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## Influence of Gender on Consumer Buying Behaviour

*Sonali Bandgar*

Student, Indira School of Business Studies PGDM

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### ABSTRACT :

The study of consumer behaviour focuses on how consumers choose, use, and trade products, services, experiences, and ideas. It is essential because it helps businesses to understand the needs, wants, and desires of their customers and create products that reflect those needs and desires. Understanding customer preferences is critical for businesses because it can help with enhanced judgment with regard to their products and services. Businesses that understand why customers purchase particular products and their utility can adapt their services to effectively meet the needs and desires of their target market.

One of the key elements influencing how customers behave when making purchases is their gender. One's gender affects their thoughts, opinions, and choices. As a result, the way that different people consider things before buying something varies. The purpose of this study is to determine how a consumer's gender affects their decision. Primary sources are used to gather data for the same in the form of an online survey that is created with Google Forms.

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### Introduction :

An individual's gender identity, specifically in relation to masculinity and femininity, is greatly influenced by gender roles. Consumption habits in a range of contexts, such as information processing, reacting to marketing messages, purchasing appearance-enhancing goods and gendered brands, making gifts, and engaging in charitable activities, are supported by these gender identities. The where, when, how, and why of product purchases are the main topics of research in consumer behaviour. To understand what people, need and want, it looks at the characteristics of both individual and group customers and attempts to understand the decision-making process of purchasers. distinct environments elicit distinct behaviours from men and women. Women appear to derive shopping more than men do, but women also seem to derive fulfilment and happiness from it.

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### Review of Literature :

In her research article "IMPACT OF GENDER ON CONSUMER PURCHASE," Swarna Bakshi claimed that men and women behave differently in different settings because of differences in their upbringing, socialization, and other social, biological, and psychological aspects. An attempt is made to investigate these variations at different stages of the purchasing decision in this research. Women tend to be inwardly oriented individuals who talk to connect with others, whereas men are more externally focused individuals who talk to others primarily to inform them.

In her research paper titled "Impact of Gender on Consumer Buying Behavior for Apparels," Rhuta Mehta claimed that the growing number of designer and store brands, personalization in advertisements, and media habits in today's global market have all contributed to the diversification of the apparel consumer market. A marketer will undoubtedly be able to attract and retain their target customer group if they take consumer preferences into obvious consideration. "When women are depressed, they either eat or go shopping," Elayne Boosler once stated. It's also claimed that "women are from Venus and men are from Mars." Men conquer another nation. Men and women are accurately depicted in these two quotes. Their methods for handling information, solving issues, and making decisions are different.

In their research paper "How Gender Identity Affects Consumer Behaviour" Lilly Ye, Mousomi Bose, and Lou E. Pelton stated that in addition to providing a contemporary overview of gender identity and its implications on society and the economy, this research attempts to reassess the relationship between gender identity and consumer behaviour, as well as to highlight theoretical and practical advances during the last ten years. This essay addresses two important theoretical tenets of gender identity, the historical background of gender change, and the application of gender schema theory and multivariate gender identity theory to consumer behaviour throughout the last 60 years. After reviewing gender identity research over the previous 60 years.

The compulsive buying (CB) behaviour has become topics of increasing interest to researchers and policy makers, particularly because research have shown that it can influence consumer behaviour and well-being. However, a clear picture of how this phenomenon arises has proven elusive. Using the adolescents perceived level of stress as an integrative framework, the purpose of this paper is to derive hypotheses from two theoretical perspectives (the stress and CB behaviour) and uses a survey of adolescents (15-18) year in India to test the hypotheses.

The present study is the first to experimentally manipulate important stressors in the lives of adolescents, i.e. familial and non-familial; and measures its impact on CB among a sample of 15-18-year-old adolescents. Next, the authors investigate the relationship between CB and post-purchase regret and then whether gender moderates the stress-CB relationship.

The present study finds that adolescents increasingly turn to CB in an attempt to cope with heightened levels of stress due to familial and non-familial factors. Surprisingly, findings reveal that non-familial factors are not a major source of stress among adolescents. Gender was not found to moderate stress-CB relationship. Both boys and girls were found to respond to higher levels of stress with higher incidences of CB. Results suggest that CB behaviour is a common coping strategy for adolescents from both genders. The findings indicate that one's experiences and circumstances in adolescence are related to their CB behaviour, thus a framework has been used to elucidate them, have important implications for theory and practice.

