

Consumer Shopping Practices and Women's Participation in the Role of Women in Shopping: A Literature Review of Consumer Shopping Practice and the Function of Women in Shopping

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Abstract: *Anyone who purchases a good or service is not necessarily a user or customer. The study of consumer behaviour has centred on people and the variables that affect how they decide how much money to spend on goods for consumption. The ideas and theories behind consumer behaviour have been influenced by a wide range of academic fields, including sociology, psychology, social psychology, anthropology of culture, and economics. The majority of shoppers are female and are seen as a significant force in the retail industry. Because men and women's brains differ biologically, neurologically, and behaviourally, women think differently than men. Their buying habits are affected by these disparities in turn. Women would try to profit from others' experience by asking individuals around, but males would load themselves with enough knowledge about a product or service through the internet, advertising, and reviews. The literature on consumer buying behaviour and the place of women in the marketplace is reviewed in this article. This article's major goal is to identify the many schools of thinking that could aid and direct future studies. The researcher has reviewed study materials on consumer purchasing behaviour and the role of women in retail. Women would try to profit from others' experience by asking individuals around, but males would load themselves with enough knowledge about a product or service through the internet, advertising, and reviews. The literature on consumer buying behaviour and the place of women in the marketplace is reviewed in this article. This article's major goal is to identify the many schools of thinking that could aid and direct future studies. The researcher has reviewed study materials on consumer purchasing behaviour and the role of women in retail.*

Keywords: Consumer Behaviour, Researcher, Literature.

I. INTRODUCTION

"A consumer is a person who utilises a good or service; he or she is sometimes referred to as the end user since he or she is the recipient of the product or service and does not frequently transfer or sell it to another individual. A teenager purchasing and utilising a video game is an illustration of how a buyer may also be a consumer. However, a consumer does not necessarily have to be the buyer; for example, if a mother buys cereal for her family as well as herself, each member of the family is a consumer of the commodity. Anyone who purchases a good or service is not necessarily a user or customer. The study of consumer behaviour has centred on people and the variables that affect their decisions to spend money on consumption-related items. The ideas and theories behind consumer behaviour have borrowed from a variety of fields, including psychology, economics, sociology, social psychology, and cultural anthropology. Consumer shopping behaviour is the study of how people, groups, and organisations choose, purchase, utilise, and dispose of products, services, ideas, or experiences to satiate their needs and wants, according to Kotler, Keller, Koshy, and Jha (2012). The whole of a customer's views, preferences, intentions, and decisions on how they will act in the marketplace while making a purchase of a good or service is their consumer buying behaviour. Consumer purchasing behaviour is the process through which people look for, choose, purchase, use, and then discard products and services to satiate their needs and wants. Economists believed that buying encourages people to maximise their utility function (Michelle,

Corrine and Jane, 1995). Consumer behaviour is the portion of human behaviour that deals with people's choices and actions when consuming and buying goods from a manufacturer or from specific shops. It is firmly anchored in psychology with dashes of sociology tossed in simply to make things more fascinating.

Women dominate the retail industry, and shopping is generally viewed as being beneficial to the position of women. Women go shopping to buy both necessary and optional items, unwind, and mingle. They control about 80% of domestic spending, making them the largest pool of prospective customers in the world. According to Kelly (1991), "the conventional woman's position has changed due to the revolution in shopping ushered in by the establishment of the department store." Women were completely "commodified" or reinvented in terms of commodities, according to Laermans (1993), who said that "women were recast as professional shoppers or consumers and their execution of their traditional responsibilities." Bellenger and Korgaonkar (1980) discovered that consumers who like shopping are primarily female and represent a significant force in the retail industry. Because men and women's brains differ biologically, neurologically, and behaviorally, women think differently than men. Their purchasing habits are affected by these disparities in turn. Men will get enough information about a product or service via the internet, advertisements, and reviews, but women will seek to learn from others' experiences by consulting others in their immediate vicinity. Women tend to be more in touch with their emotions and to maintain stronger relationships with their family, friends, and "brands" than men do. Women prioritise and make decisions based on the requirements of others in their intimate circles in addition to their own needs. As a result, it is critical to position a product, brand, or business such that it will help her and others in her life.

