MEN AND WOMEN: A COMPARISON OF SHOPPING MALL BEHAVIOR

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OVERVIEW

Although the majority of today's mall shoppers are women, the number of male shoppers is increasing. This article investigated the gender differences in terms of mall shopping behavior and examined whether today's shopping malls have done a good job catering to both genders. In-depth personal interviews were conducted to collect consumers' accounts of their experiences in shopping malls. Based on the analyses of consumer responses, we compared the following aspects between men and women: (1) shopping motives, (2) mall shopping behaviors, (3) outcomes of mall shopping, such as enjoyment and relevance of mall shopping to consumer's lifestyle.

Our research suggested that despite some similarities, men and women do differ in several aspects: (1) men tend to use a mall for purchasing unique products or visiting stores that are only found in malls followed by clothing shopping, whereas the opposite is true for women, (2) men spent significantly less time than women on each mall trip, (3) there are fewer male-oriented versus female-oriented stores, (4) more women than men expressed enjoyment with the shopping malls, (5) more men than women assessed the mall relevance based on whether the mall provides one-stop shopping convenience.

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It seemed that more women than men expressed their love for shopping in general. Five distinctive shopper types were also identified based on interviewees' self-descriptions and they include hedonic shoppers, utilitarian shoppers, value conscious shoppers, indecisive shoppers, and impulsive shoppers.

■ Introduction

Shopping malls today have become an important part of consumer life. According to the International Council of Shopping Centers (2002), each month 102 million adults visited various shopping centers in the United States and consumers spend approximately 76 minutes and an average of $68.20 during each trip to a mall.

Who are the mall shoppers? A longitudinal study, which examined mall shoppers during a seven-year interval, revealed that the majority of today's mall shoppers are likely to be women 35 years old or under with a household income of $35,000 and above (Nicholls et al, 2002). Research on shopping center usage in the United Kingdom between 1986 and 1991 showed that the ratio between female and male is 2:1 (Dholakia, Pedersen and Hikmet, 1995). As a result, the shopping mall often seems to appeal more to women's needs than men's. This gender bias can be seen from the dominant number of stores in shopping malls that cater to women, such as women's clothing stores, bath and body stores and kitchenware stores. Generally, fewer stores focus on product categories that appeal to men.

However, the number of male shoppers is increasing. Two factors may have contributed to this trend: (1) as more women join the work force, more men take on the shopping responsibilities for the family; (2) more single parent households headed by men, where men participate in traditionally female-dominated aspects of household duties, such as shopping (Mazumdar and Papatla, 1995). Gone are the days when women are the ones who primarily do the family's grocery shopping, replaced by shopping trips made jointly by men and women or men only (Levy and Weitz, 2001). Market research shows that male shoppers are purchasing an increased share of household products, such as frozen breakfasts, drinks and shampoos (Fetto, 2002). Research has shown that in 2001, men were the principal purchaser of items like groceries and children's clothing in 21% of households, as compared to only 13% in 1985 (Fetto, 2002). In contrast to the stereotypical conception that women buy most of men's clothes, men now purchase 69% of men's casual sportswear. Sixteen percent of men purchased women's apparel in 2001 (Fetto, 2002).

As more men join the shopping trips and show up in shopping malls, it seems to warrant the questions: What are the gender differences in terms of mall shopping behavior? Have today's shopping malls done a good job to cater to both genders or are male shoppers more likely to be an ignored consumer group?

■ Literature Review

Gender Differences in Shopping Motives

Previous research has discussed two types of shopping motives: utilitarian and hedonic shopping. Utilitarian shopping involves "some type of conscious pursuit of an intended consequence" and hedonic shopping relates to intrinsic and emotional responses. In other words, these two shopping motives reflect the distinction between shopping "to get something" as opposed to shopping because "you love it" (Babin, Darden and Griffin, 1994). Men's motives for shopping appeared to be more utilitarian, whereas women's shopping motives tend to be hedonic. For example, women are more likely than men to use the shopping sites for enjoyment and information gathering rather than purchasing (Wolin and Korgaonkar, 2003). As far as the motives for catalog shopping are concerned, they are more merchandise or service related for male shoppers and more convenience related for female shoppers (Eastlick and Feinberg, 1994).

