The Effects of Gender on Consumer Buying Decision in Supermarkets

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Abstract

Out of many factors that can influence the decision-making process of consumers, one of the most important one is gender. This study aimed to identify the differences of buying behavior between men and women consumers of Armenia when it comes to supermarket shopping. Throughout the study primary and secondary research was conducted and analyzed thoroughly. As a result of extensive literature review and data collected from focus group and online survey several supermarket and non-product attributes were distinguished. For the online survey convenience sampling method was used and the data was analyzed with SPSS Statistics Software. The research identified the following attribute importance differences between men and women: reputation of the supermarket, packaging, promotion and product placement. Also, a result of the online survey a positive correlation was found between shopping liking and the amount of time spent at supermarkets. Additionally, the results implied that education and income levels can change the behavior of men consumer, while for women consumers they mostly do not affect the decision. As a result of some limitations, further research needs to be done on the following topic.

Keywords: Decision-making process, consumers, gender, buying behavior, supermarket shopping, research, attributes, Armenia

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Introduction

The study of consumer buying behavior has a very long history and it goes back to the times when economists John von Neumann, Oskar Morgenstern and Nicholas Bernoulli started to study and analyze the decision making basis of consumers (Richarme 2007). This study was done mainly from the perspective of economics and suggested "Utility Theory" which states that the decisions are made on the basis of expected outcome. Thus consumers are perceived as rational decision makers who are concentrated only on their self-interest (Schiffman and Kanuk 2007, Zinkhan 1992). While the "Utility theory" considers consumers as "rational economic man" (Zinkhan 1992), in the modern world consumers are perceived and analyzed based on a lot of factors that affect their decision making.

Nowadays, the center of the work that nearly every marketer does is considered to be the consumer. In other words, we can say that without consumers the field of marketing would become useless and there would be no sense in planning targeting strategies. Thus, we can say that understanding the driving forces behind consumer's buying decision making is the most important task for them but before understanding their needs and wants we must know who they are. According to Lancaster and Massingham (2011) consumer is anyone who is involved in the activities of buying and using products or services for personal and household benefits. On the other hand, the Western Australia Consumer Affairs Act (Government of Western Australia, 1971) defines that consumer is a person who buys or takes on lease or hire, or is a potential buyer or hirer or lessee of, or borrower of money for the sole aim of buying goods without recourse to re-selling or leasing. When we divide consumers

based on demographics, they fall into two gender categories: men and women consumers. It is important to note that there is also another segment, which includes LGBT, but at this moment, there are no much studies that look at more than two genders. Also, in my research this third gender segment will not be included as they prefer keep their status uncovered from the public and they need special treatment from people, as they are considered very sensitive segment. Thus, gender is considered one of the most important factor in the complex process of decision. When it comes to the purchase and consumption of the product, it is perceived differently in the minds of these two different gender consumers. Some things that make these two genders think and make decisions differently are differences in their socialization and upbringing. If we go deeper into the brain functioning of men and women, we will find lots of fact about it from the perspective of psychology, anatomy, physics and chemistry. But in this case we need to find some exact factors that differ for men and women in their decision making process. Previously there were researches conducted around this consumer gender differences but it was done with different markets rather than Armenia. Thorough this paper I will analyze consumer behavior and gender differences when it comes to purchasing a product.

The research is going to include both primary research and secondary research. The first thing included in the primary research if going to be a focus group that will have 8 participants, 4 men and 4 women. Based on the focus group answers an online survey will be designed that will be posted on social media. It will help to understand the differences of such factors as timing, frequency, etc. While the secondary research is going to include literature review, which is going to be composed of

journals like IOSR Journals, and books like "Consumer Behavior" written by Blackwell, Miniard and Engel and others.

Thus, the research addresses the following two main questions:

1. *Are there any differences between men and women in their buying decision process when they enter supermarkets?*

2. *How differently some supermarket and non-product attributes are perceived for men and women?*

Also, the research identifies and highlights some supermarket and non-product attributes that were distinguished during the primary research. Additionally, in the scope of this research each attribute is compared within the gender segments and analyzed thoroughly. The collected data can be used to marketers to understand the buying behavior differences and focus on attributes while targeting them that each gender considers important.

Literature Review

The process of influencing consumers and their purchasing behavior is considered to be the focal point and goal of all the marketers to which they dedicate all their resources and efforts (Kotler & Armstrong, 2014). Thus, it is very important to understand all the motivating factors and influences that guide them in this complex decision process in order to effectively target and even forecast the future behavior of consumers. In other words, it is nearly impossible to implement marketing actions without the knowledge and understanding of consumer behavior (Jobber and Fahy

2006). The importance of consumer behavior and factors influencing them is a highly researched topic among marketers and other fields.

Consumer Buying Decision Process

The consumer buying decision process have two versions: the first one consists of five stages and the second one consists of seven stages that follow each other. In this paper I will use the five-stage model as in buying decision the consumption, disposal stages are not necessary, and this model does not include this stages. Thus, the processes that follow each other are: need recognition, information search, evaluation of alternatives, post-purchase behavior, purchase decision. However, as the consumer is the core player in this game, it means that he/she can stop the process at any stage.

