Recommendations of Shoppers to Enhance their Future Shopping Experiences: On the Basis of Gender

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Abstract

This study is basically conducted to find out means to enhance the shopping experiences as well behavior of the shoppers involving both online shoppers as well traditional shoppers. While conducting study, 200 respondents are asked to provide their recommendations in the form of ranks as per their priorities. This survey is basically an exploratory cum descriptive in narure and purposive sampling is done for the research. This study focuses on the suggestions or recommendations of the shoppers consisting of males and females. Through this study, we found the key points of both of shopping modes on which sellers must work on to enhance the sales and convenience of the consumers.

Keywords Online shopping, In-store shopping, Recommendation, Consumer behavior

Introduction

Everybody in the world is shopper and everyone is shopping and consuming the goods and services in life. So, shopping behavior basically involves physical as well mental activities. The study of behaviours of different shoppers provides a sound basis for identifying and understanding shoppers' needs (Hasio, 2009).

The behavior of shoppers is influenced by many factors involving psychological factors (motivation, perception, image, learning), sociological factors (family, reference groups, social class), personal factors (age, education, income, occupation) and economic factors (personal income, standard of living, economic conditions) (Chu *et al*., 2010).

Online shopping which is also known as e-retail from electronic retailing or electronic shopping is a form of e-commerce that allows consumers to directly buy goods or services from a seller over the internet using a web browser (Vijayasarthy, 2003). It provides the convenience of shopping from the comfort of one's' home , 24 hours in a day since online stores never close.

In-store shopping basically involves buying products from a store or particular market that has physical existence. A shop is a place where shoppers buy products from merchants. The traditional market is a city square where traders set up stalls and shoppers browse the stores the kind of market is very old and countless such markets are still in operation around the whole world (Kumar and Maan, 2014).

This paper intends to find out the valuable recommendations given by shoppers which enhance their shopping experiences in the future.

Review of Literature

Shopping orientations are beneficial to understand the patronage behavior including store loyalty and brand loyalty (Vijayasarathy, 2003). A good marketer constantly adapts to change as per needs of he consumers to satisfy them in a better way (Kumar & Maan, 2014).

Online stores are extension of physical stores that involves more flexible shopping hours (Chu *et al.*, 2010) and provide fun & convenient way to locate, hard to find items to make purchases and discover bargains(various sellers for a product) but also having some level of risk (Kumar & Maan, 2014). In Online shopping, consumers and retailers face various risks like immature medium of payment and credit means create a sort of risk, here personal information is easily intercept and used illegally (Wang *et al.*, 2008). So consumers are looking for trust, security and privacy of information, timeliness, availability, convenience, customer service, price-offs and wider selection during shop online (Kumar & Maan, 2014). Besides risks, internet offers enhanced choice sets to consumers by making a large number and wider variety of competing firms available which provide various price offers for the same product (Peterson *et al.*, 1997).

Traditional mode of shopping is dominated by habit of consumers since a long time, ability to see, touch, taste & try the product along with other sensory judgments (Wang *et al.*, 2008). When we talk about the comparison between the both modes of shopping, various researchers have their different outcomes. According to Hemamalini (2013), convenience is a solid predictor for preference to shop on internet which is opposed by Wang *et al.* (2008) by stating that Online shopping only provides visual effects. Consumers use product attributes across online and offline channels and try to compare the both, here consumer choose online mediums due to convenience in buying whereas hedonic experiences are motivations for In-store shopping (Uzan, 2014) which is supported by Levin *et al.*(2005) by stating that attributes such as large selection and convenience are predominant when online mode is preferred, on the other hand personal service, ability to see, touch and handle the product force consumers to shop Offline.

