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 explore 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*
Paper type: *Research paper*
Type of Review: *Peer Review*

1. INTRODUCTION

Shopping orientation (SO) temperate the impact of the store environment on customers' experiences and behaviours (Baker and Wakefield, 2011; van Rompay, *et. al.,* 2011). These findings qualify shopping orientation as a variable that may guide customer segmentation and enable retailers to tailor marketing instruments to customers' shopping orientations (Arnold and Reynolds, 2003; Kukar-Kinney *et. al.,* 2009). Mostly men consider it tiresome and try to get over with it while women on the other hand enjoy it (Greeshman, 2016). These enjoyment factors, as identified by Arnold and Reynolds (2003) and Cox, A., Cox, D. and Anderson (2005) are socializing with other shoppers, browsing, bargain hunting, sensory stimulation, gratification, entertainment, exercise and shopping for others. Chigger (2001) stressed that due to gender differences consumer approach shopping differently.

In assessing the potential sources of shopping pleasure, Cox, Cox and Anderson (2005) found that shopping enjoyment vary markedly among different demographic groups (age, income and consumers with children). Hart, Farrell, Stachow, Reed and Cadogan (2007) concur by stating that shopping enjoyment may be a function of

gender. When comparing shopping mall behaviour, females are more recreation-conscious, fashion-conscious and perfectionist consumers than males (Wesley, Lehew and Woodside, 2006). Utilitarian and hedonic values have also frequently been examined in combination with the purchase behavior and motives of consumers (O'Brien, 2010). The motivation of shopping can also be categorised into utilitarian and hedonic motivations as well (Huang & Yang, 2010; Monsuwe et al., 2004). Utilitarian motivation tends to have a rational approach and is also considered as a traditional buying decision process. As mentioned, the benefits of purchasing (e.g., time saving, detailed information of product, price comparison, greater option and cheaper price) can be considered as utilitarian motivation because the person purchases rationally (Gayathiri, Balachandran & Usha, 2014; Sarkar, 2011; Veronika, 2013). On the other hand, hedonic motivation tends to have an emotional approach. It means that customers are driven by emotions and feelings because they like, enjoy and feel excited in shopping experience mostly female. However, purchasing behaviour is influenced by emotional factors whether with utilitarian or hedonic motivation. Studies (Bhatnagar & Ghosh, 2004; as cited in Sarkar, 2011; Seock & Bailey, 2008; Topalaglu, 2012) reveal that most of the successful purchase is heavily based on human desire. However, gender role indeed plays a role to affect consumer motivation. Seock and Bailey's (2008) study, found females tend to have hedonic motivation because they have higher shopping enjoyment, brand consciousness, price consciousness and shopping confidence than males.

Shopping enjoyment and shopping confidence are related with emotion and also the sign of hedonic motivation (Sarkar, 2011; Seock & Bailey, 2008). On the other hand, males tend to be utilitarian motivation during purchasing because they have higher concerns about the saving time than females. This is one of the beneficial functions and elements of utilitarian motivation in purchasing. A study by Huang and Yang (2010) supports the observation that males as utilitarian purchasers. In utilitarian motivation, males are concerned more with convenience, lack of sociality and time-saving than females. In this functional motivation, the main values for females are the availability of information, convenience and choice. On the other hand, females are also confirmed through previous studies (Millan & Wright, 2018; Tifferet & Herstein, 2012) that they are hedonic purchasers.

This study is based on the effectiveness of shopping orientation in retail industry, focusing on shopping malls. In today's market trends, where marketers are wooing the consumers' behaviours in genders perspective, it is important to understand its impact on shopping orientation in consumer purchase decision in gender perspective. The objective of the research was to assess the influence of shopping orientation on consumer purchase decision in genders perspective. The study elaborated the type (utilitarian, recreation, window and convenient shopping) of shopping orientation which has the most significant influence on the consumer purchase decision.