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┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│    Need      │──▶│ Information  │──▶│  Evaluation  │──▶│    Post-     │──▶│   Purchase   │
│ Recognition  │   │    Search    │   │      of      │   │   Purchase   │   │   Decision   │
│              │   │              │   │ Alternatives │   │   Behavior   │   │              │
└──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘
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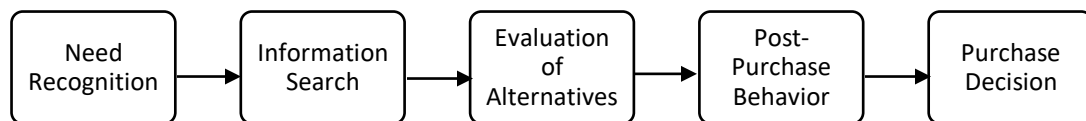
Figure 1: Consumer Buying Decision Process

The first stage is the most important one as it leads the consumer to buy and consume certain products. For example, the consumer understands that he/she needs to buy a food when there is the need of satisfying hunger. Nevertheless, in such simple purchase decision processes the second and third are missing and they are used when we talk about expensive and new products or services. The decision making process arises as a result of a problem for which consumers need to find a preferable solution. The process of need recognition is defined as 'the perception of a

difference between the desired state of affairs and the actual situation sufficient to arouse and activate the decision process' (Blackwell, Miniard, Engel 2006).

The next stage of consumer buying process is information search, which includes either external or internal search or sometimes the combination of these two. For some products or services, consumers rely on prior experience and chose the brand, which they trust mostly and have already tried. Thus, this means that the prior experience has a huge impact on the search process and future decisions. When consumer have lack of confidence and trust toward their already existing knowledge about product then they conduct external search in order to be sure in the validity of their internal knowledge (Blackwell, Miniard, Engel 2006).

Alternative evaluation follows search process and it includes products or services that are included in consideration set which is defined as alternatives of products and services that are considered in the process of decision-making (Hauser, Wernfelt 1990). The model proposes that the consideration set is constructed based on market and non-market dominated factors that were used also in the search process. There is a model called Fishbein's multi attribute model (Fishbein 1963) that explains how consumer use their attitudes and beliefs to evaluate products or services. It suggests that consumers buy products or services because of their favorable feelings towards determinate and salient attributes.

After the decision is made in the process of evaluation, consumers purchase the item that they chose from consideration set. When consumer decides to buy a product or service in order to satisfy need it leads to three types of purchase: fully planned purchase, partially planned purchase or unplanned purchase (Blackwell, Miniard,

Engel 2006). However, there are lots of advertisements and promotions that consumers can be exposed and in this case, the product that was chosen from consideration set can be changed.

And lastly, when consumers use the product that they bought during previous stage satisfaction or dissatisfaction occurs (Blackwell, Miniard, Engel 2006). If consumers are satisfied with the product it means that they will repeat their purchase or keep it in their consideration set. The determinants of satisfaction include three different attributes: performance, feelings and expectations.

The Role of Gender in the Buying Decision Process

According to Solomon et al (2010) product are both sex typed and androgynous. The first one refers to product that clearly have masculine or feminine characteristics and are designed specifically for one gender. For instance, Barbie toys are created specifically for girls, while car toys are created for boys. Unlike sex typed products, androgynous refers to products that are created both for girls and boys, in other words they are unisex. Thus, this two categories are distinguished based on the product's characteristics that each gender want to see. According to Vijya Lakshmi (2017) each sex has some firmly entrenched characteristics and here are some basic ones: women show more sensitivity, apprehension and warmth, men show more emotional stability, dominance, vigilance, rule consciousness. Thus, it is not surprising that the promotions targeting specifically women emphasize more colors, theme, music, beauty, etc. Men buy, while women shop which means that unlike women, the buying process is a mission for men and they do not like the shopping

process (Vijya Lakshmi, 2017). Also, there was a study done with the title "Men buy, women shop" at Wharton's Jay H. Baker Retail Initiative and the Verde Group researchers found that personal interaction with sales associates are more important for women than men. While men tend to pay attention more on utilitarian aspects like the parking, checkout line length, etc. Otnes and McGrath (2010) tried to distinguish the shopping styles and behaviors of men and they distinguished three stereotypical models of men shoppers:

- Grab and go

- Whine and wait

- Fear of the feminine

One of the factors that differ for men and women while shopping is considered to be timing. Men usually does not use long-term consideration while doing shopping, as they make decisions based on immediate needs and the performance of certain product at the current time. On the other hand, the shopping pattern of women depicts the opposite, as they usually care about the future and make decisions considering the future (Swarna Bakshi, 2012). The time spent on buying a product also differs a lot as it takes less time to complete shopping as they select a product faster than women do. Also men usually buy less products but they pay much more for a single product than for women. It is important to mention that there is a huge difference when it comes to product categories and types. It is not surprising that in case of household products women have the dominant role and when it comes to such products as automobiles, technologies or such products men will definitely dominate. Thus, gender is not only a biological understanding of being a male or

female, but it goes beyond this concept. Also, it is not only a segmentation variable, but a factor that affects decision making (Swarna Bakshi, 2012).

Below image depict the exaggerated, but truthful process of the shopping in supermarkets by men and women. It can be seen that when men enter supermarket they head toward the needed products, pick them, pay and leave the shop and the pattern is not that fluctuating as for women. Unlike men, women tend to enter supermarket walk across each section of products several times and buy even some products that they did not intend to buy before entering.

Figure 2: How men do shopping vs how women do shopping

Source: V. Vijya Lakshmi, 2017 (IOSR Journal)

According to the research conducted by Gary Mortimer and Peter Clarke (2011) male did not consider the individual characteristics of store as important factors for choosing a supermarket as a shopping destination. On the other hand they rated the

quick services and short waiting lines higher than women, which means that they pay more attention to things like the convince or speed of shopping destination.

