

# GENDER DIFFERENCES IN THE FASHION CONSUMPTION AND STORE CHARACTERISTICS IN SWEDISH CLOTHING STORES

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### **Abstract**

The study examined gender differences in fashion consumption in reflecting to retailing-store characteristics. Observation was conducted in the five different retailing-stores to notice various store displays and consumer behaviors between women and men. Information from various sources including journals, books, stores' magazines, and stores' websites were used as additional data in complementing to observation technique. The study found that female were gather shoppers who went shopping for reasons of enjoyment and relaxation. Thus, they like spending time browsing for comparing price, products, and quality. On the other hand, men were hunter shoppers who went shopping for need-driven. As a result, men preferred shop where they can search for their intended items easily. Similarly, shop characteristics were found to reflect and adapt to consumer behavior by gender.

**Keywords:** Gender, fashion consumption, consumer behavior, store characteristic.

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# Chapter 1

## Introduction

### 1.1 Background of Study

The term fashion refers to the products of clothes, accessories and footwear. The evolution of fashion industries is seen through the changes in lifestyle and shopping behavior in the society. Fashion business is no longer deal with mainly women, but it is extended its service to men due to the increase in fashion consciousness of men, (Sondhi & Singhvi 2006). Shopping is considered as a relaxing activity, especially shopping is said to be gender activity because it is women who go shopping more often than men. However, with the social changes, there is also some changes in shopping activities for women and men, (Dholakia 1999). Clothes shopping is regarded as “An opportunity for self-expression, fantasy, a break from normal routine of shopping and perhaps a little of self-indulgence, (Buttle 1992, p. 361).

Otnes Cele (2001) explained shopping partly constructs the self-identity, and it is possible for men to involve in shopping and maintain masculine identity. Researches so far have placed much attention on women rather than men in fashion shopping as women is accounted for much higher percentage than men in shopping. However, during the last decades, there was changing in social role and lifestyle. It was reported that the percentage of men doing shopping increased significantly, (Mitchell & Walsh 2004).

Shoppers do have different shopping behaviors as well as interaction happened at the store influenced by gender, (Mitchell & Walsh 2004). Bakewell & Mitchell (2006) indicated that men had a high independent, confident, risk in spending. They seem to make quick and careless decision on purchasing clothes, and they are less influenced by opinion from friends or companions. Three differences between women and men in shopping patronage were found by Raajpoot et al. (2008). In this regard, employees’ behavior was more important for men in evaluating their shopping experiences, while women gave more value on product assortment. Access market is more important for women. Although some differences were found between women and men, the differences were not large, (ibid).

Pettinger (2005) said that the gender embedded in the fashion industry where the majority of customer service is feminized. The products itself are inherently gender. Clothes represent

gender, class and status. This makes up the gender consumption environment in both shopper, physical spaces of shop and consumer. Front-lines staffs-customer-services inevitably are influenced by gender in manipulating and displaying the products. The study of Nixon (1996) stated that the store design during 1980s was used to signal masculine identity in the mass-market. Pettinger (2005) further claimed how the shop was gender by explaining the main components of fashion industry-gender consumption, market place, the products, bodies and sales assistant.

## **1.2 Statement of Problem**

Biological differences between women and men define the differences between women's and men's interest in fashion shopping. A number of researches proved the differences between women's and men's interest in shopping and marked the important of incorporating gender in marketing research. There are some researches focusing on consumer behavior and stages of consumption process. Bakewell & V. Mitchell (2006) marked the differences of decision-making style on fashion consumption by gender. The study recommended the price-related appeals and shopping efficiency for targeting male consumer. Pcfialoza (1993) pointed out the inadequate of incorporating gender perspective in marketing reseaches. Gender is inescapable reproduced in consumer behavior and marketing.

However, gender differences in consumer behavior and fashion store characteristics are infrequency examined. A number of researches are deal with the relationship between store characteristics and consumer behaviors. Some studies focused on store design and men's preferences, (Algie & Korlimbinis 2005; Bellizzi et al. 1983; Donovan et al. 1994; Gilmore et al. 2001; Spies et al. 1997; Yoo et al. 1998). Anyway, there are few studies on the differences between store design for women and men. Gender research showed that men and women respond differently in their attitude and behavior toward shopping. For example, women tend to spend more time on shopping than men. Women appear to buy gifts than men, (Raajpoot et al. 2008). The model of relationship between gender, work status and shopping mall characteristics studied by Bitner (1992) and Baker et al., (2002) suggested five components-employee behavior, design, customer compatibility, product assortment and accessibility of shop influencing on emotional respond to shopping mall and over evaluation affecting the overall re-patronage decision. These components are influence by gender and work status. While some research have examined this differences, research rarely incorporates gender variable into its study on consumer behavior and store characteristic.



Torres et al. (2001) found that the store display and layout were designed in favor of women due to the much higher number and more frequency of women as shopper. However, with the higher number of young men shop for their own clothes, are there any changes in the store display to attract more male consumers?

Fashion shop is a rich place to explore the implication of sex and gender constitution. Fashion stores are inevitable divided the section for women and men. Some stores sell only female wears or male wears. It is logical there is different shop characteristic and consumer behavior implication. Identify the different shop attitudes and behavior of female and male fashion consumers and its interaction will enable retailers and manufacturers in improving their store characteristics and develop potential marketing strategies.

### **1.3 Research Questions**

1. Are there any different characteristics of female and male retailing-clothing stores? If so, what are the differences?
2. Do women and men shop differently? If so, what are the differences between female and male consumer behavior?

### **1.4 Research Objectives**

1. To assess if there are different characteristics of female and male retailing-clothing stores
2. To identify the different behavior of female and male consumers in fashion retailing stores

## **Chapter 2**

### **Theoretical Framework**

#### **2.1 Sex and Gender**

Sex refers to the biological differences between women and men. “Gender identity will be used to refer to the personality traits of masculinity and femininity, and gender role attitudes to refer to attitudinal differences regarding the roles, rights, and responsibilities of women and men”, (Fischer & Arnold 1994, p. 164).

The differences between women and men regarding to physical and biological is also associated with behavior and cognitive ability. The cognitive differences refer to verbal, visual-spatial and mathematic ability. Turning to behavior, women are less aggressive than men. Women are likely than men to be influenced. The differences of women and men shape difference characteristics in consumption behavior, (ibid).

Campbell (1997) explained gender role as a social construction. In this regards, when a child is socialized into society, they learn in the process of acquiring identity. Shopping is also part of the activities in defining gender role. Woman is viewed as a good housewife, responsible for food shopping and also clothes shopping for the whole family. On the other hand, male role is defined in term of paid work and activities that are unconnected to shopping.