Age, gender and income have an influence on shopping intentions; younger male with higher household income would be more likely to purchase Online (Vijayasarthy, 2003) male consumers save time by buying online (Hemamalini, 2013). Households are least price sensitive when shopping Online than making purchases Offline (Chu *et al.*, 2008) (Chu *et al.*, 2010), here income doesn't play significant role as they prefer to online due to time pressure. Young people having more income spend more money and time to shop online than older generations as elders prefer In-store shopping more (Dennis *et al.*,2011). In-store shopping involves travel time and travel cost whereas Online shopping involves delivery and transaction security problems (Hasio, 2009). Mostly traditional shoppers who are computer literate and having access to internet, use online shopping sites to explore more trends in fashion and then purchase the same from Offline stores (Tabatabaei, 2009). Males prefer to shop online as time pressure and convenience where females are stuck to traditional stores (Hasio, 2009).

Objectives of the study

The query that why we are conducting this study particularly can be answered with the objective what we have taken to conduct the study is to understand the most recommended tools by shoppers to enhance their future shopping experiences on the basis of gender differences in shoppers. In the simple words, it is to know about what females want and what males to make their shopping more comfortable with both of shopping modes.

Research Methodology

In this study, 200 respondents were asked among whom 100 were males and another 100 were females. Respondents include all the shoppers online as well store shoppers. In this way, it can be concluded that samples were collected through purposive sampling method. Opinions of shoppers were taken in structured manner.

Table A: Responses of respondents regarding use of shopping mode: Gender wise facts

Gender	In-Store shopping	Online shopping	Total
Male	93(48.7%)	07(77.8%)	100(50%)
Female	98(51.3%)	02(22.2%)	100(50%)
Total	191(100%)	09(100%)	200(100%)

Source: Primary data, collected through questionnaires.

Table A reveals the frequency of the preferred mode of shopping of shoppers on the basis of their gender, this table makes it clear that 48.7% male shoppers and 51.3% Female shoppers prefer In store shopping in their routine life which shows that female shoppers prefer more In-Store shopping than male shoppers in their routine life; on the another hand, 77.8% male shoppers prefer Online shopping and only 22.2% female shoppers choose Online shopping as first preference in their routine life which is less in comparison to male shoppers. If overall preference is taken then In-store Shopping is more preferred mode of shopping than Online shopping.

Data was basically collected through structured questionnaires in which rank statements and demographic profiles of consumers were studied and then the collected data was converted into tabular form to make it more simpler and then analysis was made through various statistical tools i.e. frequencies, mean, deviation etc.

Results

After the data is collected and presented then the various recommendations of shoppers were studied with the help of frequency tables which are as follows:

Table 1: Analysis of Recommendations of shoppers regarding the convenience of online shopping: Application of Frequency.

Gender	Online shopping needs to be more convenient						Total
	1.00	2.00	3.00	4.00	5.00	6.00	

Male	23(23%)	17(17%)	08(8%)	11(11%)	15(15%)	26(26%)	100
Female	18(18%)	10(10%)	16(16%)	15(15%)	09(9%)	32(32%)	100
Total	41	27	24	26	24	58	200

Source: Primary data, collected through questionnaires.

Table 1 reveals the ranking given by the various shoppers to recommend that online shopping needs to be more convenient so that they can buy more easily. Here 23% male shoppers and 18% female shoppers preferred it the most by giving rank 1.00 ,17% male shoppers and 10% female shoppers preferred it little less by giving rank 2.00, 8% male shoppers and 16% female shopper preferred it by giving rank 3.00, 11% male shoppers and 15% female shoppers preferred it by giving rank 4.00, 15% male shoppers and 9% female shoppers preferred it by giving rank 5.00 and at last 26% male and 32% female shoppers preferred it least by giving rank 6.00.

Table 2: Study of the Recommendations of shoppers regarding the availability of online shopping sites: Using Frequency.

Gender	Online shopping sites need to be 24*7 available.						Total
	1.00	2.00	3.00	4.00	5.00	6.00	
Male	07(7%)	15(15%)	23(23%)	11(11%)	27(27%)	17(17%)	100
Female	09(9%)	13(13%)	12(12%)	17(17%)	40(40%)	09(9%)	100
Total	16	28	35	28	67	26	200

Source: Primary data, collected through questionnaires.