Methodology

The main purpose of this research is to find out whether there are differences in the decision-making process of men and women when it comes to supermarket shopping. Consequently, primary research was conducted for the purpose of getting insights about the patterns and preferences of these two gender segments. A focus group was organized that had overall 8 participant (n=8) from which 4 were men and 4 women. The focus group was conducted based on the guidelines written by Elliot & Associates in 2005. Afterwards, based on the focus group a survey was designed to collect data about the differences between men and women in consumer buying decision process, and it included 12 questions. The survey was posted on social media, specifically Facebook and was recruited during 1 week. The survey was open for everyone and people were answering the questions on a voluntarily basis. The reason behind choosing social media for posting this survey is that nowadays it is the best way to reach lots of people and mainly younger demographics. The question types were the following ones: demographic questions, dichotomous questions, multiple choice questions and Likert Scale questions. The first two questions were designed in a way to collect data about the demographic characteristics of respondents, mainly age and gender. The next questions included the five attributes of supermarkets and products mentioned during focus group that mostly influence consumer buying decisions, which can be seen from Table 1 and Table 2. Likert

Scale questions included five answer questions from "most important" to "least important" and respondents had to pick each attribute correspondingly. Overall, there were 687 responses (n=687) which were inputted in the SPSS statistics software and analyzed. The type of test used for analyzing the data was descriptive statistics specifically cross-tabulation and correlation tests.

Findings

Focus Group

The sample size of the focus group was 8 and it had equal gender distribution, which means 50% were male and 50% female. As a result of this primary research qualitative data was gathered. It is important to mention that 75% of respondents had secondary education and 25% had higher education and 75% of male respondents answered that they do not like the process of shopping. On the other hand all female respondents mentioned that they enjoy shopping. The timing of doing shopping according to respondents also differed, as female segment mentioned that they mostly like to do the shopping before or after breakfast while male respondents mentioned that they prefer evening shopping and even after midnight. The most important findings from the focus group were the supermarket and non-product attributes that play major role in their decision. Thus, Table 1 includes five non-product attributes and Table 2 includes five supermarket attributes that were distinguished and highlighted during the focus group. These attributes then were used to construct an online survey through which the importance of each attribute was distinguished by each gender.

Online Survey

As a result of online survey 687 responses were collected from which 68.9% were female respondents and 31.1% male respondents. The majority of respondents belonged to the age range 15-25 and composed 59.2% percent of the total and the second largest age group was 26-35 that composed 31.1% of the total. Out of this 59.2% of people 76.1% were female respondents and the rest were male respondents. Overall, 82% of respondents had higher education from which 72.8% were female respondents and the rest were male respondents. When it comes to work, 65.3% of female respondents answered that they are working and 34.7% not working. On the other hand 78.5% of male respondents mentioned that they are working and 21.5% not working. The results of the question of monthly income implied that 72.8% of respondents get income from 50.000AMD-250.000AMD and the next income range which was 260.000AMD-450.000AMD and we can see from Table 6 that nearly 20% of overall male respondents and only 8.6% of overall female respondents earn that much. From Table 7 we can an obvious difference between men and women when it comes to enjoying shopping as 58.4% of male respondents mentioned that they do not like shopping while 92.8% of female mentioned that they like shopping. The amount of money that each gender spend at supermarkets monthly can be seen from Table 8 and it implies that 70% of male respondents spend up to 50.000AMD and 22.8% 60.000AMD-150.000AMD. When it comes to female respondents we can see that 55.8% spends up to 50.000AMD and 32.5% 60.000AMD-150.000AMD. The time that each gender spends at supermarkets also differs dramatically as the results imply that 76.7% of female spend from 10min-30min at supermarkets and

16% 40min-1hour, while 57% of male spends up to 5 minutes at supermarket while 39.2% from 10min-30min. When it comes to promotions we can see from Table 10 that 61.3% female and 79.4% of male respondents does not use promotions often. From Table 11 we can see the timing preferences of male and female and the results imply that mostly both gender prefer to go to the supermarkets in the evening. The importance level of each supermarket and non-product attributes revealed some differences and similarities among the two gender groups. The first two supermarket attributes analyzed were location and cleanliness from Table 12 and Table 13 it can be seen that for the female segment it is considered as "the most important" and for male segment it is "important" attribute. When it comes to service attribute of supermarket again we can see that 40% of male respondents think that it is "important" and 30% "the most important". Nearly 60% of female think that service is "the most important". The reputation of the supermarket is considered as a "neutral" attribute for the majority of male segment while for the majority of female segment it is "important". The price attribute for the majority of male and female is considered as "the most important" attribute of supermarket. The brand of a product is "important" for the majority of male and female while the packaging is considered as "important" by 42.4% of female and "the least important" by 35% of male which are the majority of respondents. The price of a product is again "the most important" attribute according to the majority of both gender respondents. According to Table 20 and Table 21 we can see that promotions and product placement are considered as "neutral" attributes by male respondents while "important" and "the most important" correspondingly by female segment. The correlation test between the amount of the

time spend at supermarket and liking shopping showed that they are positively correlated and their correlation is 0.397 which can be seen from Table 22.

From Figure 3 and Figure 4 we can see the means of both supermarket and non-supermarket attributes. From the first figure it can be implied that both for men and women the following attributes are important: location, cleanliness, service and price. Their means vary from 1.3 to 2.2 which means that both genders find the following attributes as either "the most important" or "important". On the other hand we can see that reputation is not considered as an important attribute mainly for men and they find it neutral. From second figure we can see that the means of brand and price vary from 1.3-2.1 which shows that it is considered as important attribute. While for packaging, promotions and product placement the means for women imply that this attributes are also important and for men the means show that they are not that important.

