have been done on shopping behaviour in Indian retail context earlier, there are only a few studies consider shopping motivation of consumers. Even those studies had only very little exploration of aforesaid motivational aspects of consumer psyches. The current study attempts to assess gender differences in hedonic and utilitarian shopping motivation in organised retail context.

Major objectives of the current study are as follow:

1. To check whether consumer's hedonic motivation differs based on gender.
2. To check whether consumer's utilitarian motivation differs based on gender.

## **RESEARCH METHODOLOGY:**

This section discussed the research methodology adopted in the study.

### **Hypothesis of the study:**

To fulfil aforementioned objectives, following hypotheses were formulated:

H<sub>01</sub>: Consumer's hedonic motivation does not differ across gender.

H<sub>02</sub>: Consumer's utilitarian motivation does not differ across gender.

### **Research instrument:**

Statements to measure hedonic motive and utilitarian motive were adopted from previous literature. Responses were recorded with the help of seven points Likert scale ranging from 1= strongly disagree to 7= strongly agree. The questionnaire was divided into two parts, first part consists of the demographic profile of respondents and second part consists of statements related to the hedonic and utilitarian shopping motive of shoppers. Pretesting of the questionnaire has been done with the help of 20 consumers to check whether the statements were easy to understand or not. On the basis of feedback received some modification has been done in wordings of statements for enhancing understanding of the shoppers. Reliability of instrument has been measured with the help of Cronbach's alpha, which has been given in following table 1:

**Table 1: Reliability**

<b>Factors</b>	<b>Cronbach's alpha</b>
Hedonic motive	.918
Utilitarian motive	.933

Alpha values of hedonic and utilitarian factors are .918 and .933 respectively. This is above the set standard benchmark .6 indicating that scale adopted in the study was internally consistent and reliable.

**Sampling procedure:**

The data were collected from the shoppers visiting shopping malls in Raipur city. Responses were recorded with the help of structured questionnaire by mall intercept survey method. A convenience sampling method has been adopted in this study for collection of samples. 400 respondents were intercepted at the exit of malls and requested to fulfil the questionnaire. Out of 400 questionnaires only 391 were fully completed and used in data analysis.

**Data analysis:**

Analysis of the collected data has been done with the help of frequency, percentage analysis and independent sample t-test.

**Demographic profile:**

Demographic profile of collected sample has been given in table 2.

**Table 2: Demographic profile**

Personal characteristics	N	%
<b>Gender</b>		
Male	160	40.92
Female	231	59.08
<b>Total</b>	<b>391</b>	<b>100</b>
<b>Education</b>		
Up to 12 <sup>th</sup>	78	19.95
Graduate	139	35.55
Postgraduate	174	44.50
<b>Total</b>	<b>391</b>	<b>100</b>
<b>Age</b>		
20-40	245	62.66
41-60	103	26.34
60 above	43	11.00
<b>Total</b>	<b>391</b>	<b>100</b>
<b>Marital status</b>		
Married	284	72.63
Unmarried	107	27.37
<b>Total</b>	<b>391</b>	<b>100</b>

Table 2 shows that sample constitutes 59.08% female and 40.92 % male respondents indicating that majority of respondent were female (59.08%) in the sample. Majority of respondents were postgraduate, indicating sample constitutes a good portion of highly educated people. Most of the respondents fall into the category of 20-40 age groups i.e. 62.66%. The sample contains 72.63% married and 27.37% unmarried respondents, indicating most of the respondents were married.

**Hypothesis testing:**

For testing null hypothesis independent sample t-test was applied in the study.

Before applying an independent sample t-test, certain assumptions need to be fulfilled, which are as follow:

**Dependent variable should be measured on the continuous scale (interval or ratio level):**

In this study dependent variable i.e. hedonic and utilitarian motivation was measured with the help of summated seven points Likert scale, so this assumption has been met.

**Independent variable should consist of two categorical independent groups:**

Here this assumption has also been met because independent variable gender consists of two categories i.e. male and female.

**There should be the homogeneity of variance:**

Leven's test indicated that the assumption of homogeneity of variance has also been met.

**Dependent variable should be approximately normally distributed for each group of independent variable:**

Data was approximately normally distributed. (Central limit theorem).

H<sub>01</sub>: Consumer's hedonic motivation does not differ across gender.