Table 2 reveals the ranking given by the various shoppers to recommend that online shopping sites need to be 24*7 available so that they can shop anytime. Here 07% male shoppers and 09% female shoppers preferred it the most by giving rank 1.00 ,15% male shoppers and 13% female shoppers preferred it little less by giving rank 2.00, 23% male shoppers and 12% female shopper preferred it by giving rank 3.00, 11% male shoppers and 17% female shoppers preferred it by giving rank 4.00, 27% male shoppers and 40% female shoppers preferred it by giving rank 5.00 and at last 17% male and 09% female shoppers preferred it least by giving rank 6.00.

Table 3: Analysis of Recommendations of shoppers regarding providing better after sale services in online shopping: Using Frequency.

Gender	Online shopping needs to provide better after sale services.						Total
	1.00	2.00	3.00	4.00	5.00	6.00	
Male	08(8%)	16(16%)	23(23%)	36(36%)	09(9%0	08(8%)	100
Female	09(9%)	17(17%)	21(21%)	24(24%)	16(16%)	13(13%)	100
Total	17	33	44	60	25	21	200

Source: Primary data, collected through questionnaires.

Table 3 reveals the ranking given by the various shoppers to recommend that online shopping sites need to provide better after sale services so that they can use products more better. Here 08% male shoppers and 09% female shoppers preferred it the most by giving rank 1.00 ,16% male shoppers and 17% female shoppers preferred it little less by giving rank 2.00, 23% male

shoppers and 21% female shopper preferred it by giving rank 3.00, 36% male shoppers and 24% female shoppers preferred it by giving rank 4.00, 09% male shoppers and 16% female shoppers preferred it by giving rank 5.00 and at last 08% male and 13% female shoppers preferred it very least by giving rank 6.00.

Table 4: Analysis of Recommendations of shoppers regarding providing more better delievery of merchandises: Using Frequency.

Gender	Online shopping needs to provide more safer & faster delivery.						Total
	1.00	2.00	3.00	4.00	5.00	6.00	
Male	22(22%)	19(19%)	25(25%)	13(13%)	15(15%)	06(6%)	100
Female	25(25%)	17(17%)	20(20%)	20(20%)	10(10%)	08(8%)	100
Total	47	36	45	33	25	14	200

Source: Primary data, collected through questionnaires.

Table 4 reveals the ranking given by the various shoppers to recommend that online shopping needs to provide more safer and faster delievery so that they can receive products more easily. Here 22% male shoppers and 25% female shoppers preferred it the most by giving rank 1.00 ,19% male shoppers and 17% female shoppers preferred it little less by giving rank 2.00, 25% male shoppers and 20% female shopper preferred it by giving rank 3.00, 13% male shoppers and 20% female shoppers preferred it by giving rank 4.00, 15% male shoppers and 10% female shoppers preferred it by giving rank 5.00 and at last 06% male and 08% female shoppers preferred it least by giving rank 6.00.

Table 5: Analysis of Recommendations of shoppers regarding providing more improved schemes and heavy discounts in online shopping: Using Frequency.

Gender	Online shopping needs to provide attractive schemes & discounts.						Total
	1.00	2.00	3.00	4.00	5.00	6.00	
Male	19(19%)	25(25%)	06(6%)	14(14%)	21(21%)	15(15%)	100
Female	26(26%)	24(24%)	12(12%)	12(12%)	15(15%)	11(11%)	100
Total	45	49	18	26	36	26	200

Source: Primary data, collected through questionnaires.

Table 5 reveals the ranking given by the various shoppers to recommend that online shopping sites needs to provide more attractive schemes and discounts so that they can shop more cheaper. Here 19% male shoppers and 26% female shoppers preferred it the most by giving rank 1.00 ,25% male shoppers and 24% female shoppers preferred it little less by giving rank 2.00, 06% male shoppers and 12% female shopper preferred it by giving rank 3.00, 14% male shoppers and 12% female shoppers preferred it by giving rank 4.00, 21% male shoppers and 15% female shoppers preferred it by giving rank 5.00 and at last 15% male and 11% female shoppers preferred it least by giving rank 6.00.

