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Modelling of male shoppers behavior in shopping orientation context

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Abstract

The majority of researchers devote their attention to male shoppers' typologies which are usually related to shopping orientation. However none of the frameworks developed until now was devoted to revealing relations between shopping orientation and male shopping behavior, some research findings were related to the analysis of differences in male and female behavior. That led to the main aim of this paper- to reveal the possibilities to model male shopping behavior in terms of shopping orientation and to justify the presumptions for formation of such frameworks and their structure. Based on comparable and systematic research results, the framework that enables cognition of how shopping orientation is expressed in male shopping behavior was designed.

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Introduction

Broader analysis of male shoppers as a market segment started in marketing literature in the 1980s (Carpenter, Brosdahl, 2010). Until then, most of the studies were devoted to female behavior and its comparison to the characteristics of male behavior. According to Otnes & McGrath (2001), the male segment has not been researched thoroughly although gender differences in shopping behavior have quite often been the object of scientific research.

Piper & Capella (1993) were one of the first to analyze shopping behavior of men as a separate market segment.

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They indicate that men's shopping activity is usually related to buying a dwelling, car or insurance. Yet in their work the authors discuss male behavior when shopping for groceries and investigate their attitude to the process of purchasing. In their later studies, Piper & Capella (1993) identified male apparel shopping behavior as a priority trend in the studies of male behavior. The authors considered demographic characteristics of male shoppers as one of the main factors that allow identifying male behavior peculiarities when purchasing goods. When performing their study, Shin & Dickerson (1997) also evaluated male social group and the style of clothes they purchase, i.e., formal or casual.

21st century research into male shopping behavior is not limited to demographic characteristics. Otnes & McGrath (2001) investigated male shoppers behavior when assessing alternatives and bargaining, they also analyzed the style of their search for a product and socialization. On the other hand, Seo et al. (2001) studied personal qualities of male shoppers, analyzed the process of information search, evaluation of desired store attributes, purchasing dimensions and their purchasing behavior with the aim to determine the impact of involvement into apparel shopping process on male shopping behavior.

Torres et al. (2001) investigated male shoppers satisfaction when buying clothing. In their research they identified the types of stores where men tend to go shopping for clothes, determined the importance of desired store attributes, and verified if there is a relation between store attributes and satisfaction. Lee et al. (2005) also studied the impact of desired store attributes on male shopping behavior. The importance of desired store attributes, retail format choice, male shoppers satisfaction, and loyalty were also analyzed by Brodahl & Carpenter (2012). However, the use of research findings is limited as the work analyzes the differences among USA male shoppers of different generations. Generalized findings are presented to compare the peculiarities of male shoppers behavior of different generations.

Bakewell & Mitchell (2004) studied the style of male shoppers decision-making process. Having compared their findings with the results of previous studies, the authors drew a conclusion that the majority of men make a decision to buy considering product quality and brand. When summarizing the results of their research, Bakewell & Mitchell (2004) identified six types of male shoppers according to their decision-making style and demographic characteristics.

The analysis of literature on male shoppers behavior revealed that studies of male shoppers typology have received considerable attention from the researchers in the last decade. As Brodahl & Carpenter (2011) maintain, it was the research that conditioned current approach to male shoppers since an increasing number of researchers consider male shoppers as one homogeneous segments and analyze male shoppers subsegments-types according to a chosen criterion. Brodahl & Carpenter (2011) analyzed the types of male shoppers in the context of USA generations (based on traditional grouping according to birth year) and shopping orientation. Preez et al. (2007) performed a study where they identified the types of male shoppers having considered their demographic characteristics, lifestyle, shopping orientation, and repeated shopping behavior. Carpenter & Brodahl (2010) studied male behavior in terms of retail formal choice. When describing the importance of desired store attributes, retail formal choice, and male shopping orientations, the authors identified six types of male shoppers. In the opinion of Carpenter & Brodahl (2010), desired store attributes and male shopping orientations are the factors that allow forecasting male shoppers behavior when choosing retail format.

