

Association of Gender and Age with Buying Choices for Malls Vs. E-Retailing: A Quantitative Investigation

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Abstract

Shopping in India has always been a fascinating experience. With the diversity in population and culture India also comprises diversity in taste and likings. There are many differences and similarities in the behavior of males and females while shopping for a particular product. Apart age is also determining factor while considering the shopping behavior of people. Generally speaking, people think that women devote greater amounts of time shopping than males. Contrarily, men prefer to enter a shop, search for a certain item they desire, purchase it as quickly as they can, and then exit. Women, on the other hand, patiently search through all of the brands to find the product they want, compare layouts, and look for any potential discounts, haggle, and ultimately purchase the item that satisfies their needs. An essential component of commercial activity is to understand consumer purchasing behavior. Consumer purchasing behavior is a key factor influencing business performance in a marketing-driven economy.

Keywords: Buying Behavior, E-Retailing, Online Shopping in Millennial, Consumer Satisfaction, Gender Based Buying Behavior

Introduction

As the trends in technology are changing there are evidences of positive acceptance towards these changes. Technology has not only changed the area of working and management but it has also contributed in change in the buying behavior of individuals. The retail industry in India has seen a significant shift over the past ten years, moving from conventional stores to shopping malls and e-retailing. Taking online shopping scenario in respect to India, Internet shopping is the practice of making electronic purchases of goods. It delivers a wide variety of goods to consumers and a wealth of business prospects to businesses. The people of India are embracing internet shopping in a huge manner. The retail market in India is expanding exponentially due to advanced financial advances, rising salaries, modernization, changes in ethnicity, and consumer trends. In metropolitan areas and metropolises, it has made great progress. India is expected to have the second-largest online retail market in the world by 2025. Several advantages and benefits come with internet shopping, which is why more people choose it over conventional offline businesses. Flexibility in buying may be done whenever and wherever a customer is most comfortable, saving them time, energy, and the headaches of congested marketplaces, and selection of things and brands from numerous sellers is accessible at one location. It is easier to compare costs and read consumer reviews and suggestions. (Menon, Maram, 2014 and Shukla, Babin, 2013).

In India, the vast majority of shopping centers were built to give customers a variety of benefits from shopping. Malls are inviting places that encourage entertainment and social interaction. The environment of shopping malls has a variety of design elements. High levels of shopping, enjoyment of the mall's visual appeal, space planning, and presence, relaxation from exhaustion, and willingness for diverse array, discovering different good and services or shops inside the shopping center, and pleasure in interacting with others formed some of these patterns elements. Consumers' opinions of shopping mall features and the value of their purchases as a result of visiting a mall vary by generation and by gender. In India, a shopping revolution has begun, with the entire idea and concept of shopping undergoing an eye-catching makeover in terms of format and customer purchasing behavior. The bustling shopping malls, multi-story malls, and massive complexes that include food, entertainment, and shopping are proof that contemporary retailing has made its way into India's retail industry. The concept, as well as the concept of shopping in general, has evolved. With

the rise in working population particularly the age of twenty four, increase in number of nuclear families, rise in number of earning women and the advantages provided by service sector industries has contributed in the establishment of retail industry in India. The rising graph would show the growth curve of both organized retailing and Indian consumers' consumption, making it easier for young entrepreneurs to enter the country's retail market (Bhattacharya, Srivastava, & Verma, 2019 and Agrawal, 2022; Kudeshia & Mittal, 2015).

Reasons for the growth of malls in India include a rapidly expanding working class with more disposable income. youth becoming independent shoppers with large spending capacity., Indian consumers' custom of seeking out new stores, ability of mall developers to provide a pleasant retail environment, the availability of elements like affordability, accessibility, a large choice of goods with the fun element pleasure and awesome experience pass, as well as weekend shopping. Aspirations, lifestyle preferences, and customer perceptions of purchasing alter as a result of media and commercial communication influence. Apart from these the major factor that contributes in the growth of the malls is age. The youth of India prefer to have everything at one place and malls happens to be that place where even a small thin is available at single place. Though being the youth or millennial they are also the technological driven and prefer e-retailing or online shopping when they urgently need something or want to avoid the entertainment factor. As the shopping scenario has changed completely and researching is just a matter of click, the young generation prefer to buy thing after researching about it, comparing other brands, offers and then make a purchase. Though the researching aspect is more is females as compared to males (Shukla and Babin, 2013 and Ashwini, Manjula, 2016).