Gender Differences in Information Search and Processing Behavior

Once a consumer recognizes the need for a certain product or service, information needs to be gathered and processed to evaluate alternatives. Research shows that men and women differ dramatically in their strategies for information processing. Specifically, females tend to be comprehensive information processors in that they take into consideration both subjective and objective information, and they are more likely than men to elaborate on message cues. However, males do not seem to favor objective information over subjective information (Darley and Smith, 1995). Specifically, when searching for a Christmas gift, women seem to engage in a more complex information search than men by employing more product cues. Unlike women who tend to process all available product information to assess alternatives, men may resort to a heuristic strategy such as consulting a sales clerk or using a brand name only rather than detailed product information to aid gift evaluation (Laroche et al., 2000).

Gender Differences in Response to Retail Stimuli

Response to Price Incentives.

First of all, men show greater propensity to bargain over the price of a product than women do (Schneider, Rodgers and Bristow, 1999). Research also indicated that men are more reluctant to use coupons than women in four purchase situations: ordering food delivery, eating at non-fast food restaurants, dry cleaning and auto maintenance services. Although men are more likely to use coupons when purchasing electronics or computer equipment (Harmon and Hill, 2003), women use more coupons than men when purchasing products such as laundry detergents (Mazumdar and Papatla, 1995). Given the greater redemption of coupons among female shoppers in general, men tend to pay a higher average price than women (Mazumdar and Papatla, 1995).

Response to Salesperson Influence.

Consumer susceptibility to salesperson influence is measured in three dimensions: informational (meaning that salespeople are an important source of information); recommendational (meaning that customers may be influenced by the suggestions and recommendations); and relational (meaning that customers may feel the need to develop a relationship with a salesperson). Results indicate that males are more susceptible to relational aspects of influence from a salesperson (Goff, Bellenger and Stojack, 1994).

Gender Differences in Purchase Behavior

One study examined the gender differences in certain types of purchases. For example, men order more food deliveries than women, and they also make more purchases in certain types of retail stores, such as electronics and computer stores (Harmon and Hill, 2003). In addition to the findings that men nowadays buy more casual wear for themselves than women do, research shows that men are more likely to purchase products and services from the Web than women (Van Slyke, Comunale and Belanger, 2002; Wolin and Korgaonkar, 2003). Women and men were also compared specifically on their shopping for gifts. It was found that women tend to take Christmas shopping more seriously and are more involved (Fischer and Arnold, 1990). Specifically, women tend to give more gifts, often start the Christmas gift shopping earlier, purchase more gifts, spend more time shopping and make more shopping trips (Fischer and Arnold, 1990; Laroche et al., 2000). Despite the fact that men make fewer gift purchases, they seem to spend more money on gift purchases than women do (Fischer and Arnold, 1990).

Gender Differences in Shopping Satisfaction

Although women have more positive attitudes toward shopping in general than men, this only applies to store shopping and catalog shopping. Men show a more positive attitude toward Internet shopping (Alreck and Settle, 2002). Men tend to have a more positive attitude toward Web advertising (Wolin and Korgaonkar, 2003). Women seem to be more satisfied with their shopping experience overall (Alreck and Settle, 2002).

Given the gender differences uncovered in many aspects of consumer behavior, no study has specifically examined how men and women may act differently in shopping malls. This study intends to explore the following: Do men and women have different motives when it comes to visiting a shopping mall? Do they have different shopping behavior in a mall? How do men and women differ in satisfaction with shopping malls? How do they differ in their attitudes toward shopping in general?