1.1 Objective

The literature on consumer buying behaviour and the place of women in the marketplace is reviewed in this article. The first section discusses the importance of numerous elements, such as lifestyle, and how it affects customer buying habits. The second section discusses the numerous facets and functions of female shoppers. This article's major goal is to identify the many lines of thought that might aid and direct future studies.

II. LITERATURE REVIEW

2.1. Consumer Shopping Behaviour

Shopping is the process of choosing a retailer and making a purchase. The environment in which people shop and how involved they are in the activity of shopping influence how different customers behave (Berman et al 2005). Consumer buying patterns can reveal the specific motivations behind why people choose to make certain purchases. Numerous research on consumer behaviourism have been done, including the one mentioned above. The radical, teleological, and piceconomics behaviourism theories are useful for understanding customers' purchasing decisions (Foxall, 2007). Even though each of these three theories has its own take on customer preferences, they all nonetheless complement one another in understanding consumer behaviour.

When a consumer enters a store with the aim to buy a specific electronic device or brand, they may be persuaded to buy a Dixon-made item or an alternative that is on sale in place of the more costly one. This is known as preference reversal. This is a common instance when a customer chooses an inferior pay-off (which may be temporary) over a higher long-term pay-off, which would be better for the consumer, because it is accessible sooner. Consumers infrequently engage in this behaviour when choosing brands, but far more frequently when making inter-product decisions.

Shopping typologies are influenced by social features, according to Stone (1954). One of the earliest important publications that paved the way for the deeper examination of buying behaviour was He analysed the numerous social aspects inside a social system. By studying Chicago housewives, Stone was able to demonstrate the social backdrop that existed in an urban retail setting. His research identified four distinct sorts of shoppers: economical, prescriptive ethical, apathetic, and others. The discovery of distinct categories of shoppers with varied features was a crucial early step in the research of shopping behaviour, even if the sample size and variance were restricted.

The Chicago Tribune then used in-depth interviews to carry out a similar research on female supermarket consumers in 1955. the dependent, obsessive, and individualistic sorts of customers.

According to Juster T. (1966), surveys of consumer intentions to buy are ineffective predictors of purchase rates because they do not give precise estimates of mean purchase probabilities. As a result, the intentions surveys are unable

to detect changes in mean probabilities among non-intenders, who make up the majority of actual purchases and the majority of the time-series variance in purchase rates. They discovered that the probability variable predicts more correctly than the intents variable, partly because it creates subgroups with consistently differing purchase rates out of non-intentional buyers and those who state that they "don't know" about their purchasing intentions.

Lawrence R. (1966) noted that practically every buyer in a multi-brand market has his own unique pattern of brand purchases over time. The data must be aggregated and shrunk to acceptable sizes using theoretical frameworks as a foundation. They came to the conclusion that while many models of decision-making have viewed consumer behaviour as a binary choice between "purchased brand A" and "bought some other brand than A," there is a danger that important behavioural variations may be overlooked. The use of paired product comparisons has been debunked as being deceptive. It is also advisable to take into account the multiple-choice market situation in the broader context of consumer purchasing and to develop analytical techniques that can handle it in.

In respect to product utilisation, Darden and Reynolds (1971) discovered that customer shopping attitudes include economic, moralistic, individualised, and apathetic.

Tauber (1972) concentrated on the style of negotiation-to obtain price concessions from the seller, optimising the selection of goods in terms of similar shopper's needs and desires, affiliation with reference groups, exercising power and authority in market exchanges, and sensory stimulation from the marketplace itself.

The tangible product is merely a portion of the whole output, according to Kotler (1973). The environment in which a product is located affects the likelihood that a customer will make a purchase by contributing additional elements like service, advertising, and pleasantries.

Customers will have a variety of experiences during the purchasing process, according to Hirschman and Holbrook (1982), and the values of the goods or services will vary depending on the positions they occupy.

According to Holman and Wilson (1982), a range of personal and household factors, including work status, income, education, and the number and ages of children living in the consumer's family, may have an impact on the amount of time consumers have to shop.

In their 1985 study, Westbrook, Robert, and Black sought to separate out the numerous motivating factors that influence consumer buying behaviour. The seven aspects of shopping behaviour were also discovered.