Furthermore, gender also determines different characteristic of women and men in shopping. The origin of differences is still in controversial. Tingley & Robert (2000) based on theory of nurture to explain the differences. The human is raised and taught about becoming a boy and a girl. Even today, men are expected to be breadwinner, powerful, competitive, tough-minded and independent, while women are supposed to be warm, caring and nurturing. Yet, women in 21<sup>st</sup> century, also want to be perceived as strong, intelligent and independent. In the same way, the power of gender role in socialization influences the shopping and buying behavior of women and men.

As a result, market segmentation is one of the marketing strategies of recognizing consumers as individual differences in age, status, gender and etc. Generally, the market is segmented by geography- age, sex, social economic status; psychology-activities, interest, and opinion; usage-

user and non-user; and benefit. Among the different types of market segment, dividing the market by gender is another frequently used strategy, especially in fashion market, (Statt 1997).

## **2.2 Store Characteristic and Display**

Market segmentation is one of the strategic marketing targeting specific groups of customers. Products are segmented by gender, income, geography, working status, education etc. For retail design and branding, considering these aspects is a need. Retail design refers to a discipline in designing exterior, interior, and layout in the store. Three factors that retailer designers should bear in mind. Firstly, “This includes comprehending the importance consumers attribute to tangible and intangible design elements in the store. Tangible retail design concerns the usage of fixed, material cues in the design of the store, which can affect consumers’ perception and experience of the store”, (Ann & Koenraad 2010, p. 23). Secondly, “Retail design demands an understanding of the different aspects of the store concept, including how it would perform functionally and commercially”, (ibid, p. 23). Thirdly, “Choosing to invest in retail design involves a certain cost. Thinking about designing a retail store evidently includes thinking about how the store’s design can be built to the stipulated budget”, (ibid, p. 23).

The study of Yoo et al. (1998) used seven characteristics of store to reflect the emotional respond and consumer attitudes in the shop. The seven characteristics include the product assortment referring to the availability of new fashion products. Second, value refers to price, quality and value of products on sale, quality and dependability of the product. Salesperson’s service is about the knowledge, kindness, forcefulness, and the appropriateness of explanation from salesperson. After sale service is about return, repair, delivery, installation and refund policy. Location refers to the parking space, transportation, and location. Facilities are about store size, space for rest, leisure, recreation, congestion in store corner, new information and arrangement of product corner. Last, atmosphere focuses on design, decoration, music, lighting, and air quality.

The relationship between the shop atmosphere and in-store behavior was proofed by many researchers. The pleasure resulting from store atmosphere drives shoppers to revisit and spend extra time in store. The relationship is both positive and negative to store image. The author explained that shoppers felt that the company did not care about them if salesperson ignored the customers. This could lead to generalize the whole image of the company. Customer evaluation on the store is as bad affecting their consumer attitudes, (Yoo et al. 1998).

Some researchers studying on the atmosphere of store included only four categories (exterior, interior, layout and design, and the decoration and point-of buying). However, other researcher propose the human variable - customer and sales personal characteristic, (Turley & Ronald 2000).

What is mean by display? According to Drake, Spoone, & Greenwald (1992) defined the words display as “To display is to show, to exhibit, to make visible. A display must show merchandise in order to sell the customers. Visual merchandising is the accepted broad term used for the function of showing goods”, (p. 93). The objective of display is to promote the sale of product while reflecting the store image. It tells the customers of the types of products in the store. This also includes the price range of clothes, quality and fashion character. The power of display can lead the customer to a purchase decision. Customers would learn from effective display on how to wear new product in combination with accessories.

External design: The external design include the following variables-entrance, parking area, display window, display near entrance shop, building, store front, location, building size, and color of building and so on. There are many types of window display including closed-clock window, open-back window, partially open window, island window and a shadow box. The popular window display is closed-back window. Each type of window display has both its advantages and disadvantages. It is recommended that merchandise should be changed in display areas every seven to fourteen days because same people often pass a display area daily and they like to see new display, (Drake et al. 1992). According to (Turley & Ronald 2000), there are many study on the relationship between the external design and consumers. The study proofed to be positive.

Interior design: It is about color of wall, music, light, temperature, cleanliness, and flooring, carpet and sign. A good display should continue inside the store to move customer’s traffic through the store smoothly. The aisles and the signs should direct customers accordingly. The walls and interior display are very important to total visual concept of the store, (Drake, Spoone, & Greenwald 1992).

Interior design has effect on the approach and avoidance of consumer behavior. For example, it affects the willingness of time spending in the shop. Some studies found that music is the most important variable influencing on behavior-arousal, processing time in shop and sale. However,

the influence of music varies by shopper's age. Other significant influence variable of interior design is color. It was said that color affects the simulate purchase-level of purchasing, pleasure, arousal, duration of shopping, the attracting shopper to the store, (Turley & Ronald 2000). "The findings suggest that color can physically attract shoppers toward a retail display and have certain perceptual qualities that affect store and merchandise image", (Bellizzi et al. 1983, p. 21).

Layout and Design: It includes space allocation, product grouping, allocation and space design, waiting area, dead area, furniture, and traffic flow and etc, Turley & Ronald (2000).

Point of purchase and decoration: It includes display of point of purchase, price display, pictures, card, product display, posters, self-space etc. As mentioned in the study of Turley & Ronald (2000) who referred the research of Doyle and Gidengil 1997 studies the affect of self-space – the space allocated for products on the consumer behavior found the relationship is decidedly mixed.

Human factor: refers to salesperson characteristic, consumer characteristic, and density of consumers in store. The study of human factor in the shop found that human variable affects customer's satisfaction. For instance, improper clothe that the salesperson wore contributed to the failure of service as it was said that the more social cues in the store, the more subject arousal. Moreover, the professional wearing of salesperson represented the high service quality being offering to customers, (Turley & Ronald 2000).

### **2.3 Store Emotional States**

Similar to the store characteristic, seven measures of emotional states proposed by Yoo et al. (1998) including relaxing, satisfied, surprise, happy, reward, excited and content are used to reflect the emotionally experiences of shoppers. However, the emotional experience proposed can be both positive and negative or described as pleasure vs displeasure, arousal vs sleepiness. The negative emotional factors would be ignored, anxious, displeased, angry, and nullified. A number of researches on the store atmosphere introduced the environmental psychology model examining the effect of store atmosphere in shopping behavior. The store factors include music, color, products assortment and so on, (Spies et al. 1997).

*Donovan and Rossrter (1982) introduced eight measures of store-relevant approach-avoidance behaviours. They showed that respondents' ratings on the basic emotional state (Acronym PAD) instrument of their emotions within the store environment upon entering the store significantly predicted approach-avoidance measures. This includes like of the store, enjoyment of shopping in the store, willingness to spend time in the store, willingness to explore the environment, feelings of friendliness to others, willingness to return, and likelihood of spending more money than intended. Over the various approach-avoidance measures, the proportion of variance accounted for by the PAD ratings ranged from a high of 50% for affect measures (liking, enjoyment, willingness to return) to a low of 12% for their single item spend measure, (Spies et al. 1997, p.285 quoted from Donavan & Rossrter 1982).*

There is connection between the shopper emotional state and purchase behaviour. But the emotional behaviour is not depend on quality and price. The author confirmed that the pleasure of store environment is strongly correlated to increase the extra time and expenditure of shoppers, (Spies et al. 1997).