■ Research Methods

Based on an extensive review of the literature, in-depth personal interviews were conducted to collect consumers' accounts of their experiences in shopping malls. Compared to close ended survey questions, this method allows us to probe the motives, attitudes and feelings that consumers have about the malls, without imposing preconceived options or opinions. Compared to focus groups, this method is more flexible in scheduling and implementation. Interviews were conducted at three metropolitan areas in different regions: Salt Lake City (Utah), Madison (Wisconsin) and Spokane (Washington), to reduce geographic bias.

Design of Interview Questionnaire and Pretests

As a semi-structured personal interview, we developed a list of interview questions based on a review of the retail and shopping mall literature. An informant fact sheet was used to collect the demographic information of respondents, such as age, gender, race, education level, employment status, marital status and household income level. Both researchers personally conducted five pilot interviews with colleagues and students. The pretests helped us to identify repetitive questions, questions with ambiguous meanings to the respondents and questions that should be included but were missing in the initial list. The final list included questions that addressed three issues: (1) Mall shopping behaviors. For example, in addition to describing how they typically use a shopping mall, respondents were asked to report how often they visit a shopping mall, how long they stay and how much they spend on average on each mall visit. They were also asked about the reasons for their mall visits and the kind of stores they visit most often. Because shopping is a social behavior usually undertaken with family and friends, we were also interested in knowing whom they usually shop with. (2) Outcomes of mall shopping. Respondents were asked to describe to what extent shopping in a mall is relevant to their lifestyles and the reasons for enjoying or not enjoying malls. (3) Antecedents of mall shopping. Respondents were asked to describe their attitude toward shopping in general and, more importantly, the kind of shoppers they are.

Sampling

The following technique was used to recruit consumer interviewees. Three Research Assistants were recruited and trained to conduct personal interviews in this study. They were instructed to include a balanced consumer sample in terms of gender, age and family life cycle. In-depth interviews in consumer research commonly involve between 10 and 40 people. Given the various demographic representations that we sought among the respondents, we interviewed 88 consumers in three areas. The demographic information of the respondents is summarized in Table 1.

Interview Process

The interview process included the following steps:

a. The respondent completes the Information Fact Sheet and the interviewer collects their demographic data.
b. The interviewer reads the introduction to the respondent that briefly describes the purpose of the project, defines shopping malls and asks for signature on the Informed Consent form. The definition of the shopping mall is provided because pretests revealed that some respondents would confuse a Wal-Mart super center with a shopping center. We decided to use the term shopping mall instead of shopping center for the purpose of clarification.
c. Once the respondent completes the Informed Consent Form, the interviewer asks questions according to the interview sheet.
d. The interviewer will make marginal notes, if any, during the interview and make a retrospective summary or final notes regarding anything said after the tape recording ends.

TABLE 1. SAMPLE DEMOGRAPHIC CHARACTERISTICS

Variable	Range	Male	Female
Gender	Male/female	41	47
Age:	Born between		
	1973–1985	10	22
	1963–1972	7	3
	1953–1962	6	6
	1943–1952	7	6
	1933–1942	4	5
	Missing	7	5
Marital Status	Single	22	24
	Married	19	20
	Missing	6	3
Education	High school	2	17
	Some college or Associate's degree	20	20
	Bachelor's degree	4	5
	Master's degree	2	5
	Ph.D.	4	1
	Missing	9	2
Ethnicity	White	33	40
	Black	2	0
	Hispanic	0	6
	Missing	6	1
Employment	Unemployed	8	15
	Part time	10	14
	Full time	16	15
	Missing	7	3
Household Income ($)	Less than $20,000	12	15
	Between $20,001 and $30,000	6	4
	Between $30,001 and $40,000	2	6
	Between $40,001 and $50,000	4	5
	Between $50,001 and $60,000	0	4
	Between $60,001 and $70,000	0	2
	Between $70,001 and $80,000	0	0
	Between $80,001 and $90,000	4	2
	Between $90,001 and $100,000	2	2
	Between $100,001 and $150,000	2	2
	Between $150,001 and $200,000	0	0
	Missing	9	5