Having performed the analysis of existing research, we can claim that recent research has been focused on correlations between demographic characteristics and male shopping behavior, male behavior when assessing product alternatives, male style of information search, the factors that influence their satisfaction, the impact of store attributes on shopping behavior, and decision-making style. Researchers' attention is mostly devoted to studies of male shoppers typology. The authors consider shopping orientation to be one of the main factors that help identify the types of male shoppers. When analyzing male shoppers typologies, Preez et al. (2007), Carpenter & Brodahl (2010), Brodahl & Carpenter (2011) propose that shopping orientation helps identify nonhomogeneous types of men that are distinguished due to their shopping behavior. However, the research findings reveal that male shopping orientations and behavior conditioned by them require a more in-depth investigation and scientific argumentation. Lack of research into male shopping behavior leads to formulation of a problem question: What shopping orientations can be noticed in male shopping behavior? How do they influence variations in male shoppers behavior? Considering this, the aim of this paper is to reveal the possibilities to model male shopping behavior in terms of shopping orientation and to justify the presumptions for formation of such frameworks and their structure.

1. Attributes and typologies of male shoppers behavior

In the earlier studies, male shoppers were described as the ones who spend fairly little time doing shopping, do not assume responsibility in the family to buy groceries or clothing on a regular basis. Nowadays men's approach to shopping process and their behavior have changed, which resulted in more and more researchers analyzing the role of men as shoppers in the family, sharing responsibility, peculiarities of shopping process, emergence of need, factors that motivate shopping, information search, impulsive shopping, and shopping orientation.

Mortimer (2012) claims that men who assume shopping responsibility tend to have a positive attitude to shopping process. Scientific literature identifies three variables that condition male satisfaction with shopping process (Dholakia, 1999): 1) demographic characteristics; 2) type of purchase; 3) the intensity of pressure to perform a shopping task.

Men have an instant need to acquire a product, they do not think or doubt. Men are quick to gain information, thus they make decision to buy on the basis of information they have. They search for information in heuristic, i.e., simple, way, for example, according to a chosen criterion. While searching for information, men tend to simplify search as they discern a few attributes of the product that are most important in their opinion (Bakshi, 2012). According to Davis & Rigaux (1974), men search for particular information that interests them, they do not toss. They are logical and analytic, they select the information they need and process it. During information search, they focus on information sources they need and the topics that interest them (Bonfield, 1978).

Lockshin & Cohen (2009) and Mortimer (2012) state that in the process of choosing a store, the most important factor for men is the range of goods. Seock and Sauls (2008) agree that major motivation for men to buy something is satisfaction of their need to acquire the product. They prioritize the stores where they can get everything they need. Moreover, male shoppers value the characteristics of store that condition fast and uncomplicated process of purchase. Uncomplicated and fast shopping is also very important when choosing retail format. Noble et al. (2006) maintain that men do not have patience to stand in long queues. Long working hours, parking, discount coupons, and good service (for example, home delivery) are less important factors. It should be noted that saving, which in the act of shopping is related to search for lower prices, is very important when buying food. Male shoppers rarely make a shopping list in advance and they are not likely to compare prices in different stores (Thomas, Garland, 2004).

Men usually shop in one store despite more attractive prices elsewhere. According to Mortimer (2012), the results of undertaken research show that men tend to buy the same goods on a regular basis; however, they also buy 'unplanned' things. They like trying out new types of food, drinks, and sweets. In addition, male shoppers often buy things for their children impulsively to surprise and cheer them. Noble et al. (2006) claim that men often associate the purchase process with competition, i.e., they feel winners when they buy the product they want for the lowest price.

To summarize, one can state that stereotypically male shoppers are described as being of utilitarian shopping orientation. The most frequent motivating factor of their shopping behavior is the need to acquire a product. Male shoppers are very much concerned about the range of goods, convenient and fast buying process. More and more scientists and practitioners admit that men are no longer a homogeneous segment. To identify differences of male shoppers, the typology of male shoppers behavior is an object of ongoing study.

As Brodahl & Carpenter (2011) propose, for many years, men were studied as an integral segment with the only distinguishing feature, i.e. gender. However, the latest research into consumer behavior devotes more attention to male shoppers typologies. Mitchell and Walsh (2004) grouped male shoppers according to their decision-making style; Bakewell & Mitchell (2004) also studied male shoppers decision-making style; Zietsman (2006) investigated lifestyle, shopping orientation, and tendency to come back to the same store; Brodahl & Carpenter (2011) analyzed shopping orientation as well. On the other hand, Otnes and McGrath (2001) investigated the features of male shoppers behavior, Lee et al. (2005) analyzed desired store attributes important for male shoppers, Carpenter & Brodahl (2010) grouped male shoppers into types according to retail format choice, Moore, Doyle, & Thomson (2001) studied types of divorced men. Consequently, the essential criteria for typology of male shoppers may be demographic, psychographic, and shopping behavior characteristics.