Both emotional appeal and rational appeal are very important for retailer. Most fashion products are bought to satisfy customers' emotional needs. The important basic emotional needs are attractiveness, up to date trend, innovation in color, and changes in lifestyle. Additionally, attention should pay to satisfy customers' rational appeal which refers to the need for physical demands-the need for warmth, ease of action, safety and economic basis, (Drake et al. 1992)

## **2.4 Gender and Shopping**

Shopping is considered as female activity. To keep a sense of masculinity, some men avoid go shopping. Women perceives shopping as leisure, relax and enjoyable. The difference view of shopping between women and men construct the different shopping behaviors. Men's shopping is driven by the need. Women's shopping is motivated by reasons of enjoyment and relaxation. There is clear preference between women and men in shopping, Women like going shopping for fashions cosmetics, clothes and accessories, while men like going shopping for electronic and high-tech devices. Thus, women spend more time than men in shopping. However, men tend to spend more money in shopping than women in the context of comparable activities, (Bakewell & Mitchell 2004).

Additionally, women express their preferences in shopping as leisure activities, while men do not.. Women view shopping as pleasure-seeking activities, whereas men consider it as purchase-driven activities. Men's shopping activities can happen when the existence of need is established. Men think that window-shopping and browsing is a waste of time. Although men concern with price; however, they would rather give more value to time than money. Instead of spending time visiting many retailers and comparing price and products, men prefer to pay higher price to keep shopping time to a minimum time. In contrast, browsing is very important in the process of female shopping. Browsing is a way of gathering information, exposing to items which leads to generate wanting and desire. Pleasure can also occur through browsing despite of purchase or not, (Campbell 1997).

## **2.5 Gender, Store Characteristic and Customer Behavior**

In the study of Torres et al. (2001) doing a research on men's satisfaction and store preference used difference variables of store attitudes to measure men's preferences. The measurement variables include a.) price of product, b.) quality of products, c.) selection of merchandise, d.) brand in the store, e.) convenient of location, f.) personnel friendliness, g.) employees' knowledge, in-store sale service, h.) charge credit card, i.) the stock of newest fashion and j.) convenient of location. Among measurement mentioned above of the store attitudes, the author considered a.) price of product, b.) quality of product and c.) selection of merchandise as men's most important preference in shopping. Employees and the knowledge of salesperson are also important to men as they appear need assistance compared to women. It is very important to have a good service quality as it leads competitive advantages for the business. However, the study does not include the preference of men in aspect of store display, layout and interior design.

Gender is proofed to have a positive effect on the store attitudes. Women and men required different store attitude and are affected differently by the store characteristics. For example, male consumers prefer the assistance from the sale person in choosing their clothes. They feel disappointed if salesperson is not available. Among many variables that used to measure customer satisfaction, store display and characteristic is also one of the factors. Customer satisfaction is defined in a number of ways starting from pre-buying till post-buying, (Westbrook 1981). The author identified the satisfaction or dissatisfaction of customer, the measure trait including "(a) satisfaction with stores' sales personnel, (b) satisfaction with special store sales,

(c) satisfaction with products/services purchased at the store, (d) satisfaction with store environment, and (e) satisfaction with value-price relationship offered by the store” (ibid).

Katerina & Jennifer (2004), the study of young fashion shopper revealed that more than 60% of male shoppers are hunter shoppers. The hunter shoppers mean that men like searching for items they like straightaway and spending less time in deciding buying clothes. Men like shopping at the store where they can find what they like easily. Where women are somehow considered as gather shoppers who like spending more time searching for their favourite item.

Similar finding to Katerina and Jennifer, women and men did have different shopping behaviour. In this regard, women enjoy browsing and spending time trying and matching items, while men go straight to items they like and leave the shop quickly. Regarding to the male group who is loyal to store and seek for low price usually simplify their decision-making style to decrease the complexity of time spending and shopping task. The men are viewed as hunger shopper could be explained as shopping is perceived as feminist activities. In the category of men as “Confused time Restricted” explained the men’s confusion in choosing the shop, then leading them to make quick decision-making, (Bakewell & Mitchell 2006).

According to Turley & Ronald (2000) defined the two types of consumes respond to shop atmosphere. The first respond is approach considered as a positive respond to the shop. This can be observed through the willingness to stay and explore the store. The second one is avoidance which is negative respond. In this regards, consumers are not willingness to spend time in the store. It should be noticed that the characteristic of individual interact with store atmosphere produce different responds. At the same time, the store atmosphere produces different respond regarding to individual differences. For instance, the store characteristic maybe satisfied by teenager but maybe dissatisfied by old people.



## **Chapter 3**

### **Research Methodology**

#### **3.1 Type of Research**

A descriptive method was employed in this study. Based on the objectives, the study attempts to assess the differences of fashion store characteristics of women and men. This is further used to explain how female and male shoppers behavior different in the shop. Thus, the study also attempts to describe how gender of shoppers affects shop characteristics and vice versus.

#### **3.2 Research Area**

Borås city, in the south of Sweden was selected for the study. Borås is a small city where all the need is within walking distance. Moreover, Borås is popular as the host of several Sweden's trendiest. Borås is the house of Ginatricot head office. There are two main shopping areas in Borås – city centre and Knalleland located just outside the city. Knalleland is said to attract millions of shoppers each year. Borås has many fashion shopping stores including H&M, Ginatricot, Lindex, M&Q, Joy, Brother and Sister, JC, Vero Moda, Carlings, Dressmann etc. Borås is a city well-known for textile and fashion designed in Sweden. Both retailing-clothing stores selling female and male clothes located in both city centre and Knalleland were selected for the study based on the following criteria:

- It has the advantages of location close to the University with numerous of fashion shopping stores
- It has a large number of shoppers
- It has a combination of shop selling both women and men, and selling solely women or men

#### **3.3 Data Sources and Data Collection Methods**

Both secondary and primary data were be used for this study.

##### **3.3.1 Secondary Source**

It was collected from various sources such as journal articles, theses, dissertations, books, statistic and reports. It will also collect from website of shop, magazine, newsletter and brochure.

The information gathering from the secondary sources was used in the discussion for consulting and compliment to the information obtained from observation.

### **3.3.2 Primary Data**

#### **Observation**

Primary data is the basic information of the research, which is obtained through observation in those shops to see the differences of female and male store characteristic and to observe behavior of female and male fashion consumers and their interaction with salesperson. The observation checklist sheet for store characteristic and consumer behavior was prepared in conducting this observation. The purpose of this observation is done to identify the differences of the typical store display, design layout, atmosphere of menswear and female stores. After that, identifying female and male behavior in store is also done by observation. Both female and male adult and teenagers are targeted for the study.