2. LITERATURE REVIEW
2.1 Shopping orientation
Chen and Hung (2015) conducted a research on online shopping orientation and purchase behaviour for high-touch products. The study reported that men positively relate recreation orientation to purchase intention. Women, in contrast, negatively relate recreation to purchase intention. Both men and women showed a negative and significant relationship between price orientation and purchase intention. Convenience orientation predicates customers' intention for online shopping and has positive effects for men and concluded that the retailers face challenges because of the changes in customers' online shopping behaviour. Logistics improvements make it possible for online shoppers to receive products quickly. A study by Ekman (2016) on effectiveness of in-store displays in consumer decision making, reveals that the in-store displays influencing consumer decision making the displays had only a minor effect on the participants' purchase decision with the majority informing that the display did not affect the purchase decision. The displays are of new products which would suggest that it has a great chance of influencing the consumer decision making. The study concluded that throughout the whole study it became increasingly evident that visual attention is one of the key roles in consumer decision making and it underlines the need for a better understanding of visual attention and effectiveness of in-store display. Samarhan (2016) did a study display on in-store consumer shopping behaviour through mobile Phones. The study revealed the frequency of mobile phone purchases, main mobile product categories and key mobile activities related to shopping in-store. It also revealed that frequency of mobile phone purchases, main mobile product categories and key mobile activities related to shopping in-store. The study concluded that smart phones are empowering

consumers and their shopping behaviour is evolving. It was recommended that retailers need to adapt new technologies and attract their consumers by offering a unique in-store customer experiences to maintain customer loyalty.

2.2 Theoretical Review
2.2.1 The Theory of Buyer Behaviour
John A. Howard developed the first consumer decision-model in 1963. He then worked closely with Jagdish N. Sheth in 1969 and developed it into the 'Theory of Buyer Behaviour' (Howard and Sheth, 1969, 1973). It provides a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing (Foxall, 2010). The theory is so integrative that it incorporates many of the aspects of consumer behaviour; it links together the variables-constructs (appendix 3) which may influence the decision-making process and explains their relationship that leads to a purchase decision.

2.2.2 Gender Schema Theory and Multifactorial Gender Identity Theory
Schema Theory was propounded by Bem (1993, 1998). The theory suggested that individuals acquired and display traits, attitudes and behaviours consistent with their gender identity. Gender identity serves as an organizing principal through which individuals process information about themselves and the world around them. Although the ability of gender identity to have such an effect varies depending on whether or not an individual is sex-typed. Multi-factorial gender identity theory was developed by Spense J. T. in 1993. The theory assumes that gender identity is a combination of gender-related phenomena, associated in varying degrees with each other, such as gender related attitudes, interests and role behaviours, and gender personality traits. Not only in gender personality multi-factorial, but each gender differentiating factor has a different developmental history that varies across individuals because the factors are impacted by multiple variables that are not necessarily gender- related (Spence, 1993). From these theoretical grounds it is hypothesized that: *HA: Gender's shopping orientation has positive and significant effect on consumer purchase decision.*

