

Impact of Gender on Consumer Purchasing Behaviour

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Abstract: Out of the many aspects that can influence a consumer's purchasing behavior, one of the major factors is gender. Men and women approach shopping with different motives, perspectives, rationales, and considerations. Males and females want different products due to their different upbringing and socialization along with various other factors like social, psychological etc. And they are likely to have different ways of thinking about obtaining these. We can see in our daily life that both genders are completely different in decision making whether it is a personal life, professional life and even if it is eating or shopping decisions both the genders differ completely in every stages of decision making. In this paper, an attempt is made to understand these differences at every stages of purchasing decision. This paper depicts the gender influence on purchasing goods.

Keywords: Consumer behaviour, gender difference, buying behaviour.

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I. Introduction

For a successful consumer oriented market service provider should work as psychologist to procure consumers. The study of consumer buying behaviour is gateway to success in market. The field of consumer behaviour tells us that how individuals, groups, services, ideas, or experiences to satisfy their needs and services. Until the consumer behaviour 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. Purchase decision-making styles fuse cognitive as well as affective features of a consumer. The process of decision making is one of the most complex mechanisms of the human thinking. Gender is the major factor out of all the other factors that affects consumer purchasing behaviour. When gender differs, the perception of consuming the product is different as well. Men and women tend to have different choices while shopping because of the difference in their upbringing and socialization.

II. Review Of Literature

According to Mitchell and Walsh (2004), males and females want different products and they are likely to have different ways of liking and obtaining these. Gender has an important role in consumer behaviors. Because, the differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behaviors (Akturan, 2009:66).

Solomon et al (2010) suggests that, products are sex-typed or androgynous. Sex-typed defines a product that takes on masculine or feminine characteristics. Put simply, Barbies for girls and hot wheels for boys. Davis and Rigaux (1997) did research on the study of family decision-making roles. They identified that there are three phases of decision making viz problem recognition; search for information; and final decision. They found that the roles and relative influence of husbands and wives differed based on decision-making stage and product type (Wilkes, 1997; Moore-Shay and Wilkie, 1998; Yavas et al., 1998).

Belch and Willis (2002) found that purchasing decisions related to household items such as automobiles, televisions, and financial planning are moving from being primarily male dominated to joint decisions. This may be due to the rising education level and Increasing in the number of working women. Studies show that household decision-making areas that were once dominated by one gender were also becoming more influenced by the opposite gender.

III. Consumer Behaviour

Consumer behaviour is the study of when, why, how and where people do or do not buy a product. It is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Consumer behaviour is not simple at all, but it is very vital to understand it. Consumer behaviour may vary from time to time. The three main factors influencing the consumer behaviour are the psychological, the personal and the social.

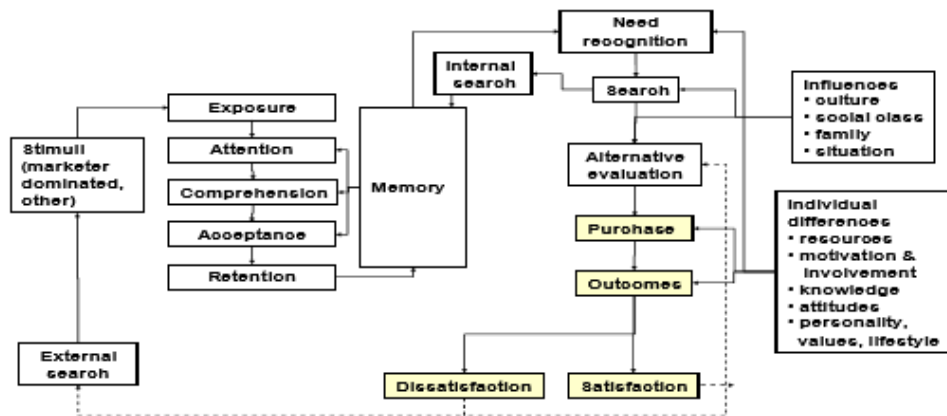


Fig. 1. Consumer Behaviour Process (Ref. SwarnaBakshi)

"All marketing decisions are based on assumptions and knowledge of consumer behaviour," (Hawkins and Mothersbaugh, 2007).

According to Engel, Blackwell, and Mansard, 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.

According to Loudon and Bitta, 'consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services'.