#### **Targets Retailing Store**

To have more varieties, three different types of store were selected for the study. Both multi-brands fashion stores and single brand stores were included in the study. Retailing-fashion stores selected for observation were divided into three categories. Category 1 includes three stores selling both female and male clothes, namely: H&M, MQ and Carlings. The second category is the store selling only female clothes: Ginatricot. The third category is menswear, named Dressmann.

### **3.4 Scope and Limitation**

This primary data of the study is based mainly on the observation. However, using observation technique solely as data collection tool has both advantages and disadvantages. The weakness of observation would be the limited of data gathering and cultural background of observers. The reliability and validity is other concern in observation. In responding to these weaknesses, secondary data collecting from relevant previous researches were used as additional information to compliment to limited data from observation. Additionally, to ensure the reliability and validity of data from observation, consumers whom were observed, were not informed about this observation. Thus, it can capture the reliable and original information in natural setting

environment. Checklist or structure of observation was developed to ensure validity of data collected. The use of secondary data from various articles, books and magazines in consulting with data from observation compliment to increase reliability of the study.

### **3.5 Data Analysis**

This research is mainly based on the qualitative data. The qualitative data is grouped and classified according to the relevancy of data. All of the information and data gathered from observation were described first and then discussed by consulting with the gathered secondary data.

## **Chapter 4**

### **Results and Findings**

#### **4.1 Store Characteristics**

##### **Category 1: Stores sell both female and male clothes**

##### **H&M Store:**

H&M stands for Hennes & Mauritz which is a Swedish retail-clothing company, founded in 1947 by Erling Persson. First the company sold only women wear. Later, the shop expanded to sell men clothes as well. By 2010, H&M has 38 markets with 2206 stores, employing 87000 people. H&M's sales including vat was 127 billion Kr in 2010. The key concept of H&M is to "Offer fashion and quality at the best price", (H&M Annual Report, 2010).

H&M has considered store location and display the most important place in which is a meeting place with customers. There is a guideline for store design from the head office to ensure right design. "Store and its display windows are the most important communication channel H&M has with its customers, that's why is so important", (H&M n.d.).

In the guideline of designing the store, H&M gives its focus on the location where can be easily seen by wide public. The main purpose of a H&M store is to be inviting and inspiring. Each H&M store develops different design in adapting to suit, offering a unique design. However, H&M gives less focus on its background. Window display, changed every 2 weeks, is considered as the most important part in the store as it is the first meeting point and attracts the customers. The window display is used to inspire customers and presents its new arrival and best collections. At Stockholm head office, there are establishment of 5 000 windows display at test store for display guidelines. The concept of store layout is taking customer focus, providing easiness to them in searching for items they like. It is also important with how the garment is presented, so it is convenient for customer to distinguish styles and department, (H&M n.d.).

## Interior Design of H&M

There are two H&M shops in Borås, one is located in the town and other one is at Knalleland. The two shops share some common characteristics; there is a separating between women and men section. Before entering the shop, customers will see the window display or it can be called power display where they usually display women's clothes. There is no separation between window display for male and female clothes. Sometime, male clothes are displayed together with female clothes in the same window display. The window display's background is changed to suit with the new arrival clothes. Spotlight is used to flash on the display. New trend of clothes are release for both men and women.

From the entrance, it is noticeable that female display is always at the first entrance and easy to be noticed than men's. Once you enter the shop, new arrival of female clothes is displayed near the entrance, where men's display is at other side in men's section. It is also obvious that women section is always larger than men. H&M used the display to serve as a suggestion and plain to get customers in mood for the rest of the store.

The wall is painted with white color and black at the edge of the wall. H&M used floodlight and spotlight. From the observation, there is no significant difference of interior design regarding to light, wall color, floor, and display between women and men section.



**Figure 1: The Female Window Display and Entrance Display of H&M**

### Layout and Design of H&M

In the book of Visual Merchandising: Window and In-Store Display for Retail, divided the floor layout into four sections named by colors: platinum area, gold area, silver area and bronze area. The platinum area is usually near the entrance where attractive products - new arrival, discount products, and high fashions are displayed. The gold area is just followed after the platinum area when consumer walk through the store. The silver area lies at the back of the store. The bronze area lies the end. Bronze area is considered as having fewer customers due to the far distance. It is recommended to display basic products or popular brand to attract more customers for a good traffic flow in the store, (Morgan 2008).

From the concept of Morgan, it is true in the store display of H&M, where the starting point is the first display of new arrival clothes. The big one-sale-clothes are often display near the entrance near, to attract customers. Close to the display, the customers can find the other section or gold area where selling the party clothes, formal dress and other kind of higher price clothes. However, there is no constant display for gold, silver and bronze area. H&M sometime reallocate the product to change new style of display. This is also applied to men's section.

One strategy of H&M is creation of new private label lines. The product assortments are made only for H&M store and would not be sold in other stores. To supplement with its own basic merchandise, H&M has other trendy merchandise including L.O.G.G, Legion of Graded Goods high quality with classic look. The newest H&M label named Mamaline is designed for pregnant women. Besides this, H&M also provides basic items-underwear, socks, sunglasses, tight, legging etc. The products are group according to the type of clothes - party clothes, T-shirt, shirt, jacket, suit, jean, robe, legging, tight and etc. However, some clothes also are grouped by its label like DIVIDED or L.O.G.G. Space is allocated between each aisles. Each type of clothe is displayed in large quantity and with many variety of styles. For female section, without browsing and searching through display, customers will properly miss to see some styles, except new arrival clothes, which are clearly shown near the entrance.



**Figure 2: The Entrance Display of New Arrival Female and Male's Clothes**

### Value of H&M

H&M products are not as expensive as MQ's products. However, the quality of the products is lower as well. The female shirt starts from 69 or 99 Swedish Krona up to 299 Swedish Krona. The jacket and party clothes costs around 399 Swedish Krona. The male shirt starts from 100 to 299 Swedish krona.

### Salesperson of H&M

With larger in size of store compared to other store, H&M employees around 3 to 4 staffs for each store in Borås. It is noticed that there are more female staffs than male. It is not so often to see men working in H&M shops. In general, H&M's staffs do not appear offering service in assisting or consulting with customers in choosing item. However, customers go to salesperson after they made decision about favorite item, but unable to find the right size or colors. The staffs are friendly and helpful to customers' requests.

## **MQ Store:**

MQ was created in 1957 under the name Detex A. Later in 1979, it was renamed as MQ (MAN-QVINNY AB). MQ is the biggest selling brand retail chain of Sweden owning around 110 stores. The business idea is "To the men and women interested in fashion ever offer brands with high fashion in attractive shops", (Anon n.d.). Based the business idea, MQ of course gives not only a strong focus on fashion, but also shop where the business starts. The turnover of the company is around 1.9 billion each year.

