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Impact of gender on mall shopping in India

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ABSTRACT

This study explores mall-shopping habits in India and attempts to identify and contrast possible differences between genders using a sample of 770 mall consumers across Mumbai and Navi Mumbai. The primary purpose of the study was to explore the possibility that there are gender differences in mall shopping attitude and behavior. The study indicates that, overall, women have a more positive attitude towards mall shopping. Though female respondents spend more time at the mall than the male respondents, there is no significant difference between male and female shoppers regarding frequency of visiting a mall and spending money at the mall. Malls seem to be popular destinations to purchase clothes, footwear and accessories for both men and women. Footwear and accessories also seem to be popular purchases. But there is no significant difference between male and female shoppers regarding spending more frequently on clothes and fashion. But the identification of both in terms of their attitude and shopping orientation dimensions can assist malls in designing promotional themes and the demographic characteristics can facilitate the selection of media vehicles.

Introduction

Mall development is expected to grow at a frantic pace in metros and mini metros driven by the organized retail sector. In many ways, malls reflect the state of the society and act as agents of change. A comparatively young population, rising incomes and busier lifestyles are creating the space for malls in the lives of the affluent urban population. Leisure time is limited and a visit to the mall can do a lot for a busy family – domestic chores like grocery shopping are taken care of, and food courts and restaurants save the bother of cooking dinner after hectic shopping, apart from keeping children entertained. Combine this with the rising purchasing power of Indian consumers and their increasing interest in value and not just price, and malls suddenly start becoming more relevant (Times of India, 2005). Therefore, it is of utmost interest to the retailers and academia alike to understand the consumer dynamics behind the newly evolved consumption culture in India.

Moreover, relatively, little attention has been paid to differences in retail patronage between the genders (Anselmsson, 2006). If gendered beliefs, attitudes and consumer behaviour patterns exist, it is vital for retailers to recognize them, understand them and use them to design gender-specific promotions. This study explores the shopping habits in this country and attempts to identify and contrast possible differences between the genders. In order to do so, hypotheses have been developed based on the literature and have been tested in the Indian context.

Research on shopping has indicated strong differences in shopping behaviour between the genders (Otnes and McGrath, 2001; Grewal *et al*., 2003; Knowledge@wharton, 2007). This seems to stem from the fact that the traditional division of

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labour at home called for the man, the husband and father, to be the breadwinner while the woman, the wife and mother, was expected to take care of the family and the home. She undertook the childcare and nearly all the household chores, including shopping for the entire family. In spite of the fact that gender roles in other walks of life have stretched as a result of women being employed outside the home, women continue to be the principal buying agents for the majority of families (Lunt and Livingstone, 1992; Miller, 1998; Alreck and Settle, 2002). This has lead to gender stereotypes. Both men and women associate shopping with feminine activity or consider it a 'female-typed task' (South and Spitze, 1994; Firat and Dholakia, 1998; Dholakia and Chiang, 1999).

Recent studies, though, have unveiled evidence that points towards an increase in male participation in shopping-related activities. This is reflective of the trend wherein men are assuming a more egalitarian role because of gender-role transcendence in the face of increasing pressure to share the shopping duties in today's time-crunched world (Dholakia *et al*., 1995; Lee *et al*., 2005). But most of these studies on gender and shopping orientation or behavior are in the American context. Given that the Indian retail environment, mall penetration, demographics and cultural background are very different, there is need to investigate the issue in the local context.