■ Data Analysis Methods

All audio-taped interviews were transcribed to facilitate data analysis, which resulted in about 300 page transcripts. The majority of the questions were open-ended. The authors, who had experience in using qualitative techniques and research expertise in consumer shopping behavior, analyzed all the texts. A grounded approach with opening coding technique was used, where both researchers read through the transcripts and coded the responses to the open-ended questions. During the process, both authors independently identified the themes for each question and then categorized the themes into meaningful groups. Once the categories were established, interview data were sorted into different categories for further comparison (Strauss and Corbin, 1990). The analysis results from both authors were compared and when discrepancies existed, both authors discussed them until a consensus was reached.

Answers to some of the interview questions about consumer shopping behavior in the malls can be quantified. For example, respondents were asked about frequency of mall visits, length of time they stay in the mall during each visit and average spending during each trip. For these questions, ANOVA was conducted to detect the gender difference.

■ Data Analysis Results

Based on the analyses of consumer responses, we compared the following aspects related to mall shopping between men and women: (1) shopping motives, (2) mall shopping behaviors, (3) outcomes of mall shopping, such as enjoyment, relevance of mall shopping to consumer's lifestyle and mall loyalty. We also examined the general shopping attitudes and self-described shopper types for both genders, hoping to shed light on the gender differences in mall shopping behaviors.

Shopping Motives

To probe consumer motives for visiting a shopping mall, they were asked to describe how they typically use a shopping mall or to describe the role of shopping malls in their lives. As shown in Table 2, both men and women visit a mall mainly for the purpose of shopping. But men and women differ in the ranking of shopping tasks most often done in a mall—men tend to use a mall for purchasing unique products or visiting stores that are only found in malls followed by clothing shopping, whereas the opposite is true for women. Compared to women, men are more likely to visit a mall for checking out new or innovative products and to get ideas (17% for men and 11% for women). Men also are more likely to eat in a mall than women (15% for men and 4% for women). Occasionally, women come to the mall for specific services such as the nail parlor or hair salon or to participate in mall-sponsored activities. Men seldom do this. Interestingly, both men and women felt that the mall is a good place for entertainment (20% for men and 19% for women).

TABLE 2. CONSUMER MALL SHOPPING MOTIVES

Typical Use of a Shopping Mall	Female (n = 47)	Male (n = 41)
For shopping:		
Clothing shopping	14 (30%)	10 (24%)
Gift shopping	8 (17%)	5 (12%)
Shopping for unique products or visiting stores not available in other places	10 (21%)	15 (37%)
For fulfilling specific needs other than the above	4 (9%)	4 (10%)
For ideas or information	5 (11)	7 (17%)
For food	2 (4%)	6 (15%)
For mall sponsored activities	1 (2%)	0 (0%)
For socializing with families and friends	6 (13%)	2 (5%)
For entertainment	9 (19%)	8 (20%)
For specific services	2 (4%)	0 (0%)

Note. The percentages of females or males mentioning a particular use of a shopping mall are indicated in parentheses.

Mall Shopping Behavior

To examine the differences in mall patronage behavior between men and women, we investigated the following aspects: patronage frequency, average expenditure per trip, average length of stay per trip, whom consumers usually shop with and type of stores visited. Patronage frequency is measured by average trips made to shopping malls per month. Average length of stay per trip is measured by number of hours a consumer spends in a mall trip. If a respondent gives a range instead of an exact number, the middle point of the range would be used. For example, if a consumer goes to the mall once every two to three months, spends on average between \$50 and \$100 and stays between two to four hours, it would be converted to 0.4 trips per month, average expenditure of \$75 and three hours per trip. The data of these three variables were submitted to ANOVA analysis. The descriptive statistics of the three variables for both genders and ANOVA results are listed in Table 3. The results suggested that there is no significant difference in frequency of mall visits and average expenditure between men and women. However, men and women do differ in the length of time spent for each mall trip—men spent significantly less time, about 29 minutes, than women ($F=6.206$, $p=0.015$).