2.3 Conceptual Framework
Based on the theoretical and empirical discussions, the key variables in this study were categorized as independent variables and dependent variable to develop a conceptual framework guiding this study as indicated in Figure 1. The study tested the influence of the four independent variables, (i.e. utilitarian shopping, recreational shopping, window shopping and convenient shopping) on the dependent variable (consumer purchase decision). The regression outputs are presented in the resultant regression model in figure 2.
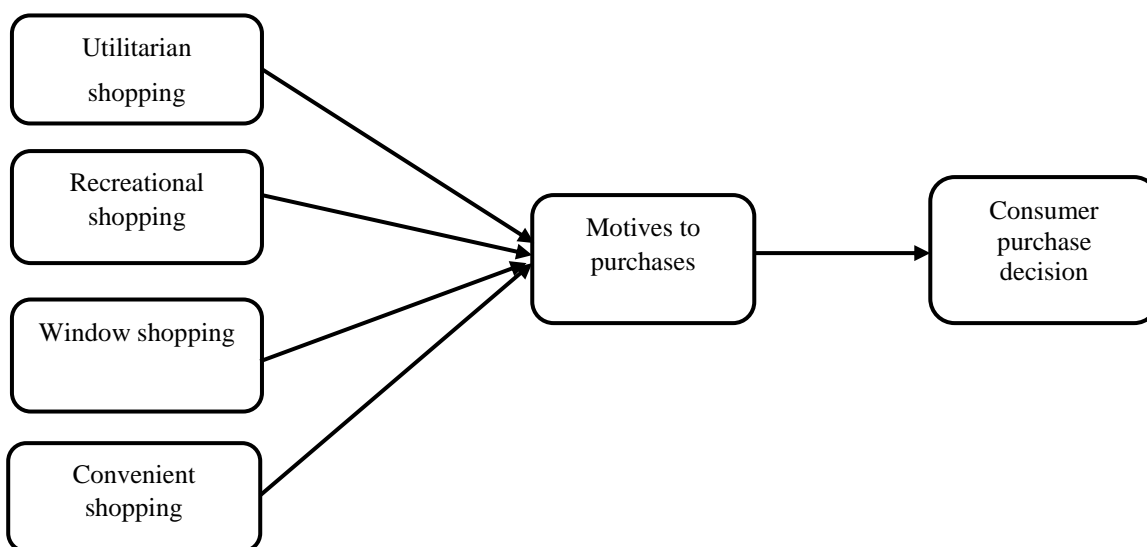

Figure 1: Conceptual Framework

3. METHODOLOGY

Cross-sectional research design was used in the study. This design was appropriate as it extensively tested the relationships between variables. Structured questionnaire was administered amongst accidental sample consisting of customers in shopping malls. A group of 218 sampled customers (both male and female) who purchase in shopping malls in Dar es Salaam were selected by using accidental and proportionate stratified sampling techniques. Gender equality was pretty much considered as the study was also based on gender perspective. Data were collected in all 11 shopping malls in Dar es Salaam: AURA shopping mall, Dar free market, GSM mall, Mayfair plaza, Mkuki house mall, Mlimani city mall, Msasani mall, Seacliff village, Shoppers plaza, Slipway shopping centre and Quality centre mall. Copies of questionnaire were administered to customers in the malls. Customers belonged to an inclusive mixture of 11 shopping malls in Dar es salaam, a commercial city with a large number of shopping malls compared to other cities in Tanzania. The customers were working in the city with different occupations.

Likert scales were used to measure the constructs under question. The questionnaire was administered in English. The literature review identified utilitarian shopping, recreational shopping, window shopping and convenient shopping as the factors influencing consumer purchase decision in genders perspective. These were the independent variables chosen for the research. Consumer purchase decision was the dependent variable as shown in the Figure 1. All the scales were 5-point Likert scales ranging from 'strongly disagree' to 'strongly agree'.
Cronbach's alpha using SPSS was used to test the internal consistency of the questionnaire. Exploratory Factor Analysis (EFA) was conducted to check the validity of the questionnaire followed by Confirmatory Factor Analysis (CFA). The conceptual framework variables (i.e. utilitarian, recreation, window and convenient shopping) were tested using Structural Equation Modelling (SEM) using AMOS.