Literature Review

Gender and Shopping Attitude

Attitude is commonly viewed as one of the important variables that intervene between the marketing mix and consumer behaviour. Schiffman and Kanuk (2001) define it as a 'learned predisposition to behave in a consistently favourable or unfavourable fashion'. From the marketers' perspective, the creation of a positive attitude is an important objective because patronage usually goes with positive attitude. This had been demonstrated by a number of studies, which demonstrate that attitude is useful in predicting behaviour (Fishbein and Ajzen, 1975; Perugini and Bagozzi, 2001). Research indicates that women find shopping and buying more satisfying or pleasurable, and/or less dissatisfying or irritating than do men. They have more positive attitude towards browsing, social interaction, associating buying with leisure. Men at the same time tend to be negative towards shopping; they see buying as work and they want to accomplish this task with minimum of time and effort (Reid and Brown, 1996; Campbell, 1997; Dholakia, 1999). Shopping plays a stronger emotional, psychological and symbolic role for women compared with men (Dittmar and Drury, 2000; Noble, 2006). It can therefore be hypothesized that female consumers have a more positive mall-shopping attitude.

Hypothesis 1: The female consumer will tend to have a more positive mall-shopping attitude

Time, frequency, money spent and gender

Generally men are found to spend less time shopping than women, but tend to spend more money than women when they do go shopping (Fischer and Arnold, 1990; Cody *et al*., 1995). Research also suggests that women spend twice as long in a shop as men and that the typical browser or window-shopper is a woman. On the other hand, men see shopping as a mission and tend to go straight for what they want in a purposeful way (Dennis and McCall, 2005). It has also been found that women are more likely to visit stores frequently (Korgaonkar *et al*., 1985). Also, women tend to shop for clothing and fashion more frequently, while men find this is a less interesting activity (Solomon and Schopler, 1982; Cox and Dittmar, 1995). Based on these findings in previous studies, the following hypotheses can be drawn:

Hypothesis 2: The female shopper will tend to spend comparatively more time in the mall

Hypothesis 3: The female shopper will tend to visit a mall more frequently

Hypothesis 4: The male shoppers will tend to spend more money at the mall

Hypothesis 5: The female shopper will tend to spend, comparatively, more frequently on clothes and fashion

Gender and Shopping Orientations

Shopping orientations is an area in consumer behaviour that has been pursued extensively in the literature (Stephenson and Willett, 1969; Darden and Reynolds, 1971; Darden and Ashton, 1975; Moschis, 1976; Bellenger and Korgaonkar, 1980; Westbrook and Black, 1985; Jarratt, 1996). Stone (1954) was considered a pioneer when he suggested a shopper typology, namely, the economic shopper, the personalizing shopper, the ethical shopper and the apathetic shopper. According to Westbrook and Black (1985), when consumers shop they are motivated by purchase needs, experiential needs or a combination of both. Shim (1996) proposed that there are three basic shopping traits: utilitarian, social/conspicuous or undesirable orientations. Bellenger *et al*. (1977) found that retail patronage behaviour could be studied along the dichotomy of recreational and economic shopping. Utilitarian/economic styles usually pertain to the 'perfectionism' and 'value consciousness' traits, because they favour quality and/or price. They generally dislike shopping or are neutral towards it. In contrast, the 'recreational' trait is associated with the traits of novelty/fashion consciousness, impulsiveness and shopping as leisure. In this study, the four types of shopping orientations that evolved and that were studied were: the utilitarian shoppers, the window-shoppers, the economic shoppers and the recreational shoppers. The *utilitarian* shoppers are similar to those described by Bellenger *et al*. (1977) – they generally do not enjoy shopping, they make purposeful visits to the mall and do not wish to linger there any more than they have to. The *window-shoppers* in this study have some similarities to recreational shoppers of Bellenger and Korgaonkar (1980) and some differences. They enjoy the visual treat in malls but are not overly excited by shopping or given to impulse purchase. The *economic* shoppers are similar to those described by Lumpkin (1985) – price sensitive and having

concern for finances. Accordingly, they shop around for the lowest price. Based on the four shopping orientations, the following hypotheses have been drawn:

Hypothesis 6: Male shoppers tend to be higher in the utilitarian shopping orientation.

Hypothesis 7: Female shoppers tend to be higher in the window-shopping orientation.

Hypothesis 8: Female shoppers tend to be higher in the economic shopping orientation.