When asked with whom they often shop, our respondents of both genders do not differ much. About 27% of female and 25% of male respondents shop alone. About 49% of female and 50% of male respondents shop with others, specifically friends and family members. About

TABLE 3. ANOVA ANALYSIS OF GENDER DIFFERENCES IN MALL SHOPPING BEHAVIORS

Mall Shopping Behaviors	Male Shoppers (n = 41)	Female Shoppers (n = 47)	F	Statistical Significance (p)
Mall Visit Frequency (Average trips per month)	1.91	2.65	0.993	0.322
Average expenditure per trip ($)	95.88	100.12	0.030	0.863
Length of stay per trip (hours)	1.48	1.96	6.206	0.015

18% of female and 23% of male respondents sometimes shop by themselves and sometimes shop with others.

The most popular stores with both men and women are department stores (56% for men and 53% for women). The clothing stores in the malls seem to be important sources for both genders, with 46% of men and 55% of women mentioning that they go to malls to get clothes. However, we do find there are stores that are patronized predominantly by men rather than by women. For example, it seemed that only men (32% men versus 0% women in our sample) like to visit stores that sell music and movie products. More men than women like to visit sports stores (15% for men and 2% for women). The types of stores that women like to visit include those that sell accessories (19% for women and 5% for men) and health/beauty products (11% for women and 0% for men).

Outcomes of Mall Visiting

What do consumers gain from visiting a mall? Do they enjoy the mall experience? To what degree do shopping malls matter to their lifestyle? Thus, we examined the outcomes of mall visiting from two aspects: enjoyment and relevance to consumer's lifestyle.

Enjoyment.

Over half of the female respondents (51%) in our interviews claimed that they enjoy the shopping malls whereas only a third of male respondents (34%) said they enjoy the malls. On the other hand, more men than women (36% vs. 23%) expressed no enjoyment. We further examined the reasons for enjoying and not enjoying malls for both genders. We found common reasons that account for the enjoyment for both genders. First, as shown in Table 4, both women and men like the fact that shopping malls provide a wide variety of merchandise and stores (15% for women and 20% for men). Second, they also both feel that the mall provides a place for socializing such as hanging out with friends and people-watching (15% for women and 17% for men). Third, they both enjoy the exploration of new things, such as looking at new trends or fashion styles or checking out new products and activities (11% for women and 15% for men). Fourth, they both enjoy the atmosphere in the malls, such as the controlled indoor climate, architectural design and music playing (15% for women and 17% for men).

More women than men, however, enjoyed the one-stop shopping convenience through the mall (15% for women and only 5% for men). More interestingly, women found a shopping mall to be a good place to

TABLE 4. GENDER DIFFERENCES IN ENJOYMENT OF SHOPPING MALLS

	Female (n = 47)	Male (n = 41)
Reasons for enjoying shopping malls:		
One stop shopping convenience	7 (15%)	2 (05%)
Providing a variety of stores and items	7 (15%)	8 (20%)
Facilitating price comparisons	3 (06%)	1 (02%)
Being able to socialize	7 (15%)	7 (17%)
Having fun with families	4 (09%)	0 (00%)
Pleasant/exciting atmosphere	7 (15%)	7 (17%)
Providing opportunities to exploring new things	5 (11%)	6 (15%)
Being able to relax and relieve stress	6 (13%)	0 (00%)
Being able to eat at the mall	1 (02%)	2 (05%)
Reasons for NOT enjoying the shopping malls:		
Inadequate store mix	2 (04%)	2 (05%)
Crowding	8 (17%)	10 (24%)
Inadequate customer service	2 (04%)	1 (02%)
Bad parking	2 (04%)	1 (02%)
Expensive price	2 (04%)	2 (05%)
Functional shopping tasks	2 (04%)	0 (00%)
Generally negative shopping attitude	2 (04%)	5 (12%)
Uncomfortable environment	3 (06%)	3 (07%)

Note. The percentages of females or males mentioning a particular use of a shopping mall are indicated in parentheses.

have fun with families (9%) and also a good place to relax and relieve stress (13%). None of the men in our samples mentioned these.