The performed analysis revealed that a particularly relevant variable to determine the peculiarities of shopping

behavior, and simultaneously to identify the types of shoppers, is shopping orientation. Based on these arguments, the aspect of shopping orientation has been chosen for in-depth analysis of possibility to model male shoppers behavior.

2. The concept of shopping orientation in consumer behavior studies

The topic of shopping orientation is widely analyzed in theoretical and empirical studies of consumer behavior. According to Gehrt, Alpander, & Lawson (1992) shopping orientation describes general consumers' inclination to shopping. It is expressed through several variables such as information search, assessing alternatives, and choice of a product (Brown, Pope, Voges, 2003). Brown et al. (2003) claim that shopping orientation also reflects a general shoppers' attitude to the process of shopping.

As Visser & Preez (2001) maintain, shopping orientation is a complex and multidimensional concept. It is difficult to define shopping orientation due to many interrelated variables. Having summarized the definitions of shopping orientation presented in scientific literature, the authors propose that shopping orientation is related to *personal variables* (activity, interests, opinions, motives, needs) and *shopping behavior*, which inter alia also reflects a general attitude to purchased goods or services. Zietsman (2006) agrees that shopping orientation is a multidimensional concept which may be generalized to the concept of *shopping style*, the constituents of which are lifestyle related to shopping, interests, attitude, and *shopping process* as a complex phenomenon of social, hedonistic, and economic behavior.

According to Lee & Kim (2008), shopping orientation is evidenced in shopping behavior when searching for information (Lumpkin, 1985), choosing retail format (Gutman, Mills, 1982; Moye, Kincade, 2003), and assessing store attributes (Lumpkin, 1985; Moye, Kincade, 2002, 2003). Moreover, shopping orientation has an impact on shoppers' attitude (Moye, Kincade, 2003) and satisfaction with shopping process (McKinney, 2004).

According to Visser & Preez (2001), purchase orientation in marketing is used when researching shopping behavior which includes shoppers' activeness, opinion, attitude, interests, and the process of purchasing. Findings of the study by Hansen and Jensen (2008) confirmed that shopping orientation has an impact on consumer attitude, which in turn influences their intention to acquire a product. Other authors emphasize that shoppers with different orientation not only have different shopping behavior, but also different personal qualities (Gutman, Mills, 1982; Lumpkin, 1985). Considering this, the majority of authors agree that the studies on shopping orientation are most often performed to identify the types of shoppers.

To summarize, we may state that shopping orientation is an important variable of shoppers behavior used in studies of various kinds. The authors are unanimous in their approach that shopping orientation helps identify shopper types that are discerned according to attitude, interests, shopping process, information search, choice of store, assessment of store attributes, and demographic characteristics. On the basis of this approach, the study of presumptions for development of a conceptual framework of male shoppers behavior based on shopping orientation is carried out.

3. Presumptions for development of framework of male shoppers behavior based on shopping orientation

Considering the fact that the scope of research into male shoppers behavior is related only to shopping orientations identified by Brodahl & Carpenter (2011) without substantiation of their impact on behavior, to reason the phenomenon of shopping orientation conditions by male shoppers behavior that is investigated in the article, all the works that represent the analyzed correlations (not only in terms of male segment) are invoked.

The work of Zietsman (2006) should be mentioned in the context of the impact of shopping orientation on shoppers behavior. Having generalized theoretical and empirical studies, Zietsman (2006) developed a framework of male apparel shopping behavior. One of the works that the author used for analysis was Darden's conceptual framework of repeated shopping behavior where the correlations between personal shoppers' features, information sources, shopping orientation, sensitiveness to store attributes and repeated behavior were studied. Empirical research findings confirmed that the relation between shopping orientation and behavior (through store attributes) exists, thus shopping orientation may be used to forecast shopping behavior.