Hypothesis 9: Female shoppers tend to be higher in Recreational shopping.

Although very few studies have currently been done on Indian consumer-buying behaviour, and especially on the role of gender, there are indicators that different findings from those from the West may evolve. In India shopping dynamics can be different. Here, shopping is a family activity: nearly 70% of shoppers always go to stores with the family, and 74% see shopping as the best way to spend time with the family. This preference for family-oriented shopping was found to be consistent across age groups, income segments, regions and city sizes. (Sheth and Vittal, 2007). A recent study by Prasad and Reddy (2007) also found that male and female respondents' patronage of retail outlets is almost same, irrespective of the type of retail outlet.

Kuruvilla, Shelja Jose; Ranjan, K. (2008) in their paper address how Indian youth behave in the Mall. It has attempted to identify the recreational and utilitarian orientation among Indian youth and examine gender differences in their attitude to the malls. It also addresses the mall patronage patterns and gender related regional differences within the country in consumer behaviour.

Kuruvilla, Shelja J.; Joshi, Nishank; Shah, Nidhi (2009) in their paper explore mall-shopping habits in India and attempts to identify and contrast possible differences between genders using a sample of 2721 mall consumers across seven cities.

Rajagopal (2009) in his paper examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Based on the survey of urban shoppers, the study analyses the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that the ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls.

Khare, Arpita (2011) in her paper specifically focuses on exploring the differences across age and gender groups. ANOVA test was used for the analyses. The results show that consumers' gender and age play an important role in determining their attitude towards shopping in malls. The influence of mall attributes such as décor, layout, services, variety of stores, and entertainment facilities must be considered while planning malls in smaller cities as they have an effect on consumers' buying behaviour. The mall shopping behavior of metropolitan city shoppers should not be generalized with that of shoppers in smaller cities.

Singh, Harvinder & Sahay, Vinita (2012) in their paper aim to explore the composition of "shopping experience" for shoppers in the metropolitan area of Delhi National capital region (Delhi NCR) in India.

Swamynathan, R.; Mansurali, A. & Chandrasekhar, Umesh (2013) in their paper focus on the factors influencing the consumer preference towards malls in Coimbatore. The results give an insight into the frequency and hours of spending pattern of the shoppers in the malls. A model for mall-mania has also been derived through factor analysis.

Pandey, Krishan Kant; Bhatla, Neeta (2014) in their paper examine the activities in which consumers engage in malls and why the mall culture is gaining acceptance among consumers. The paper focuses on the factors (specially demographic and social) which influence the shopping at malls in Lucknow. Another objective of study is to understand consumer behavior towards shopping malls and also to find out the consumer's satisfaction level from shopping malls.

Prashar, Sanjeev; Gupta, Sumeet; Singh, Harvinder; Vijay, T. Sai; Parsad, Chandan (2016) in their paper try to segment and profile shoppers based on their orientation towards different factors associated with an organised retail using hierarchical and non-hierarchical clustering techniques.

Kesari, Bikrant; Atulkar, Sunil (2016) have, in their paper, focused on the influence of utilitarian and hedonic shopping values on satisfaction of mall shoppers of central India Bhopal by establishing a proposed research framework based on 288 responses from two shopping malls, using utilitarian and hedonic dimensions of shopping values.

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Methodology

The Instrument and Data Collection

A questionnaire survey was carried out to collect data in order to statistically test the hypotheses after piloting on a student sample of 50. Given the nature of this research, a mall intercept data collection was preferred. All interviews were exit interviews. Data were collected over the period of the business hours of the mall (usually 11 am–11 pm), as studies have

indicated that consumer behaviour may vary depending on the time of the day (Skogster *et al*., 2008 and Sudman, 1980). An attempt was made to fill approximately a third of the questionnaires during the mid-morning hours (11 am–3 pm) and the next third in the late afternoons (3 pm–7 pm) and the last third after 7 pm. It was also considered that the mall visitors who patronize the mall during the weekdays and weekends could differ substantially along the variables of interest; therefore data were collected on equal number of weekends and weekdays at every destination. At all locations, the participation in the data collection was voluntary for the participants. The individual responses were kept confidential in order to encourage openness and disclosure.

