

Analysis of Male and Female Consumers and Customer Experience Items in Retail Stores

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Abstract: -- TheseThis study confirms how male and female differently evaluate the Items of the consumer experience in the retail store context. Researcher adopted convenient sampling technique for this study. Gender was considered as the demographic variable in this study. The output of one-way ANOVA test was used to show differences. All Items were taken from prior literature. The output shows there is only one Item that is recovery experience where male and female shows differences in their views. The results show that respondents responded their experience with a retail store as positive. All result of the Items is above 3.5 value that shows above average feedback.

Index Terms:— Consumer experience, experience, gender, analysis of variance, Delhi

I. INTRODUCTION

The relevance of consumer experience is elaborated in existing studies. The existing research work shows that functional quality and emotional-induced quality both are important in retail store context Babin et al. 1994. The earliest revealer of consumer experience was Holbrook and Hirschman (1982) who revealed the significance of consumer experience in consumer behavior. The holistic realm concept of Pine and Gilmore (1999) is pioneer which shows retail experiences absorbs four realm i.e. aesthetic, entertainment, education, escapist. The light of the concept of 'experience' concept were broaden with the work of Pine and Gilmore. In his research, Schmitt (1999) shows that there are five different types of experiences that are think, feel, act, sense, and relate. Gentile et al. (2007) revealed six factors of customer experience viz. sensorial factor, emotional factor, cognitive factor, pragmatic factor, lifestyle factor and relational factor. Verhoef et al. (2009) and Brakus et al. (2009) examined the four components of brand experience viz. sensory component, intellectual component, affective component, and behavioral component. Thus, an empirical study on retail store context is required, which consider gender as demographic variable. The present research sees the association between age and consumer experience variables in retail store context. Therefore, this study examines the differences between male and female in retail store. Research question is as under:.

- ❖ How groups based on male and female differently perceived the Items of consumer experience in the retail store context?
- ❖ The objective of this study is:
- ❖ To find out how groups based on male and female differently perceive the Items of consumer experience in the retail store context.

II. METHODOLOGY

Retail store customer were targeted to collect data for present study. This study was conducted in Delhi region considering big brand customers as respondents. Researcher adopted convenient sampling technique for this study. Gender was considered as demographic variable in this study. Output of one-way ANOVA test was used to show differences. All Items were taken from prior literature. The Items used in this research are presented below.

- ❖ **Item 1:** Ease of shopping process in the retail store;
- ❖ **Item 2:** Personal suggestions of the retail store staff;
- ❖ **Item 3:** Concern of retail store' staff of my requirements;
- ❖ **Item 4:** Updation of retail store' offers;
- ❖ **Item 5:** skilled staff;
- ❖ **Item 6:** Recovery experience;
- ❖ **Item 7:** Quickly response of my need;
- ❖ **Item 8:** different options available in the store;
- ❖ **Item 9:** different product offered by this store.

Further, Item wise hypotheses are generated to

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analyze the differences between gender categories. Researcher formulated nine research hypotheses that are related to Item wise analysis. The null hypotheses for the Item wise method are as follows:

- (1) $H_{01}: \mu_{\text{genderMaleof Item1}} - \mu_{\text{genderFemaleof ITEM 1}} = 0$
- (2) $H_{02}: \mu_{\text{genderMaleof Item2}} - \mu_{\text{genderFemaleof ITEM 2}} = 0$
- (3) $H_{03}: \mu_{\text{genderMaleof Item3}} - \mu_{\text{genderFemaleof ITEM 3}} = 0$
- (4) $H_{04}: \mu_{\text{genderMaleof Item4}} - \mu_{\text{genderFemaleof ITEM 4}} = 0$
- (5) $H_{05}: \mu_{\text{genderMaleof Item5}} - \mu_{\text{genderFemaleof ITEM 5}} = 0$
- (6) $H_{06}: \mu_{\text{genderMaleof Item6}} - \mu_{\text{genderFemaleof ITEM 6}} = 0$
- (7) $H_{07}: \mu_{\text{genderMaleof Item7}} - \mu_{\text{genderFemaleof ITEM 7}} = 0$
- (8) $H_{08}: \mu_{\text{genderMaleof Item8}} - \mu_{\text{genderFemaleof ITEM 8}} = 0$
- (9) $H_{09}: \mu_{\text{genderMaleof Item9}} - \mu_{\text{genderFemaleof ITEM 9}} = 0$

For rejection of particular null hypothesis, p -values of the concerned Item has to be less than 0.05. The ANOVA results would help in testing above-mentioned hypotheses.

