

**Shopping Orientation and Consumer Purchase Decision in Shopping Malls
A Gender Perspective in Dar Es Salaam Tanzania**

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Abstract

Shopping orientation moderates the effects of the retail store's environment on customers' experiences and behaviours. These qualify shopping orientation as a variable that may guide customer segmentation and enable retailers to tailor marketing instruments to customers' shopping orientations. This study explores how shopping orientation affect consumer purchase decision in their gender perceptive. Data were collected from 218 sampled consumers in 11 shopping malls in Dar es Salaam Tanzania. The conceptual framework (i.e. utilitarian shopping, recreational shopping, window shopping, convenient shopping and consumer purchase decision) was tested using structural equation modelling (SEM). The findings revealed that customers have different behaviour in shopping orientated based on their gender. Window shopping and recreational shopping are mostly preferred by women while convenient and utilitarian shopping are highly preferred by men, whereby gender differences influence their purchase decision.

Keywords: Shopping orientation, consumer purchase decision, gender, shopping malls, Dar es Salaam and Tanzania