From Figure 5 it can be seen that mostly lower income men find packaging as important and for secondary and higher educated men it is not an important attribute. While for women we can see that for lower and higher education level they find it important and the percentage is 43%. From Figure 6, it can be implied that for male with lower education reputation is more important and for women it is nearly the same when they have secondary or higher education with nearly 35%. From Figure 7 the data shows that for male segment it is the least important when they have higher education and for women with secondary education it is the most important attribute. Figure 8 shows that both employed and unemployed men spend at supermarket mostly up to 5 minutes with 58% and 50% correspondingly and women spend

mostly 10-30minutes who are again both employed and unemployed with 76% and 77% correspondingly. And lastly, Figure 9 implies that men who have 260.000-450.000AMD income mostly use promotions and who have 50.000-250.000AMD income does not. For women, we can see that for all income ranges the ones who use and the ones who does not use have similar percentages.

Discussion

As a result of the data collected both from the focus group and online survey it can be concluded that there are some differences in the buying decision process of men and women, as different supermarket and non-product attributes are perceived differently in the minds of these two segments. From the results it can be implied that most male and female respondents have higher education, belong to the age range of 15-25, earn monthly 50.000AMD-250.000AMD, spend up to 50.000AMD monthly at supermarkets, does not use promotions often and prefer to go shopping in the evenings. There is a widely spread opinion about male segment that they do not like shopping and as a result of this research it was approved as most male respondents mentioned that they do not like shopping. On the other hand the widely spread opinion about female shopping obsession was also approved as the majority of female mentioned that they like shopping. The results also imply that when men enters supermarket he needs less time to do shopping than female and usually they need up to 5 minutes, while for female 10min-30min is the adequate time for completing shopping. The needed time for shopping and shopping liking are correlated with each other. The positive correlation between these two shows that if men start to like shopping then the amount of time spent at supermarkets will also

increase. The similarities of importance that each gender segment gives to each supermarket attribute are the following ones: cleanliness, location, service, and price. The reputation of the supermarket is an attribute that will not affect the selection of a supermarket for male segment as they consider it as "neutral" attribute, while female segment finds it important attribute like the rest supermarket attributes. This implies that while choosing a supermarket the performance of the following attributes will affect female segment. When it comes to non-product attributes similarities of importance for male and female are the following ones: price and brand. While the differences are the following ones: packaging, promotion and product placement. Here it can be implied that while buying a product male segment will pay attention to the price of the product and brand while the packaging, promotions and product placement will not have any impact on their buying decision. On the other hand, for the female segment all five non-product attributes can affect their decision making process and play a big role.

From figures generated as bar charts we can conclude few important things. First of all, it can be implied that there is no strong correlation between education level of women and packaging as they mostly find it important, while for men, it can implied that mostly lower educated men find it as an important attribute. When it comes to reputation for women there is the same trend as for packaging and for men it gets less important, as the education level starts to increase. This can mean that the following attribute is mostly valued by lower educated men and when choosing a supermarket mostly they will pay attention to reputation. The product placement is again important for female having different education levels and for men it is the

least important when they have higher education. Another thing that was implied as a result of figures is that time spent at supermarkets and being employed does are not correlated as both employed and unemployed men and women spent equal time at supermarkets. And lastly, promotions are used mostly by middle income men and the least is used by lower income men. For female, it can be implied that half of them uses it and half of them does not for each income level.

Limitations

While conducting primary research there were several shortcoming related to the data collected from the online questionnaire. The survey was done by using convenience sampling method, which implies that the respondents were chosen on voluntarily basis and randomly and the results cannot be generalized to the whole population. Thus, this implies that the survey can be biased as from the title and content people could decide whether the topic is interesting and mostly the ones would answer who like to shop.

Moreover, another limitation includes the unequal proportion of respondents, as x percent of respondents were female and only x percent were male. This makes the data biased as from the female segment there is more data and more validity than from the male segment. Thereafter, the following research needs further investigation.

Managerial Implications

This research can be used for the following managerial implications. The data collected as a result of the research can help supermarket marketers to understand the importance of the mentioned five supermarket attributes according to male and female segments and use it to improve the supermarket attributes that play major role in decision making. Additionally, the non-product attributes can help marketers to understand each segment better and target them correctly.

Also, the following research can help marketing and other companies to understand these segments and emphasize the importance of each attributes for male and female separately and thus increase their performance.

The data generated by bar figures can help marketers to see the preferences of each gender that belong to some demographic or behavioral segment more thoroughly and understand their preferences in more details and decide on corresponding targeting strategies.

Conclusion

The goal of the following research was to find and identify differences between men and women consumers. As a result of the thorough research that included both primary and secondary research data was gather and some implications were made. As a result of the primary research, specifically focus group, five non-product and supermarket attributes were distinguished. Afterwards, an online survey was conducted by using convenience sampling and the data collected from the research was thoroughly analyzed. The data was inputted into SPSS software and cross-

tabulation and correlation tests were used and in addition to this some figures were generated for some attributes and factors. Based on the findings several attribute importance differences were distinguished between men and women segments and the differences were the following attributes: reputation of the supermarket, packaging of the product, product placement and product promotions.

To understand the correlation and distribution of some factors and attributes for each gender segments, figures were generated. As a result, it was distinguished that education level and income level does not play important role in decision making process of women, while men are more sensitive to changes in income and education level and they respond differently in each level.

In addition to this, correlation between shopping liking and time spent at supermarkets was distinguished and it revealed that as people start to like shopping more, the time spent will increase.

It should be acknowledged that the following results cannot be generalized to the whole consumer segments as it was focused on Armenian consumers and was done by using convenience sampling. Although, as a result of unequal gender proportions of respondents and other limitations, further research needs to be conducted.