“The store is our stage” is the slogan of MQ. MQ’s concept in store characteristics is friendliness, kindness, and knowledge of its staffs, the high fashion, and the simple way of presenting clothes to customers. MQ offers warm welcome and easy way of finding customers’ favorite. Brand sold by MQ including, Levis, Blueprints, Scotch & Soda, Mangos, Ink, Bondelid, Diesel, Emilio, Maison Scotch, CalvinKlein, Bjorn Borg, FredPerry, G-Star, InWear, 365Sunshine, , Lyle & Scott, Matinique, Peak Performance, Stockholm, Zou, and New Balance, (MQ n.d.).

### *Interior Design of MQ*

From the first glance through the window display of MQ, gender is obviously found in the store through the separation between women and men display. From the way MQ displays the store, it can be said that MQ gives attention equally to both women and men. This assumption can be made based on the separation of female and male window display. Secondly, the space allocates for men and women’s clothes displays. Thirdly, there is presence of both female and male employees in the store. Window display is changed according to the different campaigns. Product driven window is adopted by MQ national wild. Take a further step entering the shop, the new arrivals of product is displayed explicitly just opposite to the entrance door. The entrance display section is presented both female and male clothes. From the entrance door, on the left hand is men section, whereas on the right hand is women’s. MQ offers more display, which is functioned as billboard and slow the shopper down to consider the item.

Regarding to the color of wall, it is painted with the white color. The store uses both spotlight and floodlight which is the idea of store design. The spotlight is usually used for focus area to drawn customer’s attention to a particular clothe. The light is adjusted according to day or



evening time. According to my observation, there is no significant difference between the interior design between female and male section in the same store.



**Figure 3: The Female and Male Window Display of MQ**

### *Layout and Design of MQ*

After entering the MQ store, the consumers can visualize a clear cut of store layout being separated by gender product-female and male clothes. The loop layout, which is like a circle where consumers start from the entrance and loop in the store, is very popular in designing store. All of the products in MQ store are grouped by brand.

Both female and male products are allocated with proper space, allowing customers searching for the wanted items easily. Each type of clothe is not displayed in large quantity, so it makes the store looks not dense. It is very convenient for the customers going straightway to the section they like since products can be easily distinguished by space division and item display. The way how the products of women and men are displayed is almost the same despite of the clothes itself.



**Figure 4: The Female and Male Interior Display of MQ**

### *Value of MQ's Products*

Through my observation in those shops, It is obvious that MQ's products are one of the highest price among other four stores. The price for the simple shirt of man starts from 199 up to more than 1000 Kr. The price of female simple shirt starts from 199 up to more than 1000 Kr. Thus, there is no doubt about the quality of MQ's products as it is the company's objective. Of course, MQ's product has high quality with a good textile.

### *Salesperson of MQ*

Usually, in the MQ store in Borås, there are around two or three employees. The employees are both female and male. The male employees are often responsible in the man section waiting to offer service and assist both female and male customers who search for male items. The female staffs do the same things. According to the observation, both female and male staffs are friendly and helpful to customers. What can be assumed from this, gender concepts of different demand between women and men is constituted in the business idea in both product and services of MQ.

## Carlings Store

Carlings is the last name of Swedish immigrant living in Oslo, Norway where he opened men's outfitter in 1908 which became well-known for menswear for a better part of century. Later, other menswear's store was opened by Frank Varner in the sixties and became very success for marked the beginning of Vaner group textile company. In 1980, Carlings was bought by Frank Varner and transformed into jean store. The first Carlings store in Sweden was launched in 1997 in the Stockholm city. Currently, Carlings is running more than 150 stores in five countries- Norway, Poland, Sweden, Finland and Denmark, (Anon n.d.). Carlings is a multiple-branding store. Its' target group is both girl and boy aged between 15-30 years old. Carlings is carrying in developing its own image as "The cool store for those in know". The store uses music, the style and the service - mindedness of its staffs to speak teenagers' language and inspire customers, (Anon n.d.).

### Interior Design of Carlings

The way Carlings designs its store is totally different from others. The store adopts free styles of designing. From the picture, the window display is not well organized. There is no proper



Figure 5: The Display of Carlings

window display. The concept of Carlings for for interior designing is the inspired music, and style what is described as cool. There is no clear guideline for designing the store; yet Carlings' store is designed freely, but based on the concept of inspiring teenagers through teenager's language. The concept can be sensed by the mixing music in modern culture, the complex of how the store is designed, the black background, the modern style of employees, the display itself, the styles of clothe. These factors create the images of the store targeting the modern teenagers.

## Layout and Design of Carlings



**Figure 6: The Interior Display of Carlings**

What makes Carlings store different from others is the mix up of all women and men clothes together in the same display. The products are displayed in a very intense way, maximizing the use of space. Every part of store is occupied from lower part to the upper part, except the ceiling. The space of product's fixture is very compacted. Turning to products grouping, all brands and types of clothes are mixed together. The catalogues placed near display do not respond to the brand's label. Women's clothes are grouped together with men's clothes in the same

fixture without space allocation to make distinguish. Thus, customers need to spend more time to search through the shop in detail to find their favorite items. Some clothes are placed too high which is not so convenient for customers to reach the products, despite of adjustable mental arm as assistant. There is no specific platinum, gold or silver area, since products are mixed up. There is a circulation in the middle of the store where some merchandise are separated by gender. It seems that sale person has the right to decide on how to organize the products in the store. It is also noticed that there are more male clothes than female clothes.

## Value of Carlings

The products sold by Carlings including De palma, Dickies, Diese, Dr. Denim, Elvine, Lee, Levis, Miss Sixty, Replay, Saddler and etc. The price is slightly higher than H&M. The quality is depending on the brands.

## Salesperson of Carlings

Carlings store in Borås is the smallest comparing to other four stores-H&M, MQ, Ginatricot, and Dressmann . Employing around one or two staffs, one is female and other one is male. What is interesting about Carlings' employees reflecting the image of store through their styles. More

importantly, the staffs will appear to offer services to customers in consulting or suggesting the styles. There is no division of work that male staff should assist only male customers and female staffs should help only female customers. Carlings considered women and men as homogenous group since the store does not give much focuses on the different need of women and men.

## **Category 2: Shop sells only women clothes**

### **Ginatricot Store**

Ginatricot is also a Scandinavian fashion chain, which was established in 1997 in Borås, targeting teenager and adult women. Currently, Ginatricot headquarter is based in Borås city, near the city central station. Ginatricot in 2011 owns 185 stores in Germany, Sweden, Finland, Norway, and Denmark. New designed clothes are released weekly to draw customers' visiting shop more often. Thus, the company claimed to have more than 80 millions of customers visiting its stores in 2009. During 2011, the company claimed its sale reach Sek 3 billion. Ginatricot focuses mainly on the styles, trends and quality. It is important for the company to identify forthcoming trend and make sure that the latest trends arrive at the right time, (Gina Tricot, n d).