According to Dodds, Monroe, and Grewal (1991), the intention to buy a good or service refers to the endeavour to do so.

Shopping is a spectacle in which one is both performer and spectator; it is seeing and being seen; it is meeting and being met; it is a manner of engaging with people. Lunt and Livingstone (1992) observed that there are various motivations to go shopping, but social ones are particularly essential.

A retail store may encourage customers to spend more money by encouraging them to stay for longer periods of time, according to the hypothesis put out by Donovan, Rossiter, Marcolyn, and Nesdale in 1994.

Uncles and Hammond (1995) researched many facets of how customers at grocery shops are dependable and predictable, to the point that the purchasing habits at one store may be compared to those at other locations. This requires the grocery store management to compare customer traffic to a variety of standards or benchmarks utilising scanner information.

In order to determine whether there are any variations in the personal traits and purchasing behaviours between consumers of national brands and those of own-label products in the UK, Omar (1996) analysed consumers' buying behaviours for national and own-label brands. It was discovered that there are two separate marketplaces. The socioeconomic position, personality traits, and buying habits of these consumers vary.

Five elements of the notion of behavioural intention were established by Zeithaml, Berry, and Parasuraman (1996): (i) intention to stay loyal; (ii) inclination to switch; (iii) disposition to pay more; (iv) outward response to issue; and (v) interior response to problem.

According to Tai and Faung (1997), customers' in-store behaviour has a positive correlation with environment-induced emotional states, which in turn affects the level of pleasure they experience in the store and how highly they rate the environment's stimuli there.

Van Rompaey (1998) estimates that 20% of Belgians find food shopping to be a difficult duty and that 40% would want to spend less time doing it.

According to Donthu and Garcia (1999), the present buying habits may be impacted by increased retail outlet variety, more e-commerce options, and advancing technology.

A high degree of brand awareness need not necessarily convert into revenue, according to Underhill's (1999) research. Instead of depending solely on communication from outside the business, consumers do evaluate the information they learn inside.

The exploratory research by Sinha and Uniyal, 2000, carried out in India, made the point that customers who were new to the store or were thinking about purchasing a brand for the first time shown a greater degree of information search. Regular customers should either go right to the product stack and pick it up or ask the salespeople when trying a new brand. They will occasionally pick up the item. They frequently purchase the goods that the merchants suggest. They won't do a very thorough information search, however. In marketing literature, such behaviour is described as the regular, constrained, or complicated buying behaviour.

According to Renault D. (2000), consumer behaviour influenced by emotions and sentiments would seem to be especially suited in the creative sphere. They talked on how studies of cultural behaviour ought to focus on the sensory, creative, and emotional facets of the individual experience. Consumers' attitudes regarding grocery shops change, according to Hibbert and Tagg's (2001) research, and they behave differently depending on why they are buying.

The format and ambiance of the business, according to Cele and McGrath (2001), have an influence on customers. Its impact may be evident in conversation at the store as well as responses to communication, language, and clothing habits. Even someone who has no interest in shopping would probably act similarly to someone who enjoys shopping in a certain retail atmosphere. It is clear that even stereotypes adjusted their behaviour as the environment of the business transformed.

An empirical study on the food buying habits of college students was done by Ness et al. in 2002. Its main goals are to identify the factors that influence how much weight students give to grocery store traits, determine whether there are student segments, and then profile each segment in terms of how they shop and view store features. According to the research findings, there are five characteristics that influence how important store aspects are. These are characterised as follows: access, staff, products, finances, and the economy. The subsequent identification of two clusters shows that the clusters may be separated based on their financial position.

Age and marital status have been proven to influence the stores chosen and the amount of time spent shopping, according to Paulins and Geistfeld (2003). According to McGoldrick and Andre (1997), we may distinguish between customers who are more or less devoted to the shop based on their socioeconomic status, demographics, and other factors.

Convenience and product selection were shown to be the most significant variables affecting shoppers' decision-making when choosing a grocery store by Mulky and Nargundkar (2003).

Customers' preferences for a store are influenced by its merchandising, accessibility, reputation, in-store service, and environment, according to Thang and Tan (2003).

In 2004, Hispanic households spent a larger percentage of their income on food, footwear, men's and children's clothing, fuel and motor oil, and home textiles than on other commodities, according to Hispanic Trends.com.