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Appendix

Table 1: Non-product attributes that influence decision-making process

	Attributes
PA1	Price
PA2	Brand
PA3	Product placement
PA4	Promotions
PA5	Packaging

Table 2: Supermarket attributes that influence decision-making process

	Attributes
SA1	Cleanliness
SA2	Location
SA3	Price
SA4	Reputation
SA5	Service

Table 3: Gender/Age cross-tabulation

	Gender		
Age	*Female*	*Male*	*Total*
15-25	310	97	407
26-35	125	89	214
36-45	24	18	42
46-55	11	7	18
55+	3	3	6
Total	473	214	687

Table 4: Gender/Education cross-tabulation

	Gender		
Education	*Female*	*Male*	*Total*
Primary	16	3	19
Secondary	41	57	98
Higher	410	153	563
Other	6	1	7
Total	473	214	687

Table 5: Gender/Work cross-tabulation

	Gender		
Work	*Female*	*Male*	*Total*
Yes	309	168	477
No	164	46	210
Total	473	214	687

Table 6: Gender/Income cross-tabulation

	Gender		
Income	*Female*	*Male*	*Total*
50.000AMD-250.000AMD	356	143	499
260.000AMD-450.000AMD	41	45	86
460.000AMD and more	22	18	40
Other	54	8	62
Total	473	214	687

Table 7: Gender/LikeShopping cross-tabulation

	Gender		
LikeShopping	*Female*	*Male*	*Total*
Yes	439	89	528
No	34	125	159
Total	473	214	687

Table 8: Gender/SpendMoney cross-tabulation

	Gender		
SpendMoney	Female	Male	Total
Up to 50.000AMD	264	150	414
60.000AMD-150.000AMD	154	49	203
160.000AMD-250.000AMD	26	13	39
250.000AMD and more	8	1	9
Other	21	1	22
Total	473	214	687

Table 9: Gender/SpendTime cross-tabulation

	Gender		
SpendTime	Female	Male	Total
Up to 5min	21	122	143
10min-30min	363	84	447
40min-1hour	76	7	83
1hour and more	8	0	8
Other	5	1	6
Total	473	214	687

Table 10: Gender/Promotion cross-tabulation

	Gender		
Promotion	Female	Male	Total
Yes	153	36	528
No	290	172	462
Other	30	6	36
Total	473	214	687

Table 11: Gender/TimeShopping cross-tabulation

	Gender		
TimeShopping	*Female*	*Male*	*Total*
Early in the morning	22	12	34
After breakfast	86	21	107
After dinner	58	45	103
In the evening	265	104	369
After midnight	14	27	41
Other	28	5	33
Total	473	214	687

Table 12: Supermarket gender/location cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	218	80	298
Important	186	110	296
Neutral	27	7	34
Not that important	32	12	44
The least important	10	5	15
Total	473	214	687

Table 13: Supermarket gender/cleanliness cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	326	68	394
Important	129	85	214
Neutral	11	59	70
Not that important	4	2	6
The least important	3	0	3
Total	473	214	687

Table 14: Supermarket gender/service cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	281	65	346
Important	157	86	243
Neutral	22	16	38
Not that important	10	46	56
The least important	3	1	4
Total	473	214	687

Table 15: Supermarket gender/reputation cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	101	29	130
Important	161	54	215
Neutral	99	59	158
Not that important	66	20	86
The least important	46	52	98
Total	473	214	687

Table 16: Supermarket gender/price cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	242	167	409
Important	188	38	226
Neutral	23	7	30
Not that important	15	2	17
The least important	5	0	5
Total	473	214	687

Table 17: Product gender/brand cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	150	68	218
Important	197	112	309
Neutral	71	25	96
Not that important	39	4	43
The least important	16	5	21
Total	473	214	687

Table 18: Product gender/packaging cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	137	26	163
Important	201	51	252
Neutral	75	41	116
Not that important	44	21	65
The least important	16	75	91
Total	473	214	687

Table 19: Product gender/price cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	245	156	401
Important	195	49	244
Neutral	21	7	28
Not that important	8	2	10
The least important	4	0	4
Total	473	214	687

Table 20: Product gender/promotions cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	126	20	146
Important	166	57	223
Neutral	110	77	187
Not that important	54	46	100
The least important	17	14	31
Total	473	214	687

Table 21: Product gender/location cross-tabulation

	Gender		
	Female	*Male*	*Total*
The most important	155	26	181
Important	141	43	184
Neutral	90	107	197
Not that important	48	25	73
The least important	39	13	52
Total	473	214	687

Table 22: Pearson correlation between time spent at supermarket and shopping liking

	Like Shopping	*Time Spent*
Like Shopping	1	0.397
Time Spent	0.397	1

Table 23: Means of supermarket and non-product attributes

	Female	Male
Supermarket Attributes		
Location	1.8	1.8
Cleanliness	1.4	2.0
Service	1.5	2.2
Reputation	2.8	3.1
Price	1.6	1.3
Non-Product Attributes		
Brand	2.1	1.9
Packaging	2.2	3.0
Price	1.6	1.3
Promotion	2.3	2.9
Product Placement	2.3	2.8