The study makes some inimitable and significant contributions to the literature. It portrays one of few studies to investigate CB during adolescence period – a hard-to-reach population. Here authors experimentally manipulate stress levels to investigate its impact on CB. The study's findings in regard to gender's impact on the stress-CB relationship suggest that CB begins during adolescence period and is a common coping strategy for both boys and girls. (Singh et. Al. 2015)

According to a recent Technopak study, the Indian retail market is worth US\$490 bn and is expected to reach US\$865 bn by 2023. The apparel industry constitutes 8 per cent of the retail market, thus, valuing itself at roughly US\$40 bn. This makes it the second largest retail category after food and grocery retailing. Given its vast untapped market potential, India is tipped to become a dominant consumption driven market as this sector clocks double digit annual growth in the years to come (Tyagi and Rani, 2015).

However, it is to be noted that things were not as they are until very recently. Fashion and design elements were not incorporated into mainstream wear in pre-1991 India. As economic policies took off, a plethora of international brands started entering the Indian marketplace. At the same time, home grown brands like Van Heusen, Louis Philippe, Allen Solly, Peter England, etc., began making inroads into the branded apparel space. In recent years, big players in organized retailing have also leveraged this opportunity to up their game and this has led to the rise of retail chains such as Westside (Tata), Shoppers Stop (Raheja), Pantaloons (Biyani), etc. The marketplace is expected to get more cluttered with the easing of Foreign Direct Investment (FDI) norms.

Of the entire ready-to-wear apparel market, men's wear account for 42 per cent, women's wear 38 per cent and kids' wear 20 per cent, as per another Technopak study. Western and Indo-western apparels dictate the demand and the rise in the number of professional women has been a major contributing factor. (Prakash et.al. 2017)

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## Research Design :

This study examines the impact of gender on consumers' purchasing decisions using a qualitative research design. It includes the collection of primary data through random sampling techniques, using an online survey created with Google Forms, and summarizing the results. A few secondary data sources, such as research articles, are also used to supplement the results in making conclusions. This quantitative study was conducted using questionnaire method. In this applied study, a sample of 70 people was taken for getting the differentiation of perception of different genders.

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## Objective

The purpose of this study is to determine how gender affects a consumer's decision to buy a product, in view of different factors namely:

- Time and effort
- Marketing and peer influence
- Social constraints
- Brand loyalty

## Hypothesis

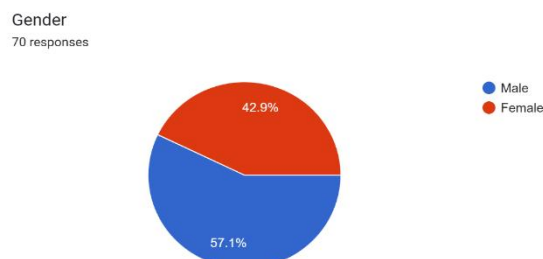
H0: Gender Does not influence consumer Buying behaviour

H1: Gender does influence consumer buying behaviour

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## Data Analysis:

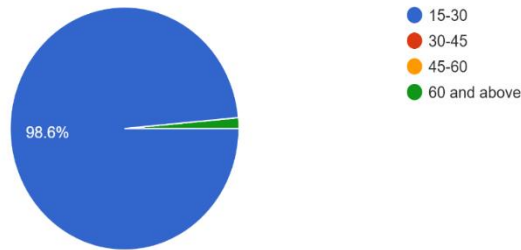
In analysing the data from this study, the goal was to determine answers to the research questions.



From 70 responses 30 are female and 40 are male.

Age:-

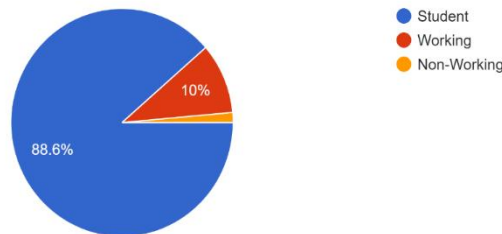
70 responses



From 70 responses 100% are from 15-30 age group  
All the responses are from 15-30 age group

Occupation:-

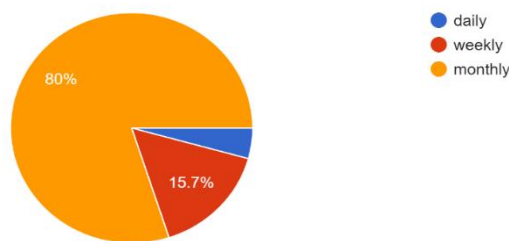
70 responses



From the 70 responses 62 are students from that 25 are female and 37 are male, 7 are working in that 1 is a female and 6 are male and there is 1 non-working people and she is a female.