Table 6: Analysis of Recommendations of shoppers regarding formation of a customer dispute redressal mechanism in online shopping pattern: Using Frequency.

Gender	Online shopping needs to establish customer dispute redressal mechanism.						Total
	1.00	2.00	3.00	4.00	5.00	6.00	
Male	21(21%)	09(9%)	15(15%)	16(16%)	11(11%)	28(28%)	100
Female	13(13%)	19(19%)	19(19%)	12(12%0	10(10%)	27(27%)	100
Total	34	28	34	28	21	55	200

Source: Primary data, collected through questionnaires.

Table 6 reveals the ranking given by the various shoppers to recommend that online shopping sites needs to establish a customer dispute redressal mechanism so that their grievances can be sort out more better and quickly. Here 21% male shoppers and 13% female shoppers preferred it the most by giving rank 1.00 ,09% male shoppers and 19% female shoppers preferred it little less by giving rank 2.00, 15% male shoppers and 19% female shopper preferred it by giving rank 3.00, 16% male shoppers and 12% female shoppers preferred it by giving rank 4.00, 11% male shoppers and 10% female shoppers preferred it by giving rank 5.00 and at last 28% male and 27% female shoppers preferred it least by giving rank 6.00.

Table 7: Analysis of Recommendations of shoppers regarding enhancing the scope of physical stores: Using Frequency.

Gender	Physical stores should have wide coverage.					Total
	1.00	2.00	3.00	4.00	5.00	
Male	44(44%)	06(6%)	10(10%)	15(15%)	25(25%)	100
Female	36(36%)	10(10%)	08(8%)	18(18%)	28(28%)	100
Total	80	16	18	33	53	200

Source: Primary data, collected through questionnaires.

Table 7 reveals the ranking given by the various shoppers to recommend that physical stores should have wide coverage so that customer can buy products from their nearest outlets. Here 44% male shoppers and 36% female shoppers preferred it the most by giving rank 1.00 ,06% male shoppers and 10% female shoppers preferred it little less by giving rank 2.00, 10% male shoppers and 08% female shopper preferred it by giving rank 3.00, 15% male shoppers and 18% female shoppers preferred it by giving rank 4.00 and 25% male shoppers and 28% female shoppers preferred it least by giving rank 5.00

Table 8: Analysis of Recommendations of shoppers regarding more improved after sale services by retailers: Using Frequency.

Gender	Physical stores should provide more better after sale services.					Total
	1.00	2.00	3.00	4.00	5.00	
Male	09(9%)	17(17%)	27(27%)	20(20%)	27(27%)	100
Female	15(15%)	18(18%)	17(17%)	29(29%)	21(21%)	100
Total	24	37	44	49	48	200

Source: Primary data, collected through questionnaires.

Table 8 reveals the ranking given by the various shoppers to recommend that physical stores should provide better after sale service so that they can use product more easily. Here 09% male shoppers and 15% female shoppers preferred it the most by giving rank 1.00 ,17% male shoppers and 18% female shoppers preferred it little less by giving rank 2.00, 27% male shoppers and 17% female shopper preferred it by giving rank 3.00, 20% male shoppers and 29% female shoppers preferred it by giving rank 4.00 and 27% male shoppers and 21% female shoppers preferred it least by giving rank 5.00 .

Table 9: Analysis of Recommendations of shoppers regarding providing more attractive schemes and discounts by retailers: Using Frequency.

Gender	Physical stores should provide more discounts & coupons.					Total
	1.00	2.00	3.00	4.00	5.00	
Male	14(14%)	32(32%)	29(29%)	16(16%)	09(9%)	100
Female	15(15%)	35(35%)	28(28%)	13(13%)	09(9%)	100
Total	29	67	57	29	18	200

Source: Primary data, collected through questionnaires.