Figure 3: Means of supermarket attributes
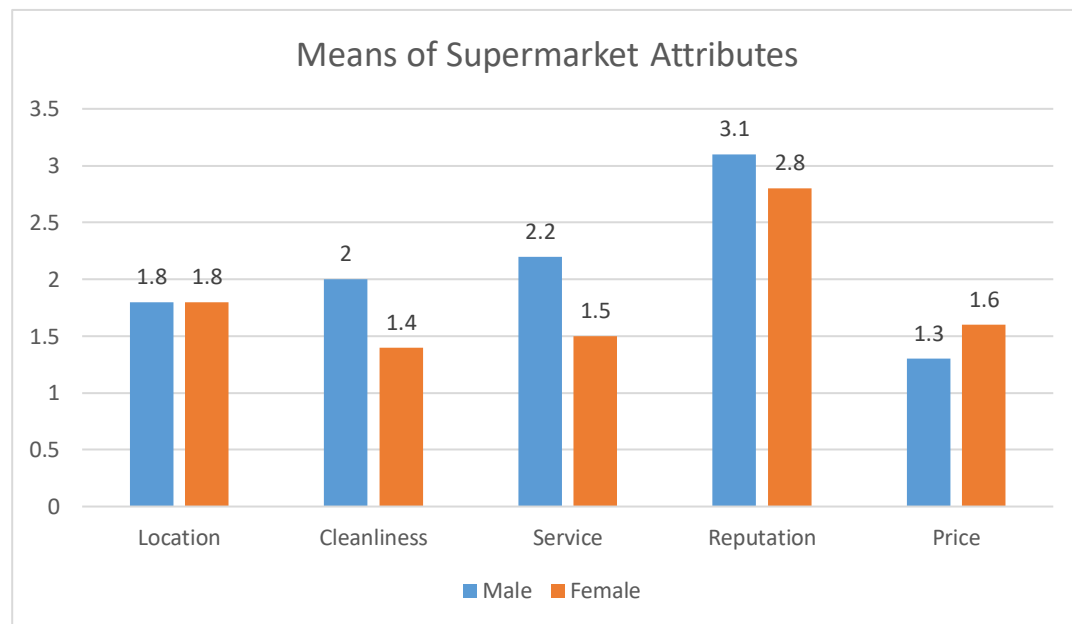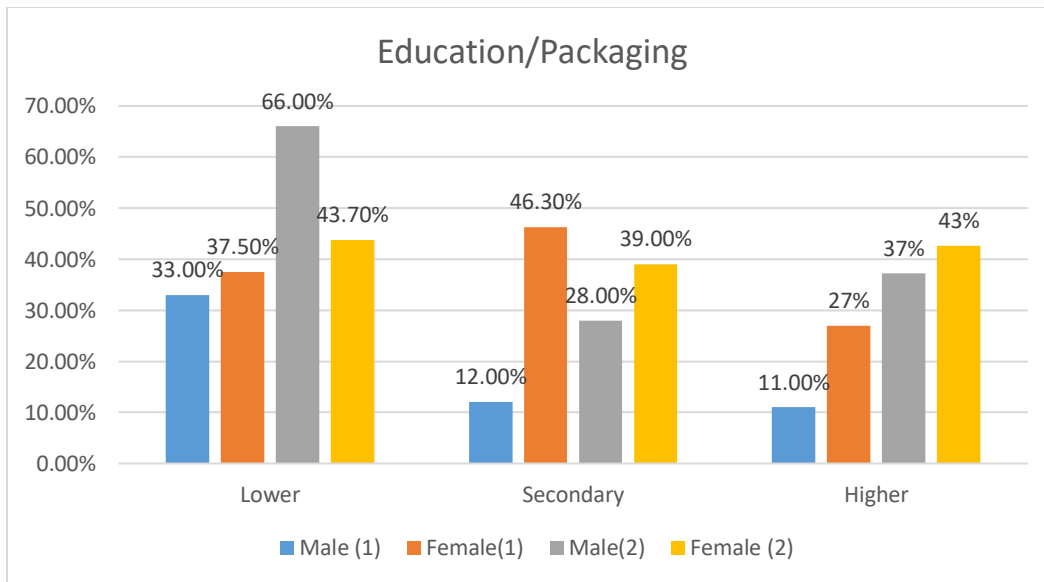

1: The Most Important   2: Important   3: Neutral   4: Not That Important   5: The Least Important

Figure 4: Means of Non-product attributes
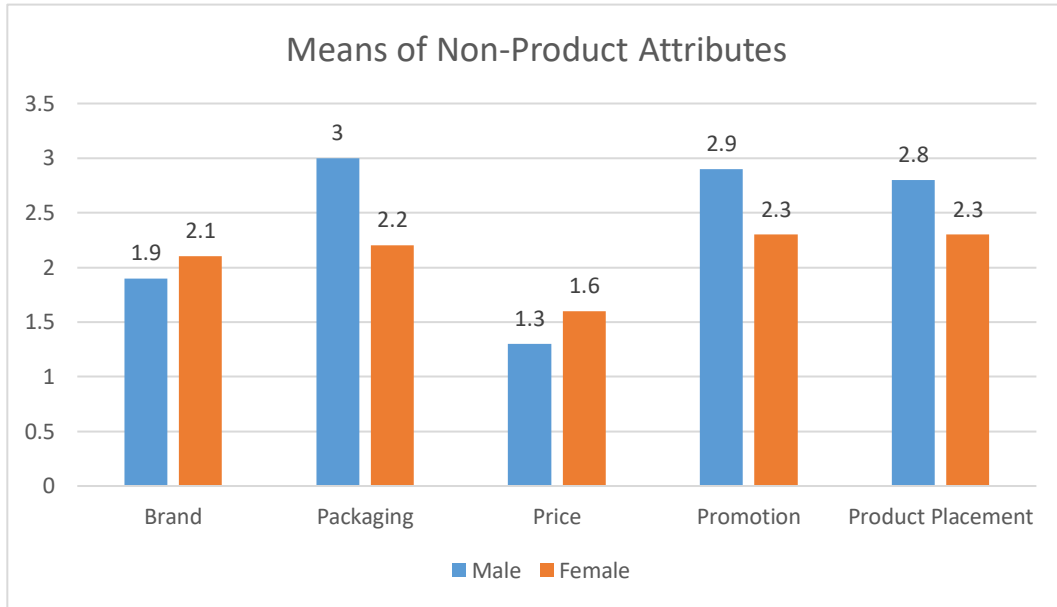
Means of Non-Product Attributes