4. FINDINGS AND DISCUSSIONS

4.1 Structural model measurement

Cronbach's alpha was executed to establish the internal consistency of the scales. Exploratory and confirmatory factor analysis (EFA and CFA) were carried out to establish the validity of the questionnaire. The Cronbach's alpha (Table 1) value of 0.751 was obtained (above 0.70) and hence acceptable (Sekaran, 2010; Cooper and Schindler, 2011). EFA finings (Table 2) show that the factor loadings obtained were above the value of 0.40. Thereafter CFA was executed using maximum likelihood estimation. The model demonstrated an acceptable fit as the preliminary test results indicate that the data fits the model criteria. All the factors loading values of latent variables were in the standardized level between 0.5 and 0.9, and all of them have approached the significant level. So, the theoretical model of this paper is fit for the basic fitting standards.Test results of overall model fit gives the measurement of absolute fitness, χ^2 = 84, d.f= 29, RMSEA (0.066) is lower than 0.095, which indicates that all indicators reach the accepted level. In the measurement of asymptotic fitness, values of TLI (0.957), RFI (0.914), NFI (0.940), CFI (0.970) are larger than 0.80. As to measurement of summarized fitness, values of PNFI (0.658) and PGFI (0.679) are larger than 0.5, and χ^2/d.f (1.944) is between 1 and 2, which indicates that all indicators reach the accepted level, and that the theoretical model in this study has a good overall model fit. Similar studies which successively used SEM include Christoph and Jennifer (2012) on gender differences of shoppers in the marketing and management of retail agglomerations. Raajpoo *et al.*, (2008) who studied the role of gender and work status in shopping cater patronage and Hart *et al.*'s (2007) on Enjoyment of the shopping experience: impact on customers' repatronage intentions and gender influence.
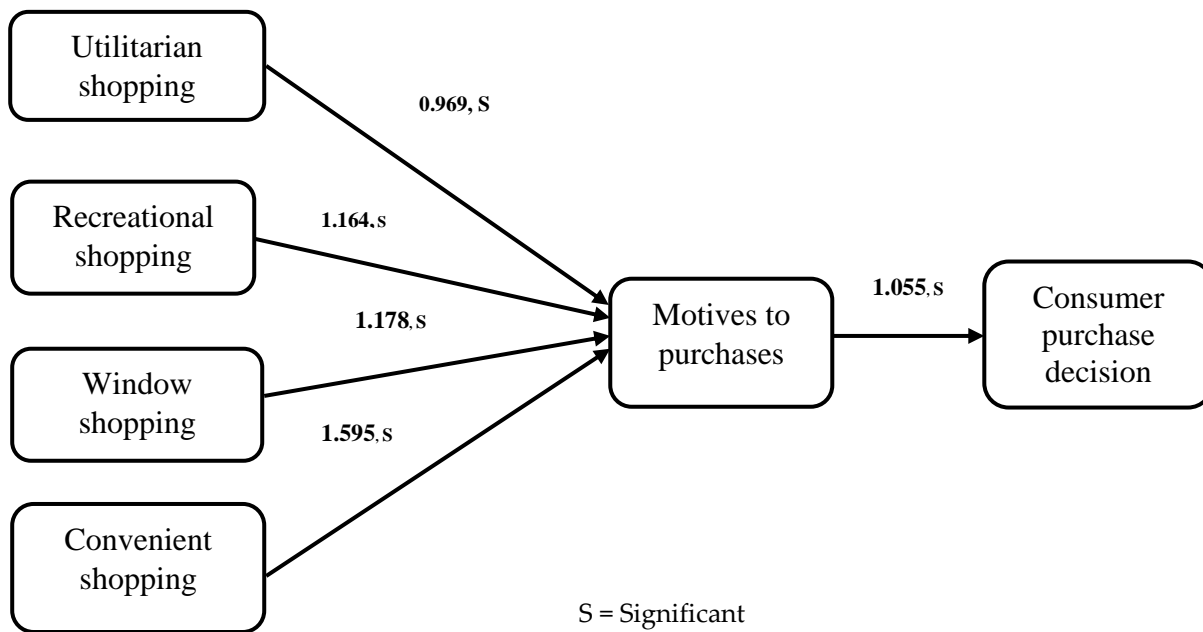
Figure 2: Resultant Regression Model

4.2 Test of hypothesis

The results of hypothesis testing as seen in table 6 show that p value was 0.000 which is smaller than 0.001. Therefor alternative hypothesis (H$_A$) is accepted and it is concluded that gender's shopping orientation has positive and significant effect on mall shopping purchase.