When examining why people may not enjoy the malls, we found that crowding is the prime cause identified by 24% of men and 17% of women. We also found that the negative attitude toward shopping in general is the second most important reason for men's dislike of the malls (12%). For women, uncomfortable environmental factors, such as noise and dryness of the air, ranked as the second reason for not enjoying the malls (6%).

Relevance of Shopping Malls to Lifestyle.

This question is intended to shed light on our understanding of the role that a shopping mall plays in a consumer's life. More importantly, the responses would help us better understand the underlying rationale that makes a shopping mall an important part of a consumer's life. Our analyses revealed that consumers defined relevance of the malls in multiple ways. (See Table 5.) First, they measure the relevance of the contribution of malls to their overall shopping tasks. More specifically, consumers look at what percentage of shopping tasks is achieved in malls and the fact that

TABLE 5. GENDER DIFFERENCES OF PERCEIVED RELEVANCE OF SHOPPING MALLS TO CONSUMERS' LIFESTYLES

	Female (n = 47)		Male (n = 41)	
Relevance Defined as:	Relevant	Not Relevant	Relevant	Not Relevant
Contribution to the shopping task	8 (17%)	3 (6%)	7 (17%)	3 (7%)
One stop shopping convenience	7 (15%)	0 (0%)	12 (29%)	0 (0%)
Recreational value	6 (13%)	0 (0%)	3 (7%)	0 (0%)
Mall accessibility	5 (11%)	1 (2%)	0 (0%)	0 (0%)
Patronage frequency	3 (6%)	6 (13%)	2 (5%)	8 (20%)
Personal idiosyncrasy	0 (0%)	2 (4%)	0 (0%)	1 (2%)

Note. The percentages of females or males mentioning a particular use of a shopping mall are indicated in parentheses.

the mall is the only place for certain product/service offerings and their favorite stores. For example, one woman mentioned the following about the relevance of malls to her life:

> *"Well, actually almost everything . . . I . . . almost as far as clothes and everything, and shoes that I purchase, I think, come from a shopping mall. It's pretty relevant to the way I live." (female, 35)*

Both women and men recognized the relevance of malls from this aspect (17% for women and 17% for men). Another issue that was considered when assessing the relevance of malls is the one-stop shopping opportunity. For example, one man mentioned the following:

> *"It's relevant in that it's convenient in terms of location and having a variety of stores. That appeals to me too. I can compare prices and go to different stores." (male, 23)*

Our data showed significantly more men than women based their relevance assessment on this aspect (29% for men and only 15% for women). More women than men based the mall relevance on the recreational value provided by the shopping malls (13% for women and 7% for men). For example:

> *". . . one way that I utilize shopping malls is that it's sort of a stress reliever for me. I like to go to the mall and look at all the things and then I might have a cup of coffee and sit and people watch and I like the whole atmosphere of it. I guess that's how I use it now. " (female)*

"I think that by going to a shopping mall you can find out what's more in style and more fashion conscious and find out what's trendy in society today." (female, 27)

Interestingly, some women also pointed out that living close to a mall makes it relevant to their lives, illustrating the importance of accessibility of shopping malls to consumers, especially female consumers. Although patronage frequency did not appear to be the most important determinant for mall relevance, it certainly is when examining the reasons for non-relevance of shopping malls. Thirteen percent of women and 20% of men considered the mall as non-relevant because they shop at non-mall stores more frequently. Finally, it seemed that some people's negative attitude toward malls in general also plays a role in determining the relevance.

Antecedents of Mall Shopping

To increase understanding of the gender differences in the above aspects related to mall visiting, we also examined the two factors as possible antecedent factors: attitude toward shopping in general and self-described shopper types.