Ho often do you go shopping?

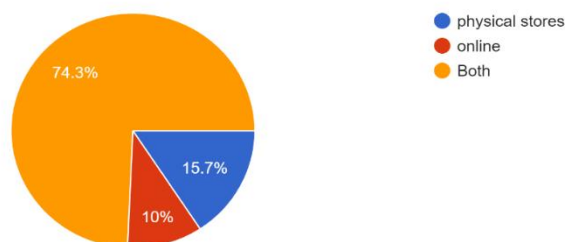
70 responses



From 70 responses 56 people go for shopping monthly from that 25 are female and 31 are male ,11 people go for shopping weekly and from that 2 are female and 9 are male,3 people shop daily and 3 of them are male.

Do you prefer physical stores shopping or online shopping?

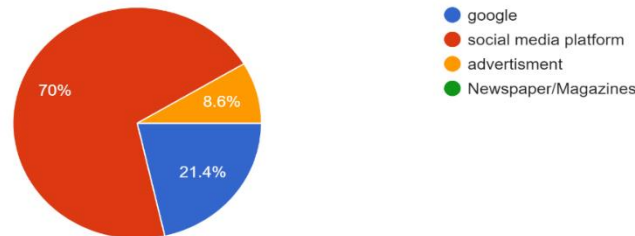
70 responses



From 70 responses there are 11 people who shop from physical store and from that 5 are female and 6 are male, 7 people who shop online and from that 4 are female and 3 are male, 52 people prefer both the platforms and from that 19 are female and 33 are male.

Where do you look for information about new products?

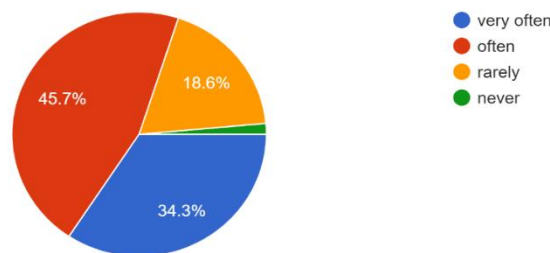
70 responses



From 70 responses 49 people look for information about new product form social media from that 18 are female and 31 are male, 15 people look from google from that 2 are female and 13 are male and 6 look from advertisement from that 4 are female and 2 are male. no one look for information about a product from newspaper/magazines.

How often do you compare prices before making a purchase?

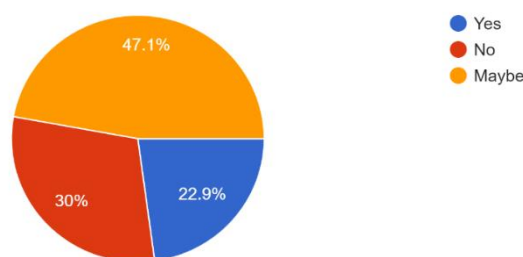
70 responses



From 70 responses 32 people compare prices before making a purchase are often from that 14 are female and 18 are male, 24 people compare prices very often from that 9 are female and 15 are male, 13 people rarely compare prices from that 4 are female and 9 are male, and 1 person never compare prices and he is a male.

Do the purchase decision of your peers frequently affect yours?

70 responses

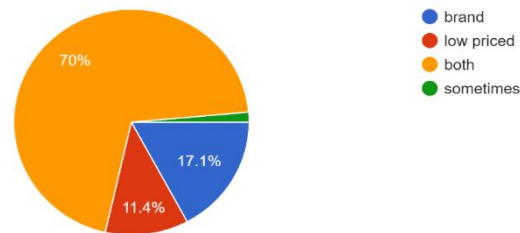


From 70 responses 33 people are there those who say maybe there peers purchase decision affects there decision from that 15 are female and 18 are male, 21 people says that no the purchase decision of there peers doesn't affect

There's from that 6 people are female and 15 are male, 16 people says that yes there peers purchase decision affects there decision from that 7 are female and 9 are male.

