

Consumer Buying Behavior in Organised Retail Stores With Special References to Gender And Age of Consumers

Dr. Ruchi Jain¹, Arshdeep Kaur²

1. Sr. Asst. Prof., Department of Business Studies, The IIS University, Jaipur, Rajasthan, India

2. Research Scholar, Department of Commerce, The IIS University, Jaipur, Rajasthan, India

Abstract - Consumer behavior is the study of when, why, how, and where people do or do not buy a product. Gender and age has an important role in consumer behavior. Because, the differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behavior. Survey of effect of gender and age on consumer behavior according to the marketing mix (Product, Price, Place, Promotion) have used the simple random sampling to select samples. Sample reach to 100 people. Also, in this search has been used from Questioner for tools of gathering data,

Keywords: consumer behavior, gender, price, product, place, promotion.

I. INTRODUCTION

We all are consumers. That is, based on a special principle, we consume food, clothing, housing, education, services, ideas, etc. The main factor in successful marketing and advertising strategies is a proper understanding of consumer behavior. Recognizing the consumer behavior is the key to industrial development in underdeveloped and developing countries. Until the consumer behavior is not recognized, it is impossible to establish a logical and systemic relationship between industry and consumer, and those organizations and companies are successful that adjust their goals, methods and structure based on ever increasing recognition of their customers and consumers. Gender and Age is an important factor in consumer buying behavior. Women's shopping is different from men's. and customers of different age group have different shopping behavior. This difference is resulted from a different attitude. Consumer behavior is to investigate human's behavior in shopping in order to manufacture products based on consumers' tastes.

II. REVIEW OF LITERATURE

Kotler, (2000). Gender plays a major role in

CB, since men and women have different expectations, demands, needs and life styles and these

differences affect their shopping behavior. Gender has different aspects and is not just a variable in market

dividing. There are a lot of differences in attitudinal and behavioral aspects of women and men and they lead to different behaviors in buying goods and services.

Odile et al. (2010) conducted a research titled "investigating the role of gender and the presented model of online consumer behavior", and concluded that men have a less shopping involved behavior than women and at the same time both genders have the same attitude toward information, effectiveness and entertainment of the website.

Kuruvil a. (2009) in their paper titled "Do men and women

actually buy differently?" sought to discover shopping habits of Indian people and try to identify the possible differences between genders through examining 2721 consumers of shopping centers of 7 cities in India. The findings show that there is a significant difference between shopping behaviors that can be related to gender. Generally, women have a more positive attitude toward shopping centers and they buy more updated things than men. But men look more and pay more time and money for them. While men and women spend 2-4 hours in shopping centers, men visit more various places.

Zeinali, Dadvand and Soltan Nejad 2012 have

conducted a research titled "investigating the relationship of gender and purchase motivations with loyalty to local businesses – a case study of Kerman". 342 questionnaires were distributed in different regions of Kerman. In order to analyze the data regression method in SPSS18 software was used. The findings of this research point out that gender has an effective role in purchase motivations. Especially, the findings showed that men are more susceptible in accessing (achieving) information and searching for comfort, while women were more susceptible talented in seeking for uniqueness and categorizing, social interaction and walking. Also, male and female consumers have different motivations for buying. The obtained results are compatible with gender

difference theories and support them from this viewpoint that men and women are socialized differently.

III. METHODOLOGY

The present study is exploratory as well as descriptive in nature. Both primary and secondary methods have been used for collecting the data. Structured questionnaire has been administered for the purpose of collecting primary data. The questionnaire was distributed amongst 100 respondents. The simple random sampling method is used. The questionnaires were designed using 5point likert's scale. Coding and tabulation were done and analyzed by using SPSS software. Findings are presented in form of table and charts.

IV. RESEARCH HYPOTHESES

HA1: There is a significant difference between the perceptions of male and female regarding buying behavior.

Sub hypothesis

1- There is a significant difference between perceptions of male and female regarding buying behavior in terms of product

2-.There is a significant difference between perceptions of male and female regarding buying behavior in terms of price

3-There is a significant difference between perceptions of male and female regarding buying behavior in terms of place

4- There is a significant difference between perceptions of male and female regarding buying behavior in terms of promotion

HA2There is a significant difference between the perceptions of consumer with different age factor regarding buying behavior.

Sub hypothesis

1-.There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of product

2- There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of price.

3- There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of place.

4- There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of promotion.

TOOLS FOR DATA ANALYSIS

Structured questionnaire are used for primary data collection., they were asked to rank their satisfaction level on the scale of 1-5, where 1 means highly dissatisfied & 5 means highly satisfied. The internal consistency has been checked with the help of Cronbach's Alpha and value obtained by using SPSS (student version 15.0) is 0.799 which is usually considered.

Reliability Statistics	
Cronbach's Alpha	N of Items
.756	13

From the above table we can see that Cronbach's alpha is more than 0.700which indicates a high level of internal consistency for our scale with this specific sample.

Hypothesis Testing

HA1: There is a significant difference between the perceptions of Male and female regarding buying behavior.