Attitude Toward Shopping in General.
It seemed that the majority of respondents described their attitudes in emotions such as hate or love. Over half of female respondents clearly expressed their love for shopping (55%) whereas only 22% of men seemed to love shopping. More men than women viewed shopping for fulfilling a utilitarian purpose (37% for men and only 4% for women), such as "do it to get done" or "a necessary evil" or "in and out as quickly as possible," etc.

Self-Described Shopper Types.
Our data revealed five distinct shopper types: hedonic shoppers, utilitarian shoppers, value conscious shoppers, indecisive shoppers and impulsive shoppers. We derived the above typology based on interviewees' self-descriptions.

Hedonic shoppers tend to view shopping as a way for entertainment and emotional experiences (Babin, Darden and Griffin, 1994). Our interviews revealed two categories of hedonic shopping motives: *social shopping*, which relates to having fun with family and friends and *idea shopping*, which refers to shopping as a way to explore new surroundings and learn about products/service offerings, new trends (Arnold and Reynolds, 2003). Our interviews suggested that female shoppers are far more likely to shop for hedonic reasons (17% for women and 5% for men) (see Table 6 for sample quotes).

Utilitarian shoppers perceive shopping as a way to get necessities and also as a chore. They view shopping as work that has to be done (Babin, Darden and Griffin, 1994). They do not usually derive enjoyment from shopping. When they go shopping, they tend to know exactly what they want and sometimes plan well in advance. They also know which stores have the products they want. They go in and out as fast as possible. Men seemed far more likely to be utilitarian shoppers than women (54% for men and 36% for women). (See Table 6.)

Value conscious shoppers are characterized by being very cautious in their spending, their efforts in actively seeking sales and their tireless price comparisons. To some extreme, some called themselves "smart shoppers" who never buy anything at full price. (See Table 6.) Our data show both men and women are price conscious (38% for women and 32% for men), which may in part explain why today's malls are so popular with sales promotions.

Indecisive shoppers include those consumers that are less experienced and more often seem to be overwhelmed by the offerings found in the market. As a result, they can be easily confused about what they are looking for and have difficulty making purchase decisions (see Table 6). Both men and women in our sample have a small segment of indecisive shoppers.

Impulsive shoppers usually make no plan of things to buy. Even when they do make plans, they can spend much more than what is planned because they can be very spontaneous with the enticement of good deals. It seemed that men, compared to women, are more likely to buy on impulse (17% for men and 9% for women).

■ Discussion

The comparisons of gender differences in mall shopping are important. They should help the mall management to focus their resources working on those aspects that appeal to both genders, thus maximizing retail productivity. The differences revealed might help mall managements to identify the niche market they can explore. In summary, we find that this study should provide the following insights:

1. Consumers today shop in malls mainly for clothing and for unique merchandise that cannot be found in other places. The shopping mall should maintain itself as a fashion leader and a destination for unique products such as gifts. It also appears that consumers expect the malls to provide not only merchandise but also entertainment

TABLE 6. GENDER DIFFERENCES OF SELF-DESCRIBED SHOPPER TYPES

Shopper Typology	Sample Quotes (Question: How Would You Describe Yourself as a Shopper?)	Female (n = 47)	Male (n = 41)
Hedonic shoppers	"I am a very happy shopper. I love talking to salespeople, critiquing the stores, looking at the decorations." (female, 45) "Enthusiastic. I like to see new things and so shopping is great for that." (female, 35)	8 (17%)	2 (5%)
Utilitarian shoppers	"I don't know. I don't shop much. When I do, I just go and get whatever I need and just do it quick." (male, 30)	17 (36%)	22 (54%)
Value conscious shoppers	"Frugal. I like to look for the deals. When I'm looking for a certain product I usually do quite a bit of checking up to see what's the best deal on it. We usually look for a certain thing when I'm going. If I'm doing that I'll go to certain stores. When I bought a television a while back I went with a digital black screen and all. It took me about six months to make up my mind and had the poor salesman putting it on cable and satellite and all sorts of things and finally went with what I wanted to get." (male, 54) "I definitely say that I'm a value conscious shopper. Whenever I go to a store I usually go directly to the clearance rack to see what's on the clearance rack. If there's anything good. I never buy anything that's not on sale." (female, 22)	18 (38%)	13 (32%)
Indecisive shoppers	"Indecisive. It's usually I can't decide which one I want and then I have to comparison shop everything. So I have to look at all the brands and then I, I don't know it takes me forever to make a decision." (female, 31)	3 (6%)	2 (5%)
Impulsive shoppers	"I'm pretty impulsive. I go to the mall with just the idea of maybe purchasing one item and then I end up spending a lot of money buying other things." (female, 42) "I would say, fairly an impulsive shopper, probably. See something that I think is a good deal and wanting to have it, you know because I'm thinking I could save money at the time you get it." (male, 31)	4 (9%)	7 (17%)