Other works in this field analyze correlations between shopping orientation and online behavior. One of such

works is the study by Hansen & Jensen (2008) where relations between shopping orientation and online apparel shopping were analyzed and four gender-related shopping contexts were identified, i.e., women purchase clothing for themselves, men purchase clothing for themselves, women purchase clothing for their partners, men purchase clothing for their partners.

To determine the relation between shopping orientation and online apparel shopping, Hansen & Jensen (2008) had studied previous research and its findings and included the following three orientations related to apparel shopping into their conceptual framework: orientation towards communication/consulting the store staff, orientation towards fun/entertainment, and orientation towards fast shopping.

Seock & Bailey (2008) performed a study where they investigated shopping orientation of USA students and the relation between shopping orientations, online information search, and online shopping. The authors sought to identify gender differences in shopping behavior. After the results had been generalized, seven different shopping orientations were distinguished among USA students who purchase goods online. The research revealed that there is a link between shopping orientation, information search, and online shopping.

With the aim to identify the segments of Indian shoppers, Gehrt et al. (2012) analyzed their shopping orientation and online shopping. Gehrt et al. (2012) determined Indian shoppers' orientation, sensitiveness to characteristics of internet websites, online shopping behavior, and personal features of respondents, i.e., age, income, education, occupation, and gender. The research findings resulted in defining the following three segments of Indian online shoppers in terms of different shopping orientations: value-oriented shoppers, price-oriented shoppers, and fun/entertainment-oriented shoppers.

In the context of the impact of shopping orientation on shopping behavior, the work of Lee and Kim (2008), the aim of which was to determine the impact of shopping orientation on shopping behavior while searching for information about clothing and acquiring them in different types of stores, should be mentioned. The authors performed the study where USA students were analyzed as a sample in order to determine a link between their shopping orientation and shopping behavior when purchasing clothing. The research results confirmed that there is a relation between shopping orientation when searching for information and choosing a store type.

In summary, it may be stated that shopping orientation is identified as a major factor that has influence on shopping behavior. Although neither of the presented conceptual frameworks was developed to reveal correlations between shopping orientation and male shoppers behavior, some authors' research findings (Hansen, Jensen, 2008; Seock, Bailey, 2008) are related to the analysis of differences in male and female behavior. The results confirmed that it is purposeful to define the behavior peculiarities conditioned by male and female shopping orientation when performing shopping orientation studies.

The analysis of research into relations between shopping orientations and shopping behavior helps develop a framework of male shoppers behavior based on shopping orientation, and it is formed on the grounds of the following essential presumptions:

- The first presumption for framework development is based on the study performed by Lee & Kim (2008) which revealed the existing relations between shopping orientation and shopping behavior. The study confirmed that shopping orientation is a significant criterion that enables forecasting shopping behavior when searching for information and choosing a store type. The approach of Lee and Kim (2008) based on theoretical and empirical research findings was chosen because the authors identified the correlations between the elements of shopping behavior – information search and shopping behavior when choosing a store – and shopping orientation.
- As the performed analysis shows, until now male shopping orientation has been only analyzed by Zietsman (2006) and Brosdahl & Carpenter (2011). The scale of shopping orientation measuring designed by Brosdahl & Carpenter (2011) was chosen to determine male shopping orientation; the scale was adapted and verified when studying male shopping orientation. When developing the scale, the authors used the scales by other authors such as Seock & Bailey (2008), Brove, Nagpal, & Dorsett (2009), Sproles & Kendall (1986), and Bickle & Shim (1993). Brosdahl & Carpenter (2011) identified eight male shopping orientations as follows: orientation towards fun/entertainment, price, brand-loyalty, confusion about overchoice, store-loyalty, self-confidence, brand-sensitiveness, and antipathy to shopping process.
- The thirds presumption for framework development is based on Darden framework of repeated behavior. The framework confirms the existing relations between shopping orientation and shopping behavior. Besides this framework uses personal characteristics as the factor conditioning shopping orientation, i.e. lifestyle, social class,

and marital status. According to Visser & Preez (2001), shopping orientation can be described in terms of two major groups of variables, i.e., personal variables and shopping behavior. With reference to that, personal characteristics such as lifestyle, occupation, and marital status were included into the developed conceptual framework of male shoppers behavior based on shopping orientation.