1: The Most Important   2: Important   3: Neutral   4: Not That Important   5: The Least Important

Figure 5: Comparison of education and packaging impotence levels "The most important" and "Important"
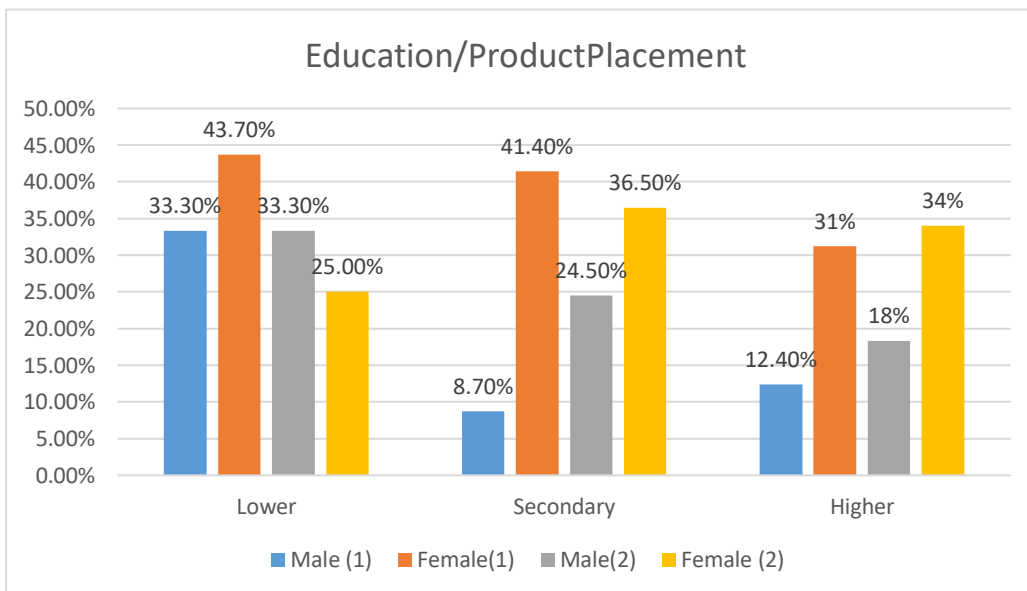

Education/Packaging

1: The Most Important   2: Important

Figure 6: Comparison of education and reputation importance levels "The most important" and "Important"

Education/Reputation
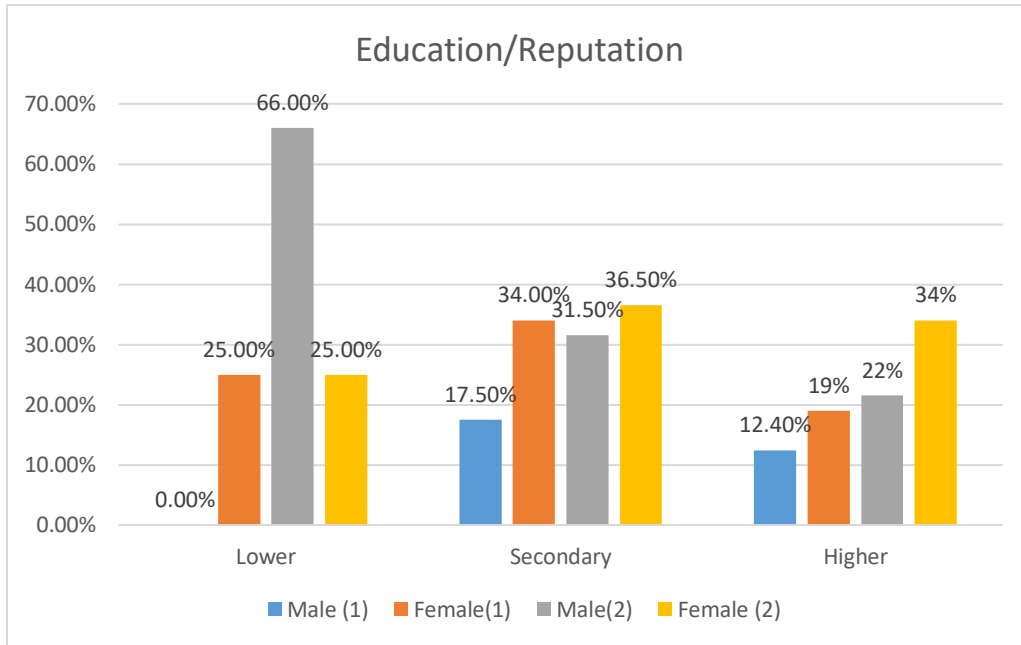
1: The Most Important   2: Important

Figure 7: Comparison of education and product placement importance levels "The most important" and "Important"