Note. The percentages of females or males mentioning a particular use of a shopping mall are indicated in parentheses.

and fun. In fact, some shopping malls have been working in this direction to create new meanings associated with the "shopping experience." For example, malls host a wide range of activities from fashion shows to children's carnivals to attract families with kids. Teenagers are likely to be drawn to the mall by live concerts and celebrity appearances.

2. Contrary to conventional thought that men do not shop as much as women, therefore they may not be as valuable consumers as their female counterparts, our study showed that there is no difference between the two in terms of average expenditure per trip or shopping frequency. The only difference is that on average men spend about a half hour less than women. Male shoppers tend to be goal oriented. Our interviews show they often know what they want and where to get it. They usually go in and buy what they want and get out. But this by no means suggests they spend less money than women. Our study may be able to shed some light on why men like to make quick trips. For example, the typical store mix in the malls may not appeal to most men. Many men mentioned they like to have men-type stores, such as stores that sell sports goods and sports cards, stores that sell gadgets, electronics and computer products. Some even mentioned that they would like to see demonstrations of the latest products or technology in the malls. As malls host fashion shows and art/crafts fairs to attract women, what can mall managements do to attract male shoppers?
3. Another significant finding from our study is that more women than men enjoy malls. It may be partly due to the more negative attitude that men have toward shopping in general. Although both men and women enjoy the mall as a place for socializing, men—unlike women—do not consider the mall as a place for relieving stress or providing relaxation. Mall managements may want to explore what will make men want to enjoy the mall.
4. Finally, our findings show that men tend to be utilitarian shoppers and impulsive shoppers, whereas women tend to be hedonic shoppers and planned shoppers. The fact that men are utilitarian shoppers is consistent with the shorter time men spend in malls. But retailers can capitalize on the fact that men are also impulse shoppers. In other words, men may not have a specific product in mind when they enter the store. As a result, in-store product displays or on-site demonstrations or salespeople's personal selling technique may become very important and key to persuading them. One male interviewee mentioned that he liked to buy on the spot but wanted to be informed.

■ Conclusions and Implications

Our study shows that there are similarities in men's and women's shopping behavior but that there are also some differences. As women are increasingly part of the workforce, men have increasingly contributed to the shopping needs of the household. Men's increased pressure to shop not only for their own goods and services, but also for the needs of others within the household presents an opportunity for mall managers and retailers to position themselves to appeal more to men than has been the case in the past. To appeal to men, managers of shopping malls should include values, not only monetary but also experiential, to enhance the shopping experience. Shopping mall managers should work to create new meanings associated with the shopping experience that de-emphasize the feminine aspects of the experience and promote those that are associated with the more masculine aspects of shopping, such as promoting products that men are more likely to be interested in and more likely to purchase (for example, electronics or sporting goods). Thus, to appeal to a wider range of consumers, mall managers need to assess their retail mix, for instance their tenant mix and mall environment, to create greater value for both men and women. In addition, by designing the shopping experience to address the needs of men as well as women, mall managers and retailers will be able to compete with big box retailers. Last, but not least, retailers need to develop marketing programs that focus on attracting men to visit their malls more frequently.

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