Literature Review

According to a study of shoppers at shopping malls, the majority of people with strong buying motivations unavoidably make assumptions based on what attracts to them, and the mall atmosphere encourages and sustains this behavior. Salespeople, for instance, have seen that women are more likely to approach a salesperson for assistance than males to find out where products are or where they cannot be found. Shopping centers with specialized play spaces for kids tend to draw more female customers, while those with parking spaces also target a wider range of customers. Although women merely enjoy shopping, males are more likely to be drawn towards a particular shopping complex because it has parking. Shopping malls adoption of these findings through a shift in tactics can be attributed to the constantly evolving behaviors and attitudes of customers. When compared to males, women are more receptive to cost and favor rewards programs. When compared to males, women are more likely to go present buying. Men who live with their marriages typically delegate shopping, including for groceries for the home, to their partners. The way that men shop has undergone substantial shift. Males are increasingly adopting fashion habits that were formerly reserved for women, such as carefully evaluating prices and taking their time while selecting apparel. The buying habits' implications are consistent with the socio-demographic parameters' influence (Sahoo, Mishra, 2016 and Katrodia, Naude, Soni, 2018).

In a study it was found that there are multiple variables that impact how people purchase. Men were more likely to favor ease, while women were more likely to prices of similar, convenience, and fashion choices. Males professed to shop more while alone, whereas women claimed to buy more when with another person of the same gender. This may be because most women often ask their friends or family for permission before making a purchase, but males have been less uncertain and explicit about what they needed to acquire. A higher proportion of men claimed that using debit or credit card had increased their frequency of shopping. In general, women have a propensity to buy more throughout deals since, in accordance with fashion theory, women enjoy shopping. Buying during sales improved their mood and brought them joy and peace. According to a research men prefer online shopping over women, despite the fact that women love it more than men. Women are more likely than males to shop at malls and to buy items connected to fashion more frequently. Women enjoy shopping because they enjoy spending time there as well as getting up and moving about. The men on the other end often follow out their plans, perform purposefully, and are goal-focused as they could be. This indicates that women are pleasurable shoppers who treat shopping as an entertainment (Valentine, & Powers, 2013 and Tandon, Gupta, Tripathi, T. 2016).

In a research it was observed that the age is an important demographic factor that influences consumer purchasing decisions. Age is important in business strategy because it influences consumer decisions, purchasing patterns, and inclinations. A variety of characteristics, including age, sexuality, qualification, and money, have a direct influence on online purchase. These factors reveal a significant connection between age and online shopping attitudes. Online

purchases are more pleasant for younger individuals. Consumers are empowered and given the opportunity to participate in a cutting-edge purchasing paradigm that allows them to look for, examine, evaluate, and buy a good or service without leaving their homes. Via online support tools, customers may look up product specifications and communicate with customer service representatives. Due to its capacity to create two-way connections, the Internet is a significant socializing tool that enables kids and teens to practice their online savvy. The online environment enables children to engage in interactive learning through communication, exploration and building, invention, and play as they begin using the Internet on average at the age of three. Children may also have high levels of online consciousness since they grew up with technology, which is the confidence one has in their ability to carry out online tasks like finding information and prices and making purchases. Parents, on the other hand, can lack the information necessary to educate their children. This disparity might have an impact on how young people develop their online savvy. This is how today's shopping decision impact the shopping behavior in children. As the technology is advancing and the new generation is becoming more and more technological they prefer online shopping rather than going to shopping malls or other organized retail store (Ahmed, & Sathish, 2015 and Sohail, 2015).