A collection of constructs and a methodology for comprehending and assisting the decision-making process of customers were provided by Kohli R., Devaraj S., and Mahmood M. in 2004. The conceptual framework for their model is provided by performance variables (cost savings, time savings), overall channel satisfaction, and constructs for the decision-making processes of online consumers (i.e. intelligence, design, and choice). This model is then validated using data from online consumers. The findings showed that the online customers' time and cost savings contributed to their stronger support for the decision-making process.

Task-oriented customers felt higher crowding than non-task-oriented shoppers, according to Eroglu, Machleit, and Barr's 2005 research, demonstrating that consumer incentives can affect crowding perceptions.

Researchers Shepherd, Magnusson, and Sjöden (2005) performed a series of research on the factors influencing consumers' decisions to buy and eat organic foods. As opposed to perceived environmental advantages, health benefits were shown to be more significantly correlated with attitudes and behaviour toward organic foods. In the context of environmental issues, it was shown that behaviour connections appear to be greater than "belief"-behaviour correlations.

In their 2005 study, Goldsmith, Kim, Flynn, and Kim explored customers' propensity for variety-seeking purchases. They discovered in their research that consumer buying habits such as obsessive behaviour, a need for variety, impulsive purchase, and price sensitivity are likely important influences on shopping behaviour. Further research on price sensitivity was conducted.

Roy (2005) conducted research on the variables influencing consumers' selection of supermarkets and found that variety, general services, add-on advantages, and convenience all affected shop choice.

Vitell S., Paolillo J., and Singh J. (2006) studied how one's money ethics and level of religion affect their attitudes and beliefs as consumers in diverse contexts including dubious consumer activities. The findings showed that the majority of consumer ethical attitudes were significantly influenced by one's money ethics and inherent religiousness.

According to research by Overby and Lee (2006), the customer choice is indicated by the value judgement, and this preference enhances the behavioural intention to engage in different purchasing procedures.

Shopping, according to Blackwell, Miniard, and Engel (2007), is a separate and important step in the "consumer decision-making process" that differs in how it is demonstrated from person to person.

Varshney (2006) discovered that Indians from small towns want to buy outside for fun and diversity.

The variables pertaining to location, price, product quality, sales people attitude, and physical appeal served as the basis for the construction of Celik's (2007) consumer shop preference scale.

A general strategy framework for alternative foreign marketing tactics and market segmentation based on behavioural similarity within and across cultures is presented by Broderick, Greenley, and Mueller (2007). They put up the concept of consumer involvement (CI) as a key concept to capture behavioural uniformity and to identify market categories. They discovered proof of the cultural invariance of CI measurement, enabling accurate comparisons of the behavioural homogeneity between and within cultures as well as how CI effects purchasing behaviour. Their examination of CI also gives data for effective market segmentation.

Age, income, education, and place of residence are only a few examples of the demographic factors that Prasad and Reddy (2007) suggested influence buying behaviour.

According to Tlapana (2009), a consumer's decision to patronise a business is influenced by aspects including location, service levels, pricing policies, goods assortment, retail atmosphere, and store image. She also noted in her study that factors affecting the atmosphere might be either tangible or immaterial. Color, lighting, background music, product display, point-of-sale signs, personnel, and visitors are examples of tangible factors. Location, outside illumination, and external colour are examples of exterior cues. Scent, odours, temperature, as well as other social elements including service staff gestures, moods, and visitor behaviour, as well as individual buying readiness and prior experience, are examples of intangibles. Positive consumer impression and other general shopping or in-store behaviours will be produced by these factors.

Price, product selection, service, and store satisfaction all have an impact on consumer satisfaction in the food retailing industry, according to research by Huddleston, Whipple, Mattick, and Lee (2009).

The degree of income, in accordance with Ioannis, Constantine, and Magdalini (2010), has a detrimental effect on consumer sentiments as well as buy intention.

According to Prasad and Aryasri (2011), the choice of grocery store type is significantly influenced by demographic considerations.

In terms of the final product, i.e., the actual purchase, buying intentions affect the purchasing behaviour (Luo, Chen, Chin and Liu, 2011).

According to Kotler (2014), a number of external factors, including the product, brand, retailer, and time, might affect a consumer's decision to make a purchase from a physical shop.