### *Interior Design of GinaTricot*

It is not much different from other stores, Ginatricot also has window display for promoting new trends and new arrival clothes. Window display has the white background with close-back window of large panes of glass. The small price note is also found on the floor in the window display. With the advantage of both shops in Borås located at the corner of the street, Ginatricot also displays banner of new arrival clothes on the other side of the wall. However, not much different from other store, the customers also find the display of new arrival and trend just near the shop's entrance.

Turing to color wall and floor, Ginatricot store is painted in white. The floor also has white color, so makes it more brighter flashing with light. The store uses simple light. Ginatricot store always entertains its customers with its own elegant music.



**Figure 7: The Window and Interior Display of Ginatricot**

### *Layout and Design of Ginatricot*

Ginatricot sells only female clothes both casual wear, party clothes and formal dress. The display of new campaign and new arrival clothes is found just directly near the entrance door, that is very common for the fashion in-store design. The dresses are grouped according to the types of clothes and its materials. The accessories are given a specific allocation near the cashier desk. Proper space is allocated between products' fixtures. It is easy to notice each style due to the proper space allocation and display. What is special about the Ginatricot is the coming of new items and the changing of displays every week.

### *Value of Ginatricot's Products*

The price of Ginatricot clothes is comparable with the price of H&M's clothes. Ginatricot is also proud of their up to date trend, style and quality. The casual dress's price starts from 59 Kr up to 499 Kr.

### Salesperson of Ginatricot

There is no doubt that the two stores of Ginatrinot employ only female staffs. Is it because it is women swear? Thus, it should be women who understand women's need the most. The staffs do not appear to offer for any assistance if there is no request from the customers.

### **Category 3: Menswear's Store**

#### **Dressmann Store**

Dressmann is also part of Varner-Gruppen as Carlings. But Dressmann is largest menswear in Scandinavian countries. Dressmann owned 374 stores in 2009, operating in 7 countries in Europe – Sweden, Finland, Norway, Iceland Latvia, Denmark, and Germany. Dressman targets all men regardless of age. The business objective is to offer men a diverse selection of products – both classic and fashionable. The products include basic items, leisurewear, suit, tie and other formal dress. Dressmann's strategy is able to offer lower price with high quality since it is due to the high volume of purchasing. Advertising campaigns are also one of the main marketing strategies to strengthen its position in the market, to increase sales volumes and its visibility. In 2010, the turnover reached Nok 3 billion, (Anon n.d.).

#### Interior Design of Dressmann

It is not surprising for Dressmann store's interior design style, which is distinguished from stores that sell both female and male clothes. Masculinity can be sensed through the shop display of Dressmann, especially with display near the entrance. Dressmann presents its products in a total look that offers the customer's complete view of the store's display when customers just enter the store. Shoppers can look, learn and become interested in specific merchandise. It should be noticed that Dressmann located in Borås does not have window display. The store does not use mannequin in display. The main display near the entrance is presented by white round fixtures by placing the large price label on the top of the round fixture. What is more interesting of Dressmann store is larger signs of price placed near the items. The price signs are seen easily through the clear window, (Figure 8).

Regarding to the background, the store uses the white for both wall and ceiling. The light used is long tube light; however, spotlight is also found in the store. The store has no own music theme but sometime the salesperson simply play music from the radio.



Figure 8: Dressmann's Interior Design

### Layout and Design of Dressmann

Once entering the store, customers can easily visualize the merchandises grouped according to the types of wear – short, t-shirt, casual shirt, jean, suit, outwear, blazer, sweater, trousers, underwear, tie etc. Proper space is allocated between each fixture, so the shop looks not dense. There is a clear flooring layout. From the observation, cheaper clothes are displayed in the front, while the expensive clothes are at the back. This is might be the business strategy of Dressmann of offering lower price with good quality, (Figure 8).

### Value of Dressmann Products

The prices of Dressmann's clothes are comparable with the prices of other shop in the clothing industry. The normal price starts from 99 Kr and the suit costs around 799 Kr.



### *Salesperson of Dressmann*

Although Dressman sells only men's clothes; however, Dressmann does not have a policy to employ only male staffs, while Ginatricot employs mainly female staffs. Dressmann employs more saleswomen. This is probably based on the important that women are considered more preferable in sale services. Services or assistant to customers will be provided only upon the request.

## Chapter 5

### Analysis and Discussion

#### 5.1 Gender and Consumers Behavior In-Retail Store

##### Male shoppers

The customers whom have been observed in the study include both female and male teenagers and adults. There are some significant differences between female and male adults and teenager. Men do shopping like hunter. Men are very fast shoppers and move through the store's aisles faster than women. As observed in the store of H&M, MQ and Dressmann where the displays are well allocated with proper space and products are grouped according to the types of clothes, men moved quickly through the store to the sections they want. They spend a little time there picking up some wears, have a look for a while, take it to the fitting room if they liked it and decided whether to buy the products or not. It is not common for men to go and look at anything in the store that they do not intent to buy. He just goes to one, two or three section, then goes out if he cannot find his favorite things. According to Underhill (1999) when a man takes a clothe into a dressing room, the only thing that stops him from buying it is if it does not fit. He reported that 65% of male shopper bought clothes he have tried on, while there were only 25% of female who bought it.

In Carlings store, male teenagers got in the store, interacted with salesperson and searched around for the style they wanted. This was because salespersons approached customers and offered recommendation. Salesperson service appeared to have a positive impact on the time teenagers' spending in the shop. Some teenagers appeared to spend more time in the store.

A study of man's preferences in retailer store done by Algie & Korlimbinis (2005) suggested that the store should be displayed in loop layout instead of free-form boutique. The middle of the store should be clutter-free and use the outer walls for items displaying. The study also noticed the difference between young and adult male shoppers. Promoting brands and up to date fashion is recommended to retailer store for targeting young male shopper. Carlings with free-form mixing display, yet promoting brands and introduce newest styles in building store image. "Since men do not appear to find much enjoyment or satisfaction from the shopping experience per se, they are more likely than women to find retail stores appealing if the stores allow them to 'get in

and get out' as quickly and easily as possible — to acquire what they need with a minimum expenditure of time and effort”, (Alreck & Settle 2002).

To favor men who were the time-restricted shoppers, the store should arrange the products line by aesthetic and image type rather than organize it according by type of products. Grouping clothes as casual, classic or innovative to offer total look of the store helped male customers reduce time in shopping. To make men more enjoy in their shopping, retail store should provide design exclusively targeting male shoppers. Giving men their own store, selling genderless products in the store atmosphere fitting with men style is another way of providing men different shopping experience from women. Catalogue, magazine and feature that save the interest of men should be placed in the store to enable them to spend more time browsing, (Bakewell & Mitchell 2004).