In a study it was observed that there are several parameters an individual choose between e-retailing and shopping malls. The first is convenience. Customers who shop online save time and money by not having to go to a physical store, deal with holiday crowds, or fight to find appropriate parking for their vehicles. Online retailers are open 24 hours a day, and clients may have their purchases delivered to their homes or places of business. The second factor is variety. Everyone appreciates shopping online, regardless of age or gender, because no shopping centre can provide the same variety of items as an internet store. Online stores can offer a wide variety of products in one place because they are not limited by lack of space. No matter whether the shopper is male, female, kid, teenager or elderly individual. The choice of shopping depends on the comfort provided by the seller (Lele, Maheshkar, 2021, Garg, 2015 and Jayagoplan, Balakrishnan, 2017).

Objectives of the study:

To explore the association of gender and age with buying choices for Malls vs. E-Retailing

Research Methodology:

This study is empirical in nature. In this study 200 respondents were contacted to explore the association of gender and age among Malls and Retail shops of India. The data analysis was done with the help of the frequency distribution.

Data Analysis and Interpretation:

Table 1 When it comes to buying choices, both gender and age can significantly influence consumer behavior in terms of their shopping preferences

Particulars	Agree	Disagree	Can't Say	Total
Respondents	165	19	16	200
% Age	82.50	9.50	8.00	100

Table 1 presents that with the statement when it comes to buying choices, both gender and age can significantly influence consumer behavior in terms of their shopping preferences, it is found that 82.50% of the respondents agree with this statement.

Table 2 Young women may still prefer to shop at physical stores despite being more comfortable with technology

Particulars	Agree	Disagree	Can't Say	Total
Respondents	163	17	20	200

% Age	81.50	8.50	10.00	100
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Table 2 presents that with the statement young women may still prefer to shop at physical stores despite being more comfortable with technology, it is found that 81.50% of the respondents agree with this statement.

Table 3 Older men may be more likely to shop online due to the convenience factor

Particulars	Agree	Disagree	Can't Say	Total
Respondents	159	18	23	200
% Age	79.50	9.00	11.50	100

Table 3 presents that with the statement older men may be more likely to shop online due to the convenience factor, it is found that 79.50% of the respondents agree with this statement.

Table 4 Younger consumers have more time constraints, making online shopping a more convenient option

Particulars	Agree	Disagree	Can't Say	Total
Respondents	156	19	25	200
% Age	78.00	9.50	12.50	100

Table 4 presents that with the statement younger consumers have more time constraints, making online shopping a more convenient option, it is found that 78.00% of the respondents agree with this statement.

Conclusion

Available research shows that consumer buying habits differ significantly between online and physical channels based on certain criteria. Although internet sales have grown rapidly in India and are expected to grow further, the majority of Indian shoppers still prefer the so-called authentic shopping experience in organized shops. According to many studies, it is mainly young people who are driving India's remarkable development in online shopping. Undoubtedly, the advent of online shopping has had a negative impact on brick-and-mortar retail. The profits of e-retailers have been significantly affected by the substantial discounts they have been offering. It is also concluded that that one of the variables influencing consumer purchasing behavior and attitude towards price is age. The oldest age group is the most price-sensitive customer group. It is concluded that most men and women have comparable interests and shopping-related attitudes or behaviors. Men in their early 20s like to shop once a year, whereas women want to buy more frequently. Males tend to purchase items based on requirements and necessities, hence they might be categorized as pragmatic buyers. While most women prefer to shop on the street, most males favor shopping centers. Fashion, cost, comfort, and pricing are the main determinants of how frequently they buy. Most males buy harder when they are alone themselves. The amount of money they spend on shopping has grown due to the rise of digitization and plastic money. Both men and women often spend more money on apparel than on accessories. Unlike women, most young men often avoid shopping during deals and discounts. It should be noted that as retail sector is at the stage of transformation it might see a boom in the coming years also at the same time with the advancements in shopping patterns people tend to incline towards e-retailers.

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