2.2. Role of Women in Shopping

In their study, Davis and Rigaux (1974) discovered that for "traditional" female products like home furnishings, appliances, cereals, etc., wives are more dominant during the problem recognition and information search stages, whereas husbands were found to be more dominant during the information search stages for products that are more popular with men, such as cars, television sets, razors, etc.

According to Scherhorn, Reisch, and Raab (1990), women typically purchase clothing, jewellery, books, shoes, and other items that have a very appealing look. Men, on the other hand, favour purchasing products that are more prestigious and expensive since doing so frequently shows that they can afford the item. Automobiles, technological devices, and sporting goods all serve this function well and promote a man's sense of self-worth.

Women are thought to be particularly warm, expressive, sympathetic, and understanding, according to Williams and Best (1990).

South and Spitze (1994) stated that shopping is a "female typed" task, while Worth, Smith, and Mackie (1992) asserted that gender identification can predict consumer behaviour.

According to Buttle (1992), purchasing clothing for women is seen as more alluring because "it allows for self-expression, imagination, a break from the usual shopping routine, and perhaps a little self-indulgence."

According to Fischer and Arnold (1994), gender role attitudes are the notions of what roles are "acceptable" for men and women. The construct of gender role attitude is acknowledged to be determined by cultural and social circumstances, and it is this construct that is under strain. The degree to which one agrees that "shopping is essentially a woman's responsibility" is a measure of gender role attitude.

Shopping is frequently perceived by women as a proper activity, one that fits into their gender role, and is not always experienced as a leisure activity, according to Woodruffe (1996), who suggested that shopping as a leisure activity for women might be forced and prejudiced.

According to Dholakia (1999), shopping is a gendered behaviour. Men are typically stereotyped as entering a store, buying what they need, and then leaving the place swiftly. He said that whereas women like shopping and are willing to invest a significant amount of time and effort, men prefer to buy fast and with the least amount of effort possible. Men also purchase less and participate less in activities than women do. Additionally, he said that although ladies commonly equate shopping with relaxation, the activity is under pressure owing to time constraints, shifting social norms, and technology advancements. The majority of the time, men do not participate in home shopping, despite the fact that they do play a vital role in these activities.

Kacen (2000) put out the idea of "female power and boy nature": The historical, contemporary, and paradisaical trajectories of consumer gender identity, which implied that consuming has always been gendered.

According to Otnes and McGrath's (2001) research, men are now more likely to engage in traditional sorts of shopping that were previously believed to be dominated by women. However, they are more inclined to grab and go and avoid engaging in the social parts of shopping.

According to Gsiorowska (2003), women are more likely than males to base their purchasing decisions on symbolic motivations and standards.

Males and females presumably have distinct preferences for and methods of getting different things, according to Mitchell and Walsh's (2004) analysis. According to Johnson and Learned (2004), women prefer distinctive goods and brands that let them express their personality. More so than men, women actively seek out new fashion trends and designs. Women are more conscious of their clothing demands than men are, and they are more sensitive to them.

Men's perceptions of shopping satisfaction and hedonic value were examined by Chang, Burns, and Francis (2004) based on how the store looked. Women, on the other hand, feel contented when their innate wants are met, such as by welcoming staff providing high-quality services.

According to Bakewell and Mitchell (2006), men and women have very different values when it comes to "successful" purchasing. They added that there are differences between male and female consumer behaviour.

Women are more engaged in shopping than men are, according to Alkis Thrassou, Christiana Kone, and Andriana Panayidou (2008). Women also enjoy shopping and actively plan to browse as part of their experience, while the majority of men claim to detest shopping and less than half actually make time to shop and browse. People, and more especially women, go shopping for three reasons: to engage with family, for need, and for enjoyment.

The study conducted in 2009 by Kristen Wiig and Chery Smith concentrated on the variables affecting low-income women's dietary preferences. The major goal of their study was to evaluate low-income women with children's grocery shopping behaviour and use of food stamps in order to uncover factors impacting their ability to choose healthy foods on a tight budget. This was done in light of the hunger-obesity paradox.