### Female Shopper

Women are totally different from men as shoppers. According to the observation in this study, women do shopping in a relaxing way by examine, comparing product and its value, trying things on; thus finally make the decision to purchases. Women spend more time searching, comparing, and imagining the products. They do search for different styles in detail through the store aisles to make sure they make the perfect selection both at the proper price, style and quality. It is obvious that the stores like H&M and Ginatricot provide more space to women's section with more display and product lines. These stores paid attention to women with baby by providing the large space between the fixtures allowing stroller move though. This was probably why there were more female shoppers in the shop as the observed number of female shoppers outnumbers male shoppers. Also, women like browsing in the store. Sondhi & Singhvi (2006) indicated that retail stores sell both female and male clothes always allocate larger space with more ranges of garments for women, but smaller for men and child sections due to larger number of female shopper and their characteristic of gathering shoppers.

According to the observation in the study, women spend more time browsing in H&M and Ginatricot shop, while they spend less time in MQ. The number of female customers in H&M, and Ginatricot was higher than in MQ. Having examined on the stores, H&M and Ginatricot has more product lines, and product assortment than MQ. H&M and Ginatricot have bigger stores and more displays, so it perhaps keep female customers spending more time to browse items.

Other reason would be the price of wear. MQ's clothes are considerable most expensive than H&M and Ginatricot.

The Carlings that sells both women and men clothes, it was observed that Carlings has less female customers than H&M, Ginatricot and MQ. Carling-free form with mix up displays has fewer female product lines compared to H&M, Ginatricot and MQ, received less female shoppers. The size of Carlings store is the smallest among the firm studied. It is also noticed that female shopper spent less time in Carlings. According to Underhill (1999) there is relationship between typeface and store display. "The narrower the quarters, the less time a woman will spend there, so the clearer and more direct signs and other merchandising materials must be", (ibid, p. 127).

Underhill (1999) revealed that women demand a better store's atmosphere than men do. However, a man just wants stores that allow him to find what he needs with a minimum of looking and then get out fast. "Women are more patient and inquisitive, completely at ease in a space that gradually reveals itself. Therefore, they need an environment where they can spend time and move about comfortably at their own speed in what sometime resembles a semitrance state", (ibid, p. 126). Seock & Sauls (2008) did the MANOVA test on the store criteria found that both female and male consumers gave the highest score to the merchandise/convenience followed by services and store's physical appearance. Moreover, women considered these three factors as more important than men did. Thus, offering the well-organized products display and convenience in searching for products are very important.

## **5.2 Gender and Consumers' Respond to Price**

A study done by Underhill (1999), a book titled *Why We Buy?*, found that 86% of women looked at the prices tags when they shopped. Only 72% of men did. He referred man ignored the price tag for keeping man's virility. This is also one of the reason men are far more suggestible than women. Men seem so anxious to get out of the store they they'll say yes to almost anything.

Another study by Seock & Sauls (2008) found the three attributors to the shopper experiences include, price, merchandise, and status. The three variables contribute to customer's satisfaction. The price refers to general level price of items, promotion and sale. Merchandise includes quality, and the helpfulness of salesperson. The status refers to the attractiveness of store, brands, and the reputation for fashion.

Among the five observable stores, H&M and Ginatricot attract more customers, especially female shoppers. Probably, the level of price is one out of others-quality, product assortment etc. Regarding to the price, the price of H&M and Ginatricot clothes are comparable, while the prices of clothes of MQ and Carlings are higher. There are less female consumers in MQ and Carlings. There are not much differences in the number of male consumer in the four stores. Seock & Sauls (2008) did the MANOVA test on the shopping orientation including the six variables. The shopping confidence got the highest score followed by prices consciousness. The result reflected no differences between female and male, old and young. The author recommended store retailer should provide the unique things up-to-date trend, yet maintains competitive price. Another research done by Bakewell & Mitchell (2004) supported to the finding of man as price seeker. Thus, the store should use the price focus in their communication plan. Price deal promises would also be a great idea for male consumers.

### **5.3 Gender and Consumers' Interaction with Salesperson**

According to the observation in the three stores-H&M, MQ and Dressmann, it is noticed that both female and male customers who shop for clothes do not appear to request for advice or recommendation in choosing style from salesperson. The assistance is needed after customers decided the style, but the right size or color they wanted cannot be found in the display. However, the relationship between salesperson and customer is found in the Carlings store where staffs usually go to customers and offer assistance regarding to material, style etc. The observation in the study indicated that after an employee started introduce item, customers appeared to interact and have more questions and spent more time searching for their favorite item. This finding confirmed the Torres et al. (2001) who found that men appear to need more assistant from salesperson compare to women. Yet in the other three stores, men did not ask salesperson for assistant. They simply wheeled for a while in the store and leave the store if they cannot find their intended selection.

Underhill (1999) used example of interception - meaning the percentage of customers who have some contact with an employee - to judge a store. The many businesses are cutting overhead by using fewer employees, full-timers and more minimum-wagers. He found the relationship between employees and sale's rate: the more shopper-employee contacts that take place, the greater the average sale. Talking with an employee has a way of drawing a customer in closer. In his study he showed that three quarters of all shoppers never spoke a word to a salesperson.

Thus, customers were becoming frustrated, trying to find a staff with an answer since employees were stocking the shelves and ringing up transactions.

“If men and women are different as customers, then they are certainly also different as salesperson”, (Tingley & Robert 2000, p. 18). He considered the relationship skill and communication influence strongly on the final decision-making of customer. “In general, women are less direct in their communication and prefer and often produce a more soft sell approach to sales and establish long-term relationship. Salesmen’s focus is on playing the selling game according to the prescribed ritual, not on establishing a long-term relationship with customer as a present or future customers”, (ibid, p. 19). Turning to customer, “Female customers want a different ratio of friendliness to product knowledge than their male counterparts; male customers may care more about the product than they do about salesperson’s approach”, (ibid, p. 20). In other way, Raajpoot et al. (2008) argued that men cared more about employee behavior in their shopping experiences, while women considered having a exciting shopping experience with better product assortment.

Bakewell & Mitchell (2004) noticed personal shoppers were predominated to women. The store should take attention to make service available to men either as he gave an example of successful store in The United Kingdom first introducing a personal shopping service solely to male. He found that some male consumer made a rush decision-making because they were confusing of which store to shop. In this regard, service in assisting male shopper is a valuable idea to reduce their time in searching items, and assist in decision-making process. A personal services could be done by providing simplifying information of the store once the customer enter the store and offer more information at the point of sale.

#### **5.4 Gender and In-Store Decision-Making Process**

First, the differences between and men and women going shopping were observed. More female than male consumers went shopping with friends or with companion. Sometime, men even they went shopping with friends, some of them went to different sections in corresponding to their intended favorite items. On the other hand, women often stuck together discussing about style and material while they were browsing in the store. It was not much difference in the number of companion went shopping with women and men. With companion, men usually went shopping in two. For women, they also have around two or three members.

