



## INVESTIGATION OF CONSUMER BEHAVIOR IN MARKET SHOPPING IN THE GENDER CONTEXT

### MARKET ALIŞVERİŞLERİNDE TÜKETİCİ DAVRANIŞLARININ CİNSİYET BAĞLAMINDA İNCELENMESİ

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#### Abstract

In this study, the behavior of consumers regarding market shopping was observed. The aim of the study is to determine whether the retail shopping behaviors of consumers differ by depending on their gender. "Structured Observation Technique" was chosen as the data collection technique and the data was collected by the researcher personally with participant observation. For this purpose, 225 observations were carried out in a retail chain store in Batman province between 12-22 March in 4 different time periods and covering 2 weekends. The observation form for data collection was prepared in line with the information received from the literature and store employees. The observation form includes the date of observation, the hour of observation, gender, age, the state of being alone while shopping, the state of getting help, the time spent in shopping, the interest in discounted stores, the interest in the price tag, the recommended discounted product, the products purchased, the bag purchase and cloth bag carrying status and payment information. SPSS statistical program was used to analyze the data. In the results of the study; it has been concluded that female customers have longer shopping times than male customers, female customers are more interested in discounted products, female customers are more likely to have reusable bags with them, and female customers seek more help from staff when shopping.

**Keywords:** Consumer Behavior, Female and Male Consumer, Market, Observation

#### Öz

Bu çalışmada tüketicilerin market alışverişlerine ilişkin davranışları gözlemlenmiştir. Çalışmanın amacı, tüketicilerin cinsiyetlerine bağlı olarak perakende alışveriş davranışları farklılaşıp farklılaşmadığını tespit etmektir. Veri toplama tekniği olarak "Yapılandırılmış Gözlem Tekniği" seçilmiş ve veriler, katılımlı gözlemlerle bizzat araştırmacı tarafından toplanmıştır. Bu amaçla Batman ilinde bir perakende zincir mağazasında 12-22 mart tarihleri arasında 4 farklı zaman diliminde ve 2 hafta sonunu kapsayacak şekilde 225 gözlem gerçekleştirilmiştir. Verilerin toplanması için gözlem formu, literatürden ve mağaza çalışanlarından alınan bilgi doğrultusunda hazırlanmıştır. Gözlem formunda gözlem tarihi, gözlem saati, cinsiyet, yaş durumu, alışveriş yaparken yalnız olma durumu, yardım alma durumu, alışverişte geçirdiği süre, indirimli reyonlara ilgisi, fiyat etiketine ilgisi, önerilen indirimli ürünü alma durumu, satın aldığı ürünler, poşet satın alma ve bez poşet taşıma durumu ve ödeme şekli bilgisini içermektedir. Verilerin çözümlenmesinde istatistik program kullanılmıştır. Çalışma sonucunda; kadın müşterilerin erkek müşterilere göre alışveriş sürelerinin daha uzun olduğu, kadın müşterilerin indirimli ürünlere daha çok ilgi gösterdikleri, kadın müşterilerin tekrar kullanılabilir poşetleri yanlarında bulundurma oranının daha yüksek olduğu ve kadın müşterilerin alışveriş yaparken personelden daha fazla yardım istediği sonuçlarına ulaşılmıştır.

**Anahtar Kelimeler:** Tüketici Davranışı, Kadın ve Erkek Tüketici, Market, Gözlem

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## 1. INTRODUCTION

Determining of the purchasing behavior of individuals, groups, organizations, subcultures and communities in marketing for businesses is very important. It assists businesses about determining of consumer behavior, developing of new products and product features, pricing, choosing of distribution channels and the message to be delivered. The demographic features of the consumers are among the most concrete and distinctive features. Therefore, it is important to determine how these features affect consumer behavior. Because businesses have to take into account the characteristics of the consumer in many decisions. Entrepreneurs take into account consumer characteristics while deciding on price, product type, distribution network, product quality and service quality. The main characteristics that distinguish people from each other are gender, age, religion, socio-economic status and family structures, etc. Gender, one of the main cultural subgroups, has a significant impact on consumer behavior (Güvendiren, 2019).

Understanding of consumers and analyzing of their behavior has an increasing importance and a remarkable value (Marangoz, 2000: 35). The method mostly used in analyzing consumers is to group and make behavioral estimations according to these groupings. Although the foundations of research on groupings of shopping behavior that reflect the molded behaviors of consumers in the purchasing decision process date back to the 1950s, it has become more difficult to understand the consumer in the increasing competition environment in company with globalization (Candemir et al., 2015: 50). Therefore, understanding of this state has become even more important and researches have also increased in this area (Yücel, 2018: 32). In the purchasing decision process, consumer behavior is not understandable in any case, so it is difficult to understand and explain it. The main reason for this is that many variables affect consumer behavior (Korkmaz, 2016: 21). Marketing aims to develop products, goods and services that will satisfy the consumer by identifying the demands and needs of the consumers. Businesses that want to be successful should go beyond determining the wishes of consumers and revealing the reasons for the requests. In order to define the purchasing behavior of consumers, it is necessary to determine the wishes and needs of the consumer, to learn what will be purchased, from where and how it will be purchased and to determine the effective factors in the purchasing decision process (Çetin, 2016). In this way, a satisfied and loyal customer group will be created by meeting the needs and wishes of consumers (Cömert ve Durmaz, 2006).

Gender is one of the most important and distinguishing factors that affect consumer behavior. Gender is one of the foremost demographic factors that must be examined in order for the products, goods or services produced by businesses to meet customer expectations (Bardakçı et al, 2015). The way in which men and women are raised, their socialization levels, their biological and psychological differences, their behavior in the face of events, and their different expectations and tastes differentiate their consumer behaviors. Men and women might think completely differently and might have different evaluation criteria while making a decision about their lives, buying food and choosing a product.

Due to the above-mentioned reasons, it has become important to reveal the differences between male and female consumer's purchasing behaviors. In the literature, the gender variable in terms of consumer behavior has been examined in many studies. However, studies have generally been carried out on the data obtained through the survey. The most important shortcoming of the questionnaire studies is that the person filling the questionnaire should mark what it is ought to be. In this study, the consumption behaviors of men and women in the market consumption behaviors will be examined by way of observation which is very

limited in the literature. Female and male consumers have different expectations and attitudes from many products or services. Knowing these differences provides important clues to product and service providers and marketing researchers about product development, product specification, price determination, campaigns etc. These clues will help increase the satisfaction level of today's marketing strategies for male and female consumers.

## **2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

Besides gender sourced biological and environmental / cultural differences, there are significant differences in purchasing behaviors between men and women.

### **2.1 Biological Differences**

The findings of the studies showing that the biological differences between men and women when evaluated by meta-analysis confirmed that they show differences independent from culture and environmental factors (Gültekin, 2014). Biological differences can be listed as the brain structure, the hormones they secrete, their physical structures and the diseases they experience. Female brain structure and functioning is different from male brain (Moir and