III. ANALYSIS AND RESULTS

Use Out of eighty responses, forty-eight were male and thirty-two were female. Highest mean was of ITEM 6, which is about recovery experience. The lowest mean was of ITEM 9, which is about different product offered by this store.

Table 1. Descriptive of female safety experience variables.

Variable	Cat egories	N	Mean	Std. De viation	Variable	N	Mean	Std. Deviation	
ITEM1	Male	48	3.83	.907	ITEM6	Male	48	3.65	
	Female	32	3.81	.693		Female	32	3.84	.920
	Total	80	3.83	.823		Total	80	3.73	.941
ITEM2	Male	48	3.69	.719	ITEM7	Male	48	3.63	.789
	Female	32	3.72	.729		Female	32	3.88	.751
	Total	80	3.71	.71		Total	80	3.779	.779

ITEM3	Male	48	3.56	.848	ITEM8	Male	48	3.67	.834
	Female	32	3.53	.950		Female	32	3.63	.793
	Total	80	3.55	.884		Total	80	3.65	.813
ITEM4	Male	48	3.85	.772	ITEM9	Male	48	3.52	.922
	Female	32	3.28	.888		Female	32	3.53	.915
	Total	80	3.63	.862		Total	80	3.53	.914
ITEM5	Male	48	3.58	.821					
	Female	32	3.59	.946					
	Total	80	3.59	.867					

IV. ANOVA RESULTS

The outputs of analysis of variance tests are presented in Table 2. Based on the Item wise analysis, majority of the variables of consumer experience reveal no significant difference among the male and female respondents. Only one Item' ANOVA results shows significantly different between male and female responses. Therefore, null hypotheses of ITEM4 viz. H_{04} is rejected. Null hypotheses of ITEM1, ITEM2, ITEM3, ITEM5, ITEM6, ITEM7, ITEM8 and ITEM9 are accepted.

Table 2. ANOVA results-female safety experience Items and age categories .

		Sum of Squares	df	Mean Square	F	Sig.
ITEM1	Between Groups	.008	1	.008	.012	.913

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	Within Groups	53.542	78	.686		
	Total	53.550	79			
ITEM2	Between Groups	.019	1	.019	.036	.850
	Within Groups	40.781	78	.523		
	Total	40.800	79			
ITEM3	Between Groups	.019	1	.019	.024	.878
	Within Groups	61.781	78	.792		
	Total	61.800	79			
ITEM4	Between Groups	6.302	1	6.302	9.372	.003
	Within Groups	52.448	78	.672		
	Total	58.750	79			
ITEM5	Between Groups	.002	1	.002	.003	.958
	Within Groups	59.385	78	.761		
	Total	59.388	79			
ITEM6	Between Groups	.752	1	.752	.848	.360
	Within Groups	69.198	78	.887		
	Total	69.950	79			
ITEM7	Between Groups	1.200	1	1.200	2.002	.161
	Within Groups	46.750	78	.599		
	Total	47.950	79			
ITEM8	Between Groups	.033	1	.033	.050	.824
	Within Groups	52.167	78	.669		
	Total	52.200	79			
ITEM9	Between Groups	.002	1	.002	.002	.961
	Within Groups	65.948	78	.845		
	Total	65.950	79			

V. CONCLUSIONS AND SUGGESTIONS

The output shows there is only one Item that is recovery experience where male and female shows

differences in their views. The result shows that respondents responded their experience with retail store as positive. All result of the Items are above 3.5 value that shows above average feedback. Mean score shows that the mean score of all Items were above 3 value that shows that by and large consumers are satisfied with the store ease of shopping process, personal suggestions of the retail store staff, concern of retail store staff of my requirements, updation of retail store offers, skilled staff, recovery experience, quickly response of consumer's need, different options available in the store and different product offered by this store.

Above findings may be useful for retail store owners/managers and decision making authority. Results found positive results but to survive in the competitive work still performance has to be continuously improved.

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VI. LIMITATIONS AND FUTURE RESEARCH

A Size of sample that is eighty may be one limitation in this research. Future research may include more consumer responses so that it may be ensured that what happens if more data is collected.

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