Do you prefer to stay brand loyal or prefer low priced products?

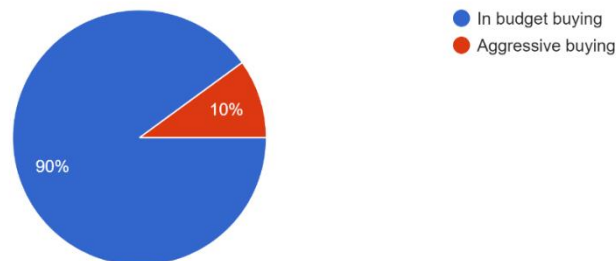
70 responses



From 70 responses 49 people prefer to stay brand loyal as well as prefer low priced product from that 21 are female and 28 are male ,12 people choose to stay brand loyal from that 2 are female and 10 are male,8 people prefer low priced product from that 4 are female and 4 are male, 1 person sometimes prefer brand product and sometimes low priced product and she is a female.

Which type of buying do you prefer?

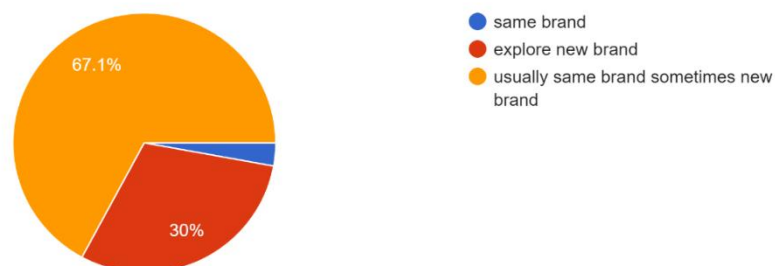
70 responses



From 70 responses 63 people prefer budget buying from that 39 are male and 24 are female, 7 people prefer aggressive buying from that 3 are female and 4 are male.

Which type of brand do you prefer to use?

70 responses



From 70 responses 47 people prefer usually same brand but sometimes new brand from that 17 are female and 30 are male, 21 people explore new brand from that 10 are female and 11 are male ,2 people prefer same brand and both are male.

## Learnings :

1. **Shopping Frequency:** Men tend to shop more frequently than women, with a significant difference observed in monthly shopping trips.
2. **Online vs. Physical Stores:** While both genders are increasingly using online shopping portals, men still show a slight preference for physical stores compared to women.
3. **Information Sources:** Men are more influenced by social media (especially influencers) when making purchase decisions, while women are more likely to be swayed by traditional advertising.

4. **Price Sensitivity:** Men appear to be more price-sensitive than women, engaging in more frequent price comparisons before buying.
5. **Brand Loyalty & Sensitivity:** Both genders value brand loyalty, but men exhibit a stronger tendency to stick with their preferred brands and are more likely to be swayed by brand-specific factors.

These learnings support your initial hypothesis that gender plays a role in consumer buying behaviour, highlighting differences in shopping habits, information gathering, and decision-making processes.

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## Conclusion :

The findings from the study have helped draw the following conclusions.

The study found that men shop more frequently than women with over 24% more men choosing to shop monthly over women. For all other frequencies also men shop more often. The study also showed the overall trend of both men and women now using more online shopping portals than physical stores. However we see that more men prefer physical stores than women though not by much to be of any statistical significance. The study also shows that an overwhelming majority of men are influenced by social media (influencers) whereas the driving factor for women is usually advertisements. The next source of information that men use is Google. This shows a difference in information gathering style for both genders. Another aspect highlighted in the study is the difference with respect to comparison of prices. Men compare prices more often than women as shown in the findings before making the purchase. This shows that men are more price sensitive than women. Another behavioural trait that is influenced by gender when it comes to buying decisions. From the study we can see that both male and female give weightage to peer decisions before making buying decisions.

It can also be seen that while both men and women show brand loyalty, men are more brand sensitive, either tend to make repeat purchases of their favourite brands. The study confirms that both genders prefer to stay budget conscious when shopping.

As such these conclusions can effectively help us prove that our initial hypothesis that gender does influence consumer behaviour is valid and accepted, showing differences in behaviour between men and women when it comes to the various aspects that influence buying behaviour.

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