5. CONCLUSION, IMPLICATION AND CONTRIBUTIONS OF THE STUDY

5.1 Conclusion

The study analysed the difference between men and women in terms of shopping orientation in shopping malls. Findings of this study revealed that the majority of women have fun when shopping, like to spend time by shopping but also move around when shopping. Men on the other side usually carry out what they have planned, act deliberately and goal focused as possible. They also save time when shopping, make shopping less time consuming and also they prefer shopping that would allow them to shop whenever they choose. The p-values obtained were all significant (p<0.05) as there is a significant difference between men and women in terms of their shopping orientation in mall shopping. It is therefore concluded that the difference between men and women in terms of their shopping orientation has significant and positive influence towards consumer purchase decision. Deliberately and goal focused, planned purchase, having fun, entertainment, saving time, time consuming and killing time when shopping are some of the factors that men and women differ in terms of their shopping orientation. Thus un understanding of shopping orientation within gender will influence the understanding of the consumer behaviour which leads to consumer decision making.

5.2 Implications and Contributions of the study

5.2.1 Theoretical implication

This study used the Theory of buyer behaviour, Gender schema theory and multifactorial gender identity theory. The theory of buyer behaviour was adopted in this study as it links together the several variables which influence the decision-making process and explains their relationship that leads to a purchase decision. Gender schema theory and multifactorial gender identity theory assumes that, individuals acquired and display traits, attitudes and behaviours consistent with their gender identity and Multi-factorial gender identity theory assumes that gender identity is a combination of gender-related phenomena, associated in varying degrees with each other, such as gender related attitudes, interests and role behaviours, and gender personality traits. The study sought to assess the influence of shopping orientation on consumer purchase decision making in mall shopping basing on

the assumptions of theory of buyer behaviour and Gender schema theory and multifactorial gender identity theory. The study found that, gender's shopping orientation in terms of utilitarian shopping, recreational shopping, window shopping and convenient shopping affect the purchase decision of a consumer in a shopping mall and lead to the purchase of different characteristic of a product at different timing according to their gender identity. Therefore, developments of good marketing strategies based on utilitarian shopping, recreational shopping, window shopping and convenient shopping will influence consumer purchase decision and as according to their gender identity, each sex-type will have their varieties. It was therefore proven that, social, psychological and marketing factors influences consumer choice in a coherent sequence of information processing, and thus marketers should consider personality traits, attitudes and behaviours of the customer, as they result into overall influence of consumer purchase decision.

5.3 Contributions of the study
5.3.1 Knowledge contribution
The study has analysed gender differentials in consumer decision making. It was clearly found and discussed that utilitarian shopping, recreational shopping, window shopping and convenience shopping effect when adopted either jointly or separately in marketing have significant and positive effects on consumer decision making, resulting into understanding consumer behaviour in different aspect of gender. In order to achieve effective adoption of strategies in marketing, strong understanding in gender should be considered. Furthermore, the study was conducted in Tanzania with focus on shopping malls in Dar es Salaam Tanzania. Therefore, the shopping malls in Dar es Salaam are now documented as a part of literatures on the matters related to shopping orientation, gender differentials and consumer decision making.

5.3.2 Methodological contribution
The study adopted the use of structural equation modelling (SEM). Structure equation model requires and assumes for normal distribution of data, less or no multicollinearity (presence of proportional odds) among the predictor variables. Diagnostic tests were therefore conducted and it was revealed that the assumptions related to the use of structure equation modelling as adopted in this study were met. Further to this, the study had four dichotomous independent variables and one dependent variable measured at the ordinal level which on the other hand is a fundamental requirement of structural equation modelling. Therefore, the basic assumptions under the methodology adopted were met, leading to a conclusion that the methodology adopted under this study brought good and acceptable results.