According to Craik, women usually perceive shopping to be more enjoyable than men do. They also tend to see browsing and the subsequent social contact that frequently occurs more favourably. Women equate shopping with leisure, and they also see a symbolic, emotional, and psychological aspect to it. Women also browse the windows twice as often as males, and they spend twice as long in stores overall.

Men and women think differently, and these gender-specific brain variations demonstrate a major impact on how a person absorbs, processes, and retains information, according to the argument made by Kuruvilla, Nidhi, and Nishank (2009).

Hedonic shopping is socially acceptable for women alone, according to a gender research by Gasiorowska (2011), because males are more likely to engage in other activities that meet their need for stimulation.

Drs. Gary Mortimer and Peter Clarke (2011) found the store attributes that male and female grocery buyers value differently and the disparities between the priority categories and the gender of the shopper. The findings showed that there are several traits that men and women value differently while making decisions about crucial store features when they are grocery shopping. Male shoppers said that efficiency, quickness, and convenience were the most crucial elements. Contrarily, female shoppers noted qualities related to cost, cleanliness, and quality.

Family grocery shopping was traditionally the realm of women, according to Dr. Gary Mortimer's (2011) research study. However, contemporary social and demographic developments question conventional gender roles within the family structure. Although men shopped for groceries more regularly and freely, there is still need for investigation into the fundamentals of male shopping behaviour and views. This study identifies certain shop qualities, looks into how important people think of those traits, and analyses any potential gender, age, and income variations. According to the findings, there are statistically significant disparities between genders in how important most shop aspects are regarded. Overall, compared to female buyers, male grocery shoppers thought less highly of supermarket store features. Although respondents' age, education, and employment impacted their perceptions of pricing, promotions, and cleanliness, income did not change the degree of related relevance for buyers.

According to Swarna Bakshi (2012), today's marketers are aware that gender has emerged as one of the key determinants and the foundation for market segmentation and client targeting. According to the document, women find shopping to be more stimulating than men do. Compared to males, female shoppers feel more autonomous and view purchasing as a social need, whereas male shoppers place more emphasis on a product's primary purpose than its secondary use.

Researchers from Wharton's Jay H. Baker Retail Initiative and the Verde Group discovered that women react more strongly than males to interpersonal connection with sales employees in a study titled "Men Buy, Women Shop."

Dr. Sriparna Guha (2013) did a study to compare the purchasing behaviours of working and unemployed women in urban India and to detect shifting perceptions of these groups. It was shown that women's many responsibilities affect both their own and their family members' purchasing decisions. The survey also showed that working women are heavily impacted by their peers while buying and are price, quality, and brand aware.

III. CONCLUSION

The researcher has read through research materials on consumer purchasing behaviour and the role of women in shopping for this study. As academics adopt fresh methods and cross-disciplinary viewpoints to comprehend the essence of buy and consumption behaviour, the study of consumer behaviour is quickly expanding. This in-depth viewpoint makes an effort to examine consumer buying behaviour in the context of quickly evolving standards, preferences, lifestyles, and social situations. For marketing professionals, in particular, the purchase process of women is more important than their consuming process. Women prefer Nordstrom's when shopping, whereas men choose Sears. Robert Price, chief marketing officer at CVS Caremark and a member of the Baker advisory board, asserts that "women tend to be more involved in the buying experience on several dimensions." According to Holbrook (1987), consumer researchers must broaden their horizons to examine all aspects of the value that may be offered when a person purchases, uses, or discards any product that may help them achieve a goal, meet a need, or gratify a desire. This broader perspective is reflected in the literature, where the focus of published studies is on the hedonic and irrational components of consuming. The main objective of this type of research is to better understand consumer buying behaviour and the role that women play in it. To sum up, the purpose of this literature review is to help readers better

understand customer buying behaviour by research into, and identification of, their demands, which will have enormous long-term advantages for businesses. It is often challenging to pinpoint the precise reasons why a consumer chooses one product or service over another, despite the considerable efforts made to learn about and understand their purchasing habits. This is due to the fact that occasionally consumers base their purchases on emotional views that they themselves may not be fully aware of.

IV. FUTURE SCOPE OF RESEARCH

Future research may focus on the main driving forces and motivations that motivate and compel customers to purchase. Understanding the attitudes and views of customers with regard to shopping may also come from study on personality types and shopper typologies.

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