Figure 1 presents the conceptual framework of male shoppers behavior based on shopping orientation including the mentioned presumptions.

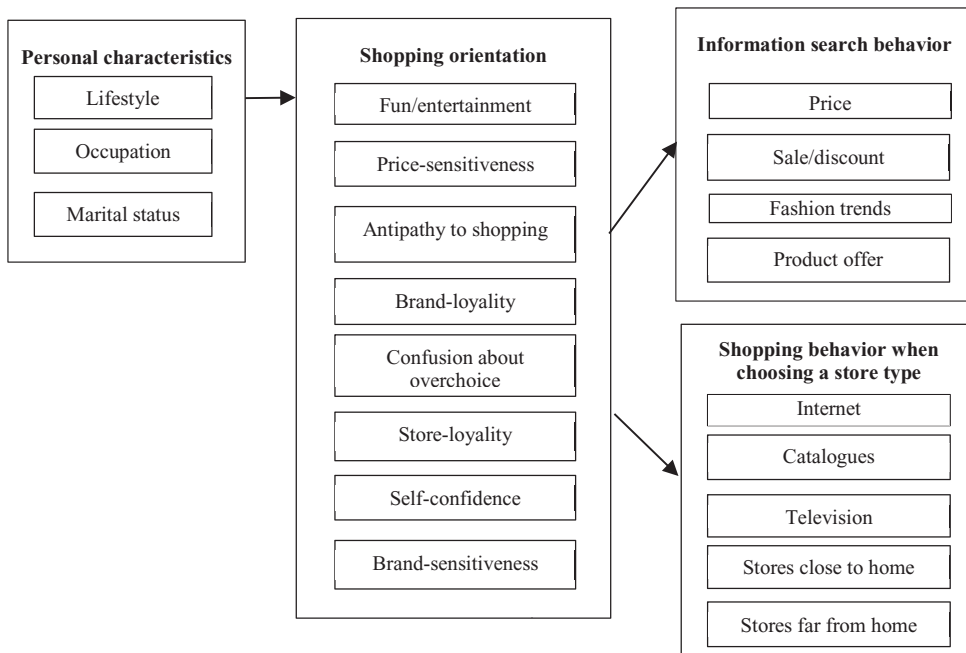


Fig. 1. Conceptual framework of male shopping behavior based on shopping orientation (according to Zietsman, 2006; Lee, Kim, 2008; Brosdahl, Carpenter 2011)

To summarize the performed theoretical studies, one can state that the conceptual framework of male shoppers' behavior based on shopping orientation developed on the basis of previous research findings is a theoretically valid tool that can be used to study male shoppers behavior conditioned by their shopping orientation.

Conclusions

The study of existing research into male behavior and further research trends allows us to state that male shoppers behavior was analyzed while searching for relations between demographic characteristics and male shopping behavior, studying male behavior when evaluating product alternatives, the style of information search, factors that influence satisfaction, the impact of store attributes on shopping behavior, and decision-making style. The conclusion is drawn that the majority of researchers devote their attention to male shoppers typologies which are usually related to shopping orientation. The performed analysis confirmed that in order to understand shopping orientations and behavior they condition, deeper research and scientific argumentation are needed.

The analysis of male shoppers behavior characteristics revealed that utilitarian shopping orientation is typical of men; the factor that motivates their shopping behavior is the need to acquire the product. Another important criterion is the range of goods, convenient and fast shopping process. The study of male shoppers typology showed that male shoppers typologies are usually defined in terms of male demographic characteristics, psychological characteristics,

and behavioral patterns. Moreover, the performed analysis showed that shopping orientation is a relevant variable to determine peculiarities of shopping behavior and to identify shopper types.

Feasibility analysis of modelling male behavior in the context of shopping orientation confirmed that knowing shopping orientation helps identify shopper types in terms of both their demographic and shopping behavior characteristics. Considering this, the study of presumptions for developing a conceptual framework of male shoppers behavior based on shopping orientation showed that although none of the frameworks developed until now was devoted to revealing relations between shopping orientation and male shopping behavior, some research findings were related to the analysis of differences in male and female behavior. Based on research results, the framework that enables cognition of how shopping orientation is expressed in male shopping behavior was designed.

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