Measurement

The data collected on category scales include demographic data like gender, age, marital status, education, occupation and monthly income, frequency of mall visits and time and money spent while shopping at a mall. A five-point Likert-type scale was used to check the frequency with which fashion-related merchandise was purchased.

Shopping Orientation

Most of the hitherto developed scales for shopping orientation were found to be either too lengthy or not suitable in the Indian context and mall environments. Therefore, the items for the instrument were adapted from the various studies quoted earlier according to their relevance in the Indian context. A total of 14 mall-shopping orientation questions were included, asking respondents to indicate their agreement on a five-point Likert scale (5 – completely agree, and 1 – completely disagree). Principal component factor analysis with varimax rotation was conducted on the questions, using a minimum eigenvalue of one as a criterion for the factors extracted. Statements loading 0.40 or above on a single factor were included and used for further analysis.

Two factors were generated (1) Customer service and quality of staff (2) Food, entertainment and other mall facilities.

Mall Shopping Attitude

Shim and Eastlick (1998) defined mall shopping attitude as the shopper's attitude towards a variety of dimensions including location, variety of stores, parking, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments, entertainment and safety. They suggest that mall patrons' attitudes to malls can be assessed by shoppers' cognitive belief about the importance and their affective evaluation of those attributes. After an extensive review of store and shopping-centre patronage literature, 14 shopping mall attributes were chosen to evaluate the importance of mall patrons. They correspond to the most common attributes measured in past patronage research: price, variety of stores, quality of staff, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere/ambiance, location, food and refreshments, entertainment, games and safety. Several items were borrowed and/or modified from Nevin and Houston (1980) and Bellenger *et al*. (1977). Fourteen items each for degree of importance and the evaluation of the malls performance on these attributes were measured through Likert-type responses.

Sampling design: A sample of 770 respondents is taken using convenience sampling from Mumbai and Navi Mumbai. Attempt is made to ensure adequate representation of both male and female customers (Sudmam, 1980) and also to adequately represent all age groups in the sample.

Data collection: Secondary data were collected from articles and research papers obtained from google search and EBSCO. Primary data were collected using a structured questionnaire administered to the respondents using mall-intercept method.

Analysis and Findings

Univariate, Bivariate and Multivariate statistical analysis were performed for the collected data. Simple frequency distributions were used to gather information and profile the respondents along demographics such as gender, age, income, marital status, occupation and education. To ensure reliability of the questionnaire, Cronbach Alpha is found out and is found to be greater than 0.7, which confirms the reliability of the questionnaire. Bivariate analysis was carried out to examine the relationship between gender and the variables like attitude, time and money spent at the mall. All the analysis required was completed using SPSS 20.0.

Attitude and Gender

Attitude towards mall shopping was computed using the multivariate attribute model (Fishbein and Ajzen, 1975). Then *t*-test for independent samples was applied. It is seen that women have given a higher average score for price, quality of staff, variety of stores, promotions, merchandise quality, mall facilities, ambience, location, food and entertainment. There is no significant difference in the perception of males and females regarding customer service, parking space and safety. Because the overall mall shopping attitude is significantly better for women, the null hypothesis is not accepted and Hypothesis 1 is supported.

Time Spent at the Mall

The inter-relationship between time spent at malls and gender was explored through cross tabulation. It was observed that overall, female respondents spent more time at the mall than the male respondents. Karl Pearson's Chi-square was then calculated to understand whether there is significant association between the variables.

At a significance level of 0.01, the Chi-square significance value of 0.009 indicates that overall there is a significant relationship. Therefore Hypothesis 2 is supported.