According to Sondhi & Singhvi (2006) women usually went shopping with companion. Women were more likely to be influenced by friends, salesperson and family members. The percentage of buying item was high for women if their companion said it looked good. Men relied on their self-orientation and trusted more on their judgment through feel and touch on the clothes. Shopping is considered as a social activity remains unchanged to women. Thus, women like shop with friends, rescuing each other from ill-advise purchases. Women would spend more time and money if they have companion. On other hand, men would not set off a day of looking for the perfect bathing suit, (Underhill 1999).

What would a man considered before buying things? Price, quality and selection of merchandise were the main criteria. Price was the most important consideration when deciding choosing a store. Next, the high quality of the product was preferable from men, (Torres et al. 2001). Similarly, women put focus on price, quality, product assortment and brand. More specific, women do care about styling, patter, fabric and color in selecting a wear, (Eckman, Damhorst & Kadolph 1990).

## **Chapter 6**

### **Conclusion and Future Research**

#### **6.1 Conclusion**

The study found that gender constitutes to both retail store display and consumer behavior. Gender shapes the different characteristics of female and male shopper. To respond to different market needs, different marketing strategies are required to have a competitive business. Market segmentation is very the popular strategic marketing tool used to the diversity of customers. Specifically, gender, age factors are popular for market segmentation in the fashion market.

Examining on the five retail-clothing companies- three sell both female and male wear, while the other two sell solely women or men's clothes, clearly reveals that markets are segmented by gender and age. Among the five retailing stores name H&M, MQ, Carlings, Ginatricot and Dressmann, there are some differences and similarities between the five stores. H&M, MQ and Ginatricot have similar store display. H&M targets all customers, female and male, young and adult. There are some differences between female and male display. H&M focuses more on female wear, which was being observed through much larger space of female section, more productions lines of female wear, female dominated window display and predominated saleswomen. However, the way product are grouped and allocated is not much different. The general price level of H&M's clothes are competitive with Ginatricot, but lower than MQ and Carlings. MQ also sells both female and male clothes but not kid clothes. MQ seems to pay equally attention to both women and men. In this regards, the MQ store at Knalleland is divided equally between women and men section with the same style of display. It is also notice that there are more male salespersons compared to H&M, yet women still dominate in sale services. Carlings sells both female and male wear but with more focus on men wear. This could be observed through more garment lines of men. Carlings has a free-form layout with mixing of female and male clothes in displaying. Ginatricot offering only female dress has similar display to H&M. There is clear layout of grouping different type of clothes with a proper space allocation. However, Dressmann servicing only men have different display from other stores. Dressmann does not have window display and does not use mannequin in display. The store display attempts to provide total look to customers.



The variation of display of the five stores influences how the consumers shop in the store. Gender is also main factor shaping the characteristics of consumer, store display, and vice versus. In this regard, women and men have different shopping characteristic. Women would be regarded as gathering shopper and considered shopping as leisure activities. They shop in the relaxing environment by spending time browsing, comparing and imagine items within and in various stores to ensure the perfect selection at the best price, style and quality. It is obvious that the store attitudes are embedded with women's shopping characteristic. For example, the display of H&M and Ginatricot accommodate to women characteristic by offering relaxing shopping environment accompanied by large product lines and product assortment, competitive price, appropriate space allocation, light, color and sales services with more female employees.

Man, in contrast, is considered as a hunter shopper who wishes to get in and out as quick as possible. Men go shopping in responding to need-driven, so they simply go directly to their intended section rather than spend time browsing through aisles. Thus, Dressmann which is specialized in menswear display its store in corresponding to male shopping characteristics. For example, the store display attempts to provide total look with the view of store as customers enter. Dressmann sells solely menswear engender atmosphere fitting with men through its display. There is window display that display used mannequins. The power display near the entrance is simply decorated by round fixtures of three levels of shelves for folded merchandise with the spotlight focus. The catalogues and large sign of prices are place on the top shelf.

Age is also one of the powerful variables determining both store characteristic and consumer behavior. This could be observed through the in-store display of Carlings that targets only teenagers. The display of Carlings is mix up with both male and female wears and all brand. The store makes the best use of space in a very compact way. The black wall plus light comes in colors and stylish salesperson contribute to generating store personally capturing teenage consumers. In Carlings store, the relationship within salesperson and time spending in the store was positive. It was observed that men seemed to spend more time in store when a salesperson offered consultancy services to them. On other hand, female teenagers appear spending less time in Carlings due to the store characteristic, size and few products lines.

In short, gender constitutes to store characteristic and vice versus. The store attitude is influenced by gender, while consumer behavior is also influenced by store characteristic.

## **6.2 Future Researches**

In addition to the gap in the research of gender, consumer behavior and store display, there are some suggestion. The study could not capture differences perception of female and male shoppers toward store characteristics. In this regard, there are some limitation to understand consumers' satisfaction and dissatisfaction in this study. It is recommended for future research to assess customer's perception of male and female's shopper regarding to stores' characteristics. Also, quantitative research on gender differences in preferences of male and female in fashion consumption and store characteristics will be also interesting.

Additionally, Cultural differences of shoppers would have power to explain beyond this study. Since gender is one of the common variables to describe differences of people, yet culture is also a popular to see how person or a particular group acts differently.

## **Annex**

### **Observation Checklist**

#### **Variables of Shop Characteristics**

##### Interior Design

- Entrance
- Window display
- Music
- Color
- Light
- Flooring
- Cleanliness
- Ceiling Composition
- Fitting room

##### Layout and Design

- Grouping of products
- Placement of products
- Space allocation
- Variety of products
- Available of new arrival products

##### Values

- Price of product
- Quality of product
- One sale product

##### Salesperson

- Helpfulness of salesperson
- Kindness of salesperson
- Salesperson forcefulness

#### **Consumer Behavior**

- Respond to interior design
  - Their attitude toward the shop design (entrance, window display, music, color..)
- Respond toward Layout and design:
  - Duration of time searching for items they like
  - Time spending trying clothes

- Number of items they try on/window shopping
- Duration of time spending in store
- The presence or absence of favorite items
- Number of item buying each time
- Respond toward value
  - Price
  - Checking price tag
  - Quality of product
  - On sale product
- Satisfaction toward employees
  - Employee's kindness
  - Employee's helpfulness
  - Employees' suggestion
- Interaction between consumer and employees:
  - Seeking for help from seller between female and male consumers
  - Frequency of asking for help or recommendation
  - The influence of seller on the male and female consumer's decision-making
- Accompanying person
  - Number of accompanying person different between female and male consumers
  - The influence of accompanying person on female and male consumer
- Different decision-making styles between women and men

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