Factors Considered While Buying A Product

- Factor of time
- Economic situation
- Long term consideration
- Influence of advertisements
- Post purchase experience
- Past regrets related to the purchase

How Gender Difference Determines Buying Behaviour?

Men and women really do have fundamentally different set of characteristics. Each sex has a firmly entrenched characteristic with women showing more sensitivity, warmth and apprehension than men but change depending on location, context and are influenced by a variety of social and cultural factors. In contrast, emotional stability, dominance, rule consciousness and vigilance are more typically male characteristics. Both men and women approach problems with similar goals but different consideration. Women are concerned about how problem is solved- they share and discuss the problem. For men solving a problem demonstrates their competency and commitment to a relationship.

For women the main implications are as follows-

- Advertisements are often more detailed.
- Women appreciate very fine distinctions.
- Women like a collaborative, conversational style dialogue.
- Women prefer strong colours and evocative images.
- Girls prefer more feminine qualities in advertisement such as soft music.

For men the main implications are as follows-

- Adverts usually focus on one main object. Men usually pick up on one or two very obvious kinds of cues.
- Men will need to be shown the big picture as they think in a macro way.

- Men are less likely to process complex metaphors.
- Men enjoy humour in adverts and are usually more crude and aggressive.
- Men find a “chatty” style in adverts annoying. They prefer hard data and concise language.
- Men do not really respond to any colours and images seem irrelevant.

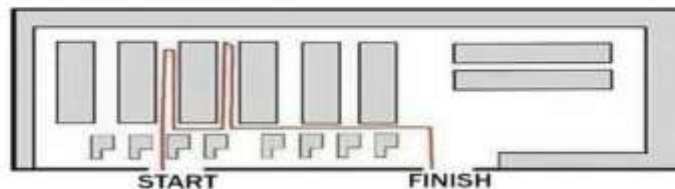
Reason Behind Gender Buyer Behaviour

For women, the promotions emphasize on beauty and youth like colours, theme, and music make an impact whereas for men it is upon value of ambition and physical strength. Men tend to buy instrumental and leisure items whereas women tend to buy symbolic and self-expressive goods. By using older women looking younger in advertisement appeals to women whereas men are likely to be inclined towards advertisements showing strength through the use of a healthy looking model, which is muscular and young.

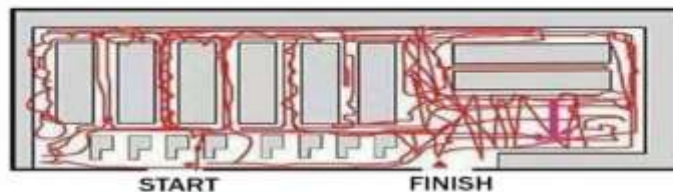
How Consumer Consumption Strategy Works?

MEN BUY, WOMEN SHOP- The process of shopping is a mission for men. They don't like the process of shopping but they love having something bought. It's a subtle difference but an important one. The biggest misconception is that men don't like shopping. Women-they love shopping even when they have a deadline, men-they shop and they leave.

How Men Do Shopping



How Women Do Shopping



WOMEN ARE GATHERERS.MEN ARE HUNTERS- Women want more interaction whereas men want quick answers. Women tend to be more focused on people whereas men act almost as if they are dealing with an ATM machine. In fact, men want to deal with an ATM machine. They really don't want to deal with a person.

MEN AND ONLINE- The clutter-clatter and lack of control of causes many men to shy away from the high-street shopping spree. Men are very vocal and they will go to great lengths to let anyone know whether they like something or not. Women tend to buy more on impulse or because it's in fashion whereas men tend to buy more out of a product's use or pure desire.

GENDER PERCEPTION- Women feel pride in their ability to get the best products for the best prices. Marketers empathize this perception greatly by placing selective deals to offer a sense of accomplishment for women's shopping experience. Men buy on immediate needs rather waiting for best deals. They only buy what they need despite of the deal offered.

IV. Conclusion

We can draw inferences from the above discussion that gender is a very important factor among all the factors; it plays a very crucial role in purchase decisions. Women are more internally focused whereas men ought to be externally focused. Gender shapes different characteristics of female and male shopper. It has been suggested that male and female consumers demonstrate considerably different approaches in their decision-making and purchasing behavior when shopping.

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