Frequency of Visits

A *t*-test for independent samples was used to test whether there is a significant difference between the frequency of visits

to a mall between male and female shoppers. A significance value of 0.306 indicates that there is no significant difference between male and female shoppers regarding frequency of visiting a mall. Hence the hypothesis H3 is rejected.

Gender and Money Spent

The hypothesis states that male customers tend to spend more money at malls than do the female patrons. When tested through a cross-tabulation, significant difference (0.801) was indicated and hypothesis 4 is rejected. Therefore, it can be concluded that there is no significant difference between male and female shoppers regarding spending money at the mall.

Gender and Purchase of Apparel and Fashion

To identify possible differences in terms of their purchase of apparel and fashion, a *t*-test for independent samples was done separately on gender and purchase of apparel, fashion jewellery, footwear and fashion accessories. In order to test Hypothesis 5, the various items were also indexed into a single score, 'overall fashion'. The significance value obtained is 0.396 which is greater than 0.05 and hence we reject the hypothesis H5 and conclude that there is no significant difference between male and female shoppers regarding spending more frequently on clothes and fashion.

The shopping orientations – utilitarian, economic, recreational and the window-shopper were used to test the Hypothesis 6 to 9. The unpaired *t*-test indicates that female shoppers tend to be higher in Recreational shopping orientation but there is no significant difference between male and female shoppers regarding the other three orientations. Hence hypothesis 6, 7 and 8 are rejected while hypothesis 9 is accepted.

The following tables 1 to 14 show the results of the analysis.

Table-1: Descriptive Statistics

S. No.	Age in Years	Frequency	Per Cent	Cum. Percent
1	18-25 years	570	74.0	74.0
2	25-30 years	190	24.7	98.7
3	35-40 years	10	1.3	100.0
---	Total	770	100.0	
S. No.	**Gender**	**Frequency**	**Per Cent**	**Cum. Percent**
1	Male	400	51.9	51.9
2	Female	370	48.1	100.0
---	Total	770	100.0	

S. No.	Occupation	Frequency	Per Cent	Cum. Per Cent
1	Students	650	84.4	84.4
2	Professionals	120	15.6	100.0
---	Total	770	100.0	

S. No.	Monthly Income (Rs. Lakhs)	Frequency	Per Cent	Cum. Per Cent
1	Upto 0.50	630	81.8	81.8
2	0.50 to 1.00	40	5.2	87.0
3	1.00 to 3.00	20	2.6	89.6
4	3.00 to 5.00	20	2.6	92.2
5	More than 5.00	60	7.8	100.0
---	Total	770	100.0	

S. No.	Education	Frequency	Per Cent	Cum. Per Cent
1	Graduate	180	23.4	23.4
2	Post graduate	590	76.6	100.0
---	Total	770	100.0	

S. No.	Marital Status	Frequency	Per Cent	Cum. Per Cent
1	Single	740	96.1	96.1
2	Married	30	3.9	100.0
---	Total	770	100.0	

Table 2: Reliability using Cronbach alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.902	37

Table 3: Factor analysis - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.916
Bartlett's Test of Sphericity	Approx. Chi-Square	936.340
	df	91
	Sig.	.000

Table-3 (a): Communalities

	Initial	Extraction
Price of the product	1.000	.818
Variety of stores	1.000	.737
Quality of staff	1.000	.612
Customer service	1.000	.738
Promotions	1.000	.582
Merchandise quality	1.000	.625
Mall facilities	1.000	.745
Parking space	1.000	.631
Atmosphere/Ambience	1.000	.848
Location	1.000	.707
Safety	1.000	.737
Entertainment facilities	1.000	.804
Food and refreshments	1.000	.697
Games	1.000	.690
Extraction Method: Principal Component Analysis.		

Table 3 (b) Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum. %	Total	% of Variance	Cum. %	Total	% of Variance	Cum. %
1	8.946	63.903	63.903	8.946	63.903	63.903	5.177	36.982	36.982
2	1.025	7.322	71.226	1.025	7.322	71.226	4.794	34.244	71.226
3	0.721	5.148	76.374						
4	0.587	4.194	80.568						
5	0.523	3.734	84.302						
6	0.495	3.537	87.839						
7	0.375	2.676	90.516						
8	0.338	2.411	92.927						
9	0.27	1.926	94.853						
10	0.209	1.493	96.346						
11	0.165	1.179	97.524						
12	0.15	1.07	98.595						
13	0.105	0.75	99.345						
14	0.092	0.655	100						

Table 3 (c) Rotated Component Matrix[a]

	Component	
	1	2
Price of the product	.898	.105
Customer service	.759	.402
Variety of stores	.759	.402
Quality of staff	.702	.347
Location	.699	.468
Safety	.660	.548
Merchandise quality	.657	.439
Games	.114	.823
Entertainment facilities	.363	.820
Food and refreshments	.435	.713
Atmosphere/Ambience	.606	.693
Promotions	.358	.674
Parking space	.460	.647
Mall facilities	.574	.645
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Table 4: Mall shopping attitude - Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Find shopping very satisfying and pleasurable	Male	400	3.55	.959	.152
	Female	370	3.59	1.040	.171
I associate buying with pleasure	Male	400	3.15	1.099	.174
	Female	370	3.22	.917	.151
I associate buying with a work that needs to be done	Male	400	3.45	.986	.156
	Female	370	3.46	.869	.143
I like devoting time to shopping in a mall	Male	400	2.90	1.081	.171
	Female	370	3.38	1.163	.191
I enjoy shopping in a mall	Male	400	3.13	1.181	.187
	Female	370	3.81	.908	.149
I have a purposeful visit to the mall and leave as soon as shopping is done	Male	400	3.03	1.368	.216
	Female	370	3.30	.996	.164
I enjoy the visual treat in malls	Male	400	3.88	.992	.157
	Female	370	3.81	.845	.139
I am value conscious	Male	400	4.00	1.038	.164
	Female	370	4.03	.897	.147
I am fashion conscious	Male	400	3.73	.877	.139
	Female	370	3.57	1.068	.176
I am impulsive in my shopping	Male	400	3.05	1.061	.168
	Female	370	3.43	.835	.137

Independent Samples Test

		Equality of Variances		t-test for Equality of Means						
									Interval of the	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Find shopping very satisfying and pleasurable	Equal variances assumed	.049	.826	-.196	75	.845	-.045	.228	-.498	.409
	Equal variances not assumed			-.195	73.152	.846	-.045	.229	-.500	.411
I associatr buying with pleasure	Equal variances assumed	.501	.481	-.286	75	.776	-.066	.232	-.528	.395
	Equal variances not assumed			-.288	74.240	.774	-.066	.230	-.525	.392
I associatr buying with a work that needs to be done	Equal variances assumed	.230	.633	-.045	75	.965	-.009	.212	-.433	.414
	Equal variances not assumed			-.045	74.836	.964	-.009	.211	-.431	.412
I like devoting time to shopping in a mall	Equal variances assumed	1.329	.253	-1.870	75	.065	-.478	.256	-.988	.031
	Equal variances not assumed			-1.865	73.316	.066	-.478	.257	-.990	.033
I enjoy shopping in a mall	Equal variances assumed	1.396	.241	-2.840	75	.006	-.686	.241	-1.167	-.205
	Equal variances not assumed			-2.869	72.639	.005	-.686	.239	-1.162	-.209
I have a purposeful visit to the mall and leave as soon as shopping	Equal variances assumed	6.335	.014	-.992	75	.325	-.272	.275	-.819	.275
	Equal variances not assumed			-1.004	71.191	.319	-.272	.271	-.813	.269
I enjoy the visual treat in malls	Equal variances assumed	1.024	.315	.305	75	.762	.064	.211	-.356	.484
	Equal variances not assumed			.306	74.506	.760	.064	.209	-.353	.482
I am value conscious	Equal variances assumed	1.175	.282	-.122	75	.903	-.027	.222	-.469	.415
	Equal variances not assumed			-.123	74.672	.903	-.027	.221	-.467	.413
I am fashion conscious	Equal variances assumed	2.806	.098	.709	75	.480	.157	.222	-.285	.600
	Equal variances not assumed			.704	69.816	.484	.157	.224	-.289	.604
I am impulsive in my shopping	Equal variances assumed	.195	.660	-1.748	75	.085	-.382	.219	-.818	.053
	Equal variances not assumed			-1.765	73.165	.082	-.382	.217	-.814	.049

Table-5: Chi-Square Tests for gender vs How frequently do you buy apparel from a mall

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.970[a]	3	.396
Likelihood Ratio	2.990	3	.393
Linear-by-Linear Association	.694	1	.405
N of Valid Cases	770		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.29.			

Table-6: Chi-Square Tests for gender vs How frequently do you buy Jewelry from a mall

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.353[a]	3	.717
Likelihood Ratio	1.744	3	.627
Linear-by-Linear Association	.003	1	.954
N of Valid Cases	770		
a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .48.			

Table-7: Chi-Square Tests for gender vs. How frequently do you buy footwear from a mall

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.329[a]	3	.228
Likelihood Ratio	4.737	3	.192
Linear-by-Linear Association	2.512	1	.113
N of Valid Cases	770		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .48.			

Table 8: Chi-Square Tests for gender vs How frequently do you buy accessories from a mall

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.465[a]	3	.690
Likelihood Ratio	1.481	3	.687
Linear-by-Linear Association	.004	1	.950
N of Valid Cases	770		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.44.			

Table 9: Gender-wise Classification of the Responses to the question "How much time do you spend shopping in a mall at one time?"

S. No.	Time Spent on Shopping by the Respondents in a Mall at one Time		Gender		Total
			Male	Female	
1	Less than 1 hour	Count	90	20	110
		Expected Count	57	53	110
2	1-2 hours	Count	200	130	330
		Expected Count	171	159	330
3	More than 2 hours	Count	110	220	330
		Expected Count	171	159	330
Total		Count	400	370	770
		Expected Count	400	370	770

Table 10: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.504[a]	2	.009
Likelihood Ratio	9.935	2	.007
Linear-by-Linear Association	9.320	1	.002
N of Valid Cases	770		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.29.			

Table 11: Chi-Square Tests for gender vs how frequently have you visited a mall in the last 3 months

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.368[a]	2	.306
Likelihood Ratio	2.436	2	.296
Linear-by-Linear Association	2.260	1	.133
N of Valid Cases	770		
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.92.			

Table 12: Chi-Square Test for Gender Vs Time Spent on an Average while Shopping in a Mall

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.444[a]	2	.801
Likelihood Ratio	.445	2	.800
Linear-by-Linear Association	.111	1	.739
N of Valid Cases	770		
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.81.			

Table 13: Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price of the product	Male	400	3.63	1.295	.205
	Female	370	3.97	.645	.106
Variety of stores	Male	400	3.80	1.224	.193
	Female	370	4.19	.616	.101
Quality of staff	Male	400	3.63	1.192	.188
	Female	370	3.76	.683	.112

Customer service	Male	400	3.65	1.292	.204
	Female	370	3.68	.747	.123
Promotions	Male	400	3.58	1.217	.192
	Female	370	3.70	.777	.128
Merchandise quality	Male	400	3.78	1.165	.184
	Female	370	3.97	.833	.137
Mall facilities	Male	400	3.70	1.244	.197
	Female	370	3.76	.723	.119
Parking space	Male	400	3.58	1.318	.208
	Female	370	3.59	1.212	.199
Atmosphere/Ambience	Male	400	3.88	1.265	.200
	Female	370	4.00	.624	.103
Location	Male	400	3.75	1.316	.208
	Female	370	4.08	.759	.125
Safety	Male	400	3.90	1.236	.195
	Female	370	4.00	.745	.123
Entertainment facilities	Male	400	3.63	1.314	.208
	Female	370	3.78	.886	.146
Food and refreshments	Male	400	3.83	1.279	.202
	Female	370	4.08	.595	.098
Games	Male	400	3.10	1.236	.195
	Female	370	3.35	1.060	.174

Table 14: Testing of Hypotheses

S. No.	Hypothesis	Test or Statistical tool used	Significance value or percentage analysis value	Status of hypothesis	Comments
1	H1: The female consumer will tend to have a more positive mall-shopping attitude	**Unpaired t test**	**0.03< 0.05**	**Accepted**	The female consumer tends to have a more positive mall-shopping attitude
2	H2: The female shopper will tend to spend comparatively more time in the mall	**Chi-square test**	**0.009< 0.05**	**Accepted**	The female shopper tends to spend comparatively more time in the mall
3	H3: The female shopper will tend to visit a mall more frequently	**Chi-square test**	**0.306> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding frequency of visiting a mall
4	H4: The male shoppers will tend to spend more money at the mall	**Chi-square test**	**0.801> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding spending money at the mall
5	H5: The female shopper will tend to spend, comparatively, more frequently on clothes and fashion	**Chi-square test**	**0.396> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding spending more frequently on clothes and fashion
6	H6: Male shoppers tend to be higher in the utilitarian shopping orientation.	**Unpaired t test**	**0.325> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding utilitarian shopping orientation
7	H7: Female shoppers tend to be higher in the window-shopping orientation.	**Unpaired t test**	**0.762> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding window-shopping orientation

8	H8: Female shoppers tend to be higher in the economic shopping orientation.	**Unpaired t test**	**0.903> 0.05**	**Rejected**	There is no significant difference between male and female shoppers regarding economic shopping orientation
9	H9: Female shoppers tend to be higher in Recreational shopping orientation	**Unpaired t test**	**0.006< 0.05**	**Accepted**	Female shoppers tend to be higher in Recreational shopping orientation

Discussion

The primary purpose of the study was to explore the possibility that there are gender differences in mall shopping attitude and behavior. The study indicates that, overall, women have a more positive attitude towards mall shopping but there is no significant difference between male and female shoppers regarding spending more frequently on clothes and fashion.

Though female respondents spend more time at the mall than the male respondents, there is no significant difference between male and female shoppers regarding frequency of visiting a mall and spending money at the mall.

Malls seem to be popular destinations to purchase clothes, footwear and accessories for both men and women. Footwear and accessories also seem to be popular purchases. But there is no significant difference between male and female shoppers regarding spending more frequently on clothes and fashion.

But the identification of both in terms of their attitude and shopping orientation dimensions can assist malls in designing promotional themes and the demographic characteristics can facilitate the selection of media vehicles.

Limitations and Scope for Future Research

Although care has been taken to choose a representative sample, sample results might still not reflect population characteristics. Data have not been collected from other cities and therefore this would limit the generalization of the results. Although an attempt has been made to design a mall specific inventory rather than a general inventory of items, the scales used items adapted from mainly international studies.

Hence they might not be adequately reflective of Indian consumer. Again, although the mall attributes studied here were taken into consideration after an extensive literature survey, the possibility of a bias cannot be eliminated.

Halo-effect is also a possible problem in the attribute-evaluation scale. If a respondent has a quite positive or negative attitude towards one particular and important attribute of the malls, this feeling may be projected to the other attributes covered by the scale. But because this study is a cross-sectional comparison between genders, it is valid to assume that the trend might continue.

Another limitation could be that, because different parts of India have different cultures, generalizing them is probably useful only to a limited extent. Therefore, in continuation of this study, it would be interesting to study the gender-related shopping behavioural differences between different regional cultures, income classes, age groups and other purchase categories.

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