5.4 Scope of future research and limitation
This study has come up with a conclusion that, there is shopping orientation in consumer purchase decision making. The findings concur with the theory of buyer behaviour and Gender schema theory and multifactorial gender identity theory. This study is based on gender perspective and leaves away other demographic factors such as age, education and the geographical area. From the study, it was observed that age of the respondent excluding children and the education level brings a difference in consumer purchase decision. The inconclusive findings from different previous studies may be also caused by the geographical area, age difference or education gap. Therefore, future research could incorporate data from customer groups from different countries. Studies could also be on the age difference or the gap of education level to seek the extent to which shopping styles in consumer purchase decision are valid and generalizable. They could also be based on other different markets as this study was only based on shopping malls.

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APPENDICES

Table 1. Reliability test

Cronbach's Alpha[a]	N of Items
0.751	10

Table 2. Loading and cross-loadings for shopping orientation

	Components		
	1	2	3
When shopping, I often have fun	.859		
When shopping, I am usually looking for entertainment.	.800		
I like to kill time by shopping	.814		
When shopping, I like to move around	.812		
When shopping, i act as deliberately and goal focused as possible		.424	
When shopping, I mainly carry out what i have planned to.		.438	
I prefer to make shopping less time consuming			.440

Table 3. Correlations Matrix

		US	RS	WS	CS
US	Pearson Correlation	1			
	Sig. (2-tailed)				
RS	Pearson Correlation	0.634**	1		
	Sig. (2-tailed)	0.000			
WS	Pearson Correlation	0.531**	0.445**	1	
	Sig. (2-tailed)	0.000	0.000		
CS	Pearson Correlation	.0819**	0.613**	0.542**	1
	Sig. (2-tailed)	0.000	0.000	0.000	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

US= Utilitarian shopping,**RS**= Recreational shopping, **WS**=Window shopping,**CS**=Convenient shopping

Table 4. Communalities

Main factor	Communalities items	Initial	Extraction
Shopping orientation	When shopping, i act as deliberately and goal focused as possible	1.000	.845
	When shopping, I mainly carry out what i have planned to.	1.000	.869
	When shopping, I often have fun	1.000	.903
	When shopping, I am usually looking for entertainment.	1.000	.874
	I like to kill time by shopping	1.000	.840
	When shopping, I like to move around	1.000	.750
	When shopping, I prefer to save time	1.000	.790
	I prefer to make shopping less time consuming	1.000	.824
	I prefer shopping that would allow me to shop whenever I choose	1.000	.757
Purchase decisio	I would purchase a product that is visually appealing to me	1.000	.750
	I would purchase a product that fulfils my usage requirement	1.000	.813
	I would purchase a product based on my financial status or position	1.000	.771

Extraction Method: Principal Component Analysis.

Table 5. Regression Weights 1

			Estimate	S.E.	C.R.	P	Label
M2P	<---	US	.969	.045	21.459	***	par_11
M2P	<---	RS	1.164	.046	25.122	***	par_12
M2P	<---	WS	1.178	.071	16.671	***	par_13
M2P	<---	CS	1.595	.081	19.634	***	par_14
PD	<---	M2P	1.055	.054	19.461	***	par_15
PD	<---	US	1.097	.087	12.567	***	par_16
PD	<---	RS	1.093	.092	11.898	***	par_17
PD	<---	WS	1.026	.062	9.414	***	par_18
PD	<---	CS	1.019	.038	10.496	***	par_19

*** = sign indicates a probability lesser than 5% (0.000).

US= Utilitarian shopping, **RS**= Recreational shopping, **WS**=Window shopping, **CS**=Convenient shopping, **PD**=Purchase Decision.