Table 9 reveals the ranking given by the various shoppers to recommend that physical stores should provide more discounts and coupons so that they can buy products more cheaper. Here 14% male shoppers and 15% female shoppers preferred it the most by giving rank 1.00 ,32% male shoppers and 35% female shoppers preferred it little less by giving rank 2.00, 29% male shoppers and 28% female shopper preferred it by giving rank 3.00, 16% male shoppers and 13% female shoppers preferred it by giving rank 4.00 and 09% male shoppers and 09% female shoppers preferred it least by giving rank 5.00.

Table 10: Analysis of Recommendations of shoppers regarding providing more product varieties by retailers: Using Frequency.

Gender	Physical stores should provide more product varieties.					Total
	1.00	2.00	3.00	4.00	5.00	
Male	18(18%)	32(32%)	18(18%)	28(28%)	04(4%)	100
Female	13(13%)	26(26%)	23(23%)	23(23%)	15(15%)	100
Total	31	58	41	51	19	200

Source: Primary data, collected through questionnaires.

Table 10 reveals the ranking given by the various shoppers to recommend that physical stores should provide more product varieties so that they can get more choices. Here 18% male shoppers and 13% female shoppers preferred it the most by giving rank 1.00 ,32% male shoppers and 26% female shoppers preferred it little less by giving rank 2.00, 18% male shoppers and 23% female shopper preferred it by giving rank 3.00, 28% male shoppers and 23% female shoppers preferred it by giving rank 4.00 and 04% male shoppers and 15% female shoppers preferred it least by giving rank 5.00.

Table 11:Analysis of Recommendations of shoppers regarding including more counters in physical stores to demonstrate more easily: Using Frequency.

Gender	Physical stores should include more counters.					Total
	1.00	2.00	3.00	4.00	5.00	
Male	15(15%)	12(12%)	17(17%)	21(21%)	35(35%)	100
Female	21(21%)	11(11%)	24(24%)	18(18%)	26(26%)	100
Total	36	23	41	39	61	200

Source: Primary data, collected through questionnaires.

Table 11 reveals the ranking given by the various shoppers to recommend that physical stores should include more counters to demonstrate more so that they can get full knowledge about the product quality and usage. Here 15% male shoppers and 21% female shoppers preferred it the most by giving rank 1.00 ,12% male shoppers and 11% female shoppers preferred it little less by giving rank 2.00, 17% male shoppers and 24% female shopper preferred it by giving rank 3.00, 21% male shoppers and 18% female shoppers preferred it by giving rank 4.00 and 35% male shoppers and 26% female shoppers preferred it least by giving rank 5.00.

Conclusions and Findings

The major findings of the study on the basis of analysis are below:

Male shoppers find online shopping more convenient , time saving, clear and understandable and consider it more easy to receive products than Female shoppers. Female shoppers believe that Online shopping sites disclose shopper's personal information to all and also misrepresents the products means what they show, they don't deliver. Female shoppers strongly consider Physical stores as their preferred mode of shopping and quoted that they make most of purchases from physical stores whereas Male shoppers also agree with Females but not so much strongly as they check products online too.Female shoppers are more satisfied with time consumed to visit stores and cost of carrying goods from physical stores than Male shoppers while shopping.

Male shoppers recommended regarding online shopping that it needs to be more convenient by giving rank 1.00 to it then recommended it needs to provide better discount schemes, fast delivery, establishment of customer dispute redressal mechanism, better after sale service and a few male shoppers preferred that it should enhance its availablility.Female shoppers recommended regarding online shopping that it should provide more attractive schemes and discounts to customers so that they can get attracted towards it.Both Male & Females shoppers recommended most regarding physical stores that they should enhance coverage area of stores and include more counters to demonstrate so that shoppers can get products from their nearby stores and with wasting lots of time waiting for their number to watch products while in rush.

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