**Table 3: Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Hedonic motive	Male	160	5.3927	.90409	.07147
	Female	231	5.6530	.89803	.05909

**Table 4: 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
hed_mot	Equal variances assumed	.051	.822	-2.810	389	.005	-.26025	.556	-.44235	-.07815
	Equal variances not assumed			-2.806	340.606	.005	-.26025	.556	-.44266	-.07784

**Hedonic motivation: Gender-based assessment**

An independent sample t-test was applied to test whether consumer's hedonic motivation differed based on gender, and results indicate that there is a significant difference in the scores for male (M = 5.3927, SD = .90409) and female (M = 5.6530, SD = .89803 ).  $t(389) = -2.810, p = .005$

These results suggest that consumer's hedonic motivation differed based on the gender. The result indicates that female (M = 5.6530) mostly dominated by hedonic motivation than male (M = 5.3927) while shopping. This result indicates that gender really does have an effect on hedonic shopping motive of shopper. Specifically, this result suggests that female consumers reflect the hedonic shopping behaviour more than the male and prevalent motive behind this behaviour is hedonic motive.

Here we can reject null hypothesis stating there is no significant difference between male and female attitude towards hedonic motive.

H<sub>02</sub>: Consumer's utilitarian motivation does not differ across gender.

**Table 5: Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Utilitarian Motive	Male	160	5.7719	.82910	.06555
	Female	231	5.5584	.77799	.05119

**Table 6: Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
uti_mot	Equal variances assumed	.508	.476	2.596	389	.010	.21343	.08221	.05180	.37506
	Equal variances not assumed			2.566	327.7 93	.011	.21343	.08317	.04983	.37704

### Utilitarian motivation: Gender-based examination

An independent sample t-test was conducted to test whether consumer utilitarian motivation differed based on gender, and results indicate that there is a significant difference in the scores for male ( $M = 5.7719$ ,  $SD = .82910$ ) and female ( $M = 5.5584$ ,  $SD = .77799$ ).  $t(389) = 2.596$ ,  $p = .010$ .

These results suggest that consumer utilitarian motivation differed based on gender. The result indicates that male ( $M = 5.7719$ ) mostly dominated by utilitarian motive than female ( $M = 5.5584$ ) while shopping. This result indicates that gender really does have an effect on utilitarian shopping motive of shopper. Specifically, this result suggests male consumers reflect utilitarian shopping behaviour more than the female and prevalent motive behind this behaviour is the utilitarian motive.

Here we can reject null hypothesis stating there is no significant difference between male and female attitude towards utilitarian motive.

### CONCLUSION:

It can be concluded from the study that consumer's hedonic and utilitarian motivation differed based on their gender. Results of the study depicted that female is mainly dominated by hedonic motive and utilitarian motive are prevalent in male while shopping. Being motivated by hedonic motivation females consider shopping as fun and experiential activity and indulges in shopping in their leisure time, while males consider shopping as a task and want to complete it anyhow. They want quality, convenience, discounts and accessibility while purchasing a product. In context of utilitarian motivation, current study similar to the findings of the previous studies (Yang and Wu, 2006; Swaminathan et al., 1999; Alreck and Settle, 2002) which suggested that males have higher utilitarian motive for shopping compare to females and contradict some previous studies (Davis et al., 2014) which stated that females have higher utilitarian motive than males.

In this study, hedonic motivation during shopping found to be prevalent among females than males, which is similar to the Arnold and Reynolds, (2003) statement that is "females are more hedonic-oriented than males when they go to retail stores for shopping" and it also has similarity with the findings of other studies like (Yang and Wu, 2006; Dittmar et al., 2004; Swaminathan et al., 1999; Alreck and Settle, 2002). This study shows utilitarian and hedonic motivational aspect differs with gender, so retailers should handle male and female shopping activity according to their shopping motivation and behaviour.

### LIMITATION & DIRECTION FOR FURTHER RESEARCH:

This study has been conducted in organised retail context same study can be conducted by considering online shopping motivation of shoppers. This study did not focus on any particular product type; further study can be conducted by considering any specific type of product category. This study is cross-sectional in nature but human behaviour keeps changing with time so in future, a longitudinal study can also be conducted to analyse the changing pattern of human being. The sample size is small due to money and time constraint; further study can be conducted with large sample size.

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