Table 6: Hypothesis test results

Paths	P-value	Hypothesis	Results
3	0.000	H$_A$	Support

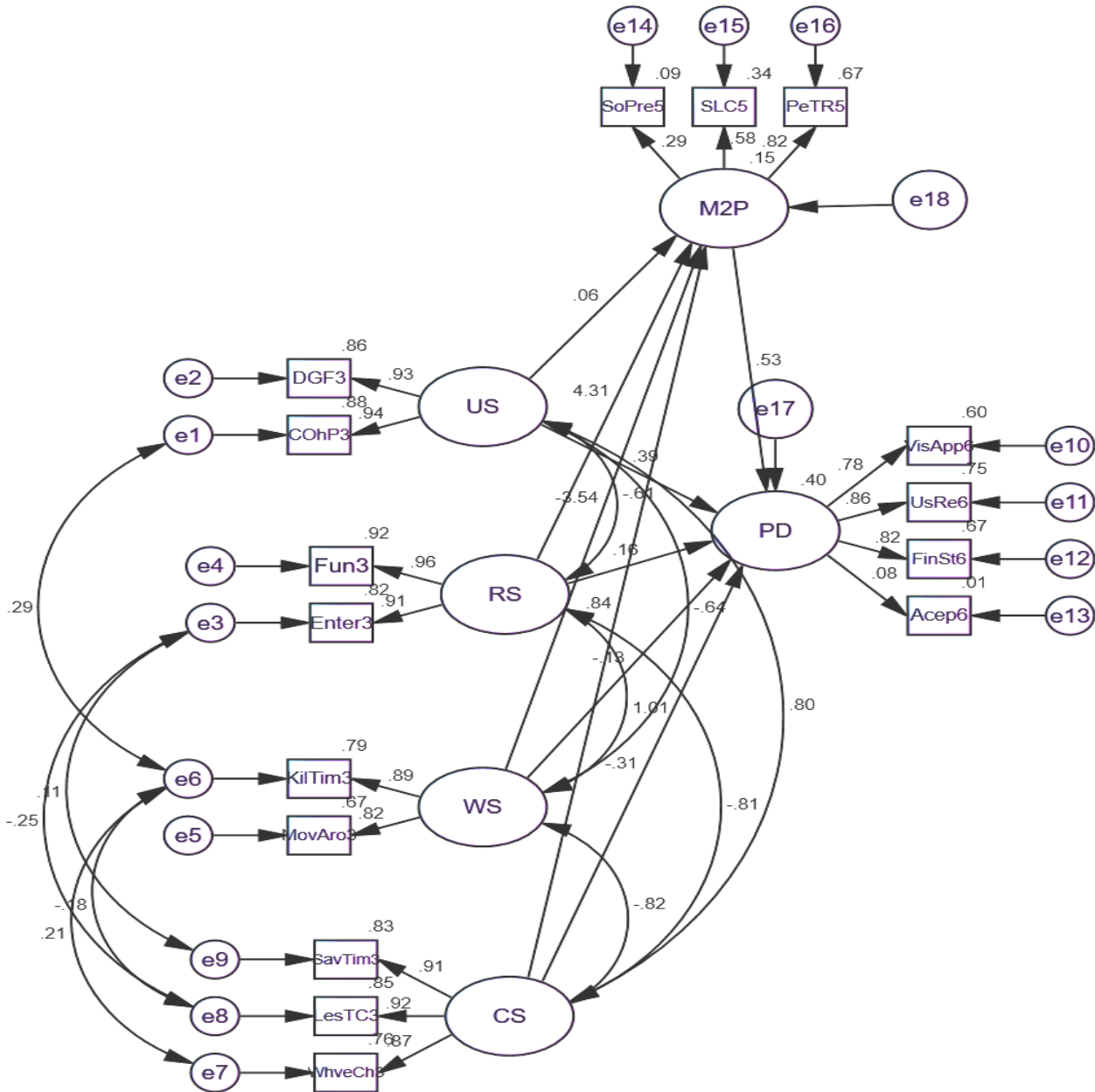Notes: *Significant at P<0.05 ; ** Significant at P<0.01 ; *** Significant at P<0.001.

Figure 3: Regression results