Education/ProductPlacement

1: The Most Important   2: Important

Figure 8: Comparison of time spent at supermarket and being employed

SpendTime/Work

- Up to 5min: Male (Yes) 58.90%, Female(Yes) 5.50%, Male(No) 50.00%, Female (No) 2.40%
- 10-30min: Male (Yes) 37.50%, Female(Yes) 76.30%, Male(No) 45.00%, Female (No) 77.40%
- 40min-1hour: Male (Yes) 2.90%, Female(Yes) 16%, Male(No) 4%, Female (No) 16%
- 1hour and more: Male (Yes) 0%, Female(Yes) 1.60%, Male(No) 0%, Female (No) 1.80%

Legend: Male (Yes), Female(Yes), Male(No), Female (No)
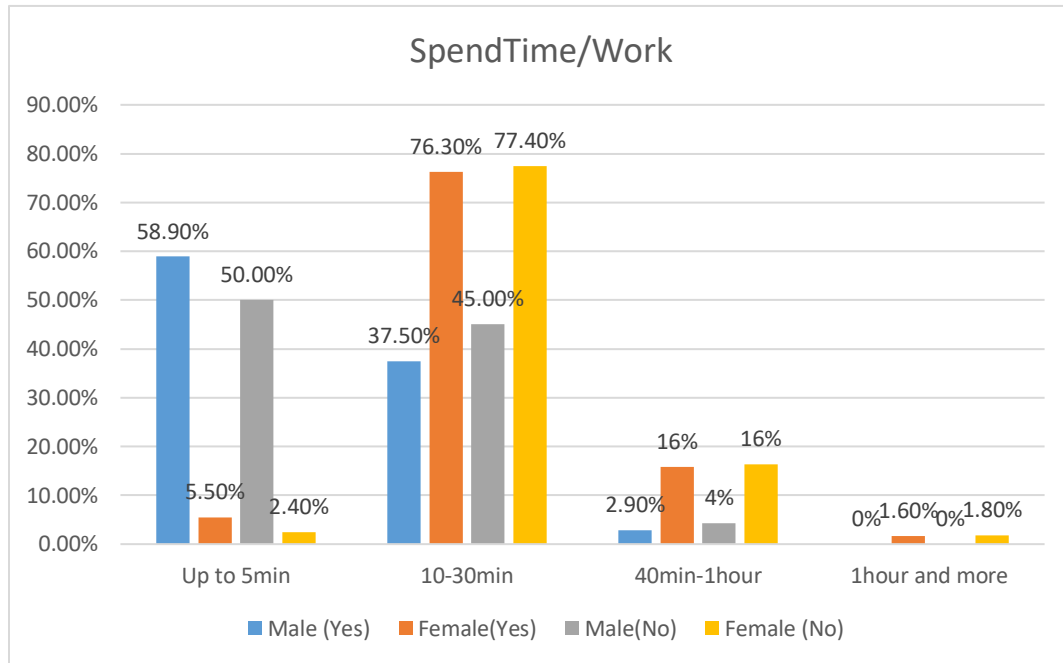
Figure 9: Comparison of income and the usage of promotions

Income/Promotion

- 50.000-25.000AMD: Male (Yes) 47.20%, Female(Yes) 76.40%, Male(No) 71.50%, Female (No) 75.80%
- 260.000-45.000AMD: Male (Yes) 38.00%, Female(Yes) 8.40%, Male(No) 17.40%, Female (No) 9.30%
- 450.000AMD and more: Male (Yes) 11.10%, Female(Yes) 4%, Male(No) 7%, Female (No) 5%

Legend: Male (Yes), Female(Yes), Male(No), Female (No)
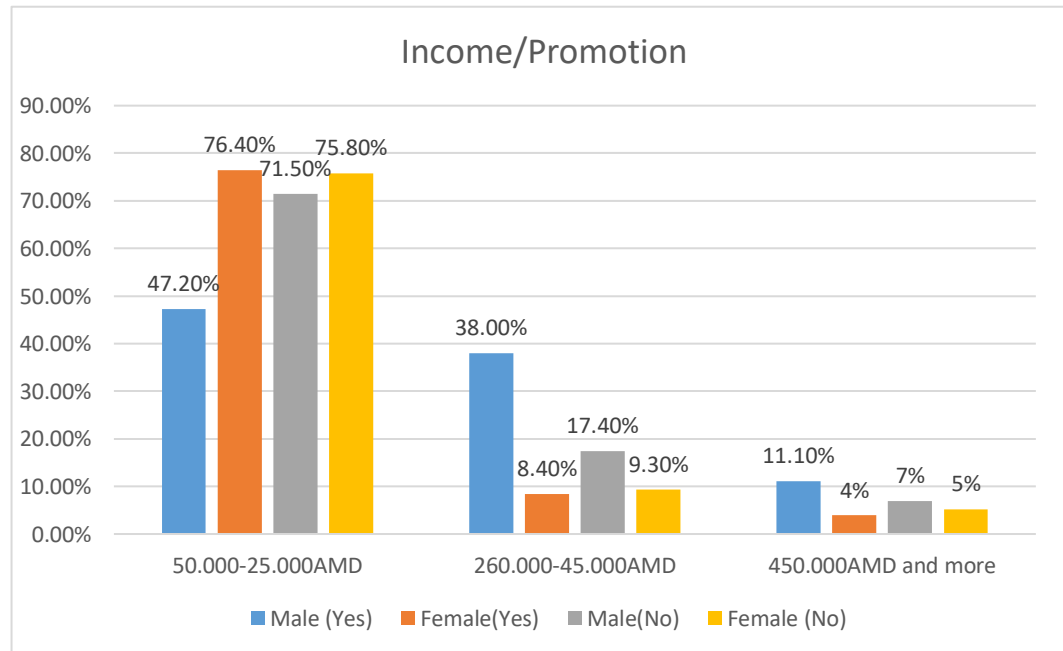
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