Sub Hypothesis:.

There is a significant difference between perceptions of male and female regarding buying behavior in terms of product

Table ANNOVA

ANOVA						
			Sum of Squares	df	Mean Square	F
Product	Between Groups	(Combined)	.003	1	.003	.008
	Within Groups		37.120	98	.379	
	Total		37.123	99		

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.929 which is less than 0.05, so that it can say that there is no significant difference between

perceptions of male and female regarding consumer buying behavior in terms of product.

Sub Hypothesis: There is a significant difference between perceptions of male and female regarding buying behavior in terms of price.

Table ANNOVA

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	(Combined)	.380	1	.380	1.219	.272
	Within Groups		30.565	98	.312		
	Total		30.946	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.272 which is less than 0.05, so that it can say that there is no significant difference between perceptions of male and female regarding buying behavior in terms of price.

Sub Hypothesis: There is a significant difference between perceptions of male and female regarding buying behavior in terms of place.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Place	Between Groups	(Combined)	.419	1	.419	1.794	.184
	Within Groups		22.878	98	.233		
	Total		23.297	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.184 which is less than 0.05, so that it can say that there is no significant difference between perceptions of male and female regarding consumer buying behavior in terms of place.

Sub Hypothesis: There is a significant difference between perceptions of male and female regarding buying behavior in terms of promotion.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Promotion	Between Groups	(Combined)	.091	1	.091	.230	.633
	Within Groups		38.971	98	.398		
	Total		39.062	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.633 which is less than 0.05, so that it can say that there is no significant difference between perceptions of male and female regarding consumer buying behavior in terms of promotion.

HA2: There is a significant difference between the perceptions of consumer with different age factor regarding buying behavior.

Sub Hypothesis: There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of product.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	(Combined)	6.522	3	2.174	6.820	.000
	Within Groups		30.602	96	.319		
	Total		37.123	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.000 which is less than 0.05, so that it can say thatthere is asignificant difference between perceptions of consumer with different age factor regarding buying behavior in terms of product.

Sub Hypothesis:There is a significant difference between perceptions of consumer with different age factor regarding consumer buying behavior in terms of price.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	(Combined)	5.151	3	1.717	6.390	.001
	Within Groups		25.795	96	.269		
	Total		30.946	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.001 which is less than 0.05, so that it can say thatthere is asignificant difference between perceptions of consumer with different age factor regarding buying behavior in terms of price.

Sub Hypothesis:There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of place.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Place	Between Groups	(Combined)	1.688	3	.563	2.500	.064
	Within Groups		21.609	96	.225		
	Total		23.297	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.064 which is more than 0.05, so that it can say thatthere is nosignificant difference between perceptions of consumer with different age factor regarding buying behavior in terms of place.

Sub Hypothesis:There is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of promotion.

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Promotion	Between Groups	(Combined)	1.582	3	1.194	2.484	.046
	Within Groups		38.481	96	.401		
	Total		39.062	99			

Above tables shows the output of the ANOVA analysis and whether we have a statistically significant difference between male and female group means. It can see that *p value (sig. value)* is 0.046 which is less than 0.05, so that it can say that there is a significant difference between perceptions of consumer with different age factor regarding buying behavior in terms of promotion.

V. CONCLUSION

Present study concludes gender has no significant difference between the perception of consumers regarding consumer buying behaviour, according to ANOVA analysis it shows that there is no significant difference between perceptions of male and female of consumer shopping behavior in terms of product, price, place and promotion.

Whereas according to ANOVA analysis it shows that there is a significant difference between perceptions of consumer with different age factor regarding consumer shopping behavior in terms of product, price and promotion. Whereas there is no significant difference between perceptions of consumer with different age factor regarding consumer shopping behavior in terms of place.

REFERENCES

- [1] Odile Richard, Marie. Charles Chebat, Jean. Yang-Zhiyong. (2010) A proposed model of online consumer behavior: Assessing the role of gender. *Journal of Research*--Oct -vume 63 Issue 9-10 926-934.
- [2] Kuruvil a, Shelja J, Nishank Joshi & Nidhi shah, (2009), Do men and women really shop differently? An exploration of gender differences in mall shopping in India International, *Journal of consumer studies International Journal of consumer studies*.
- [3] Drgy, P ; (2005), designing the marketing mix, *Tadbir*, No. 161: pp. 54-56.
- [4] Reichheld F.F. (1996). "Learning from Customer Defections", *Harvard Business Review*, Vol. 74, No. 2, p. 57.
- [5] Verdisco R. (1999). "Gender Specific Shopping", *Chain Store Age*, Vol. 75 (2), p. 26.
- [6] Radha Krishna G and Shylajan C.S. (2007). "Determinants of Habitual Buying Behavior: A Study on Branded Apparel", *The ICFAI Journal of Marketing Management*, Vol. 6, No. 3, pp. 6-21.
- [7] Richardson, P.S., Jain, A.K., Dick, A. (1996). Household store brand proneness: a framework, *Journal of Retailing*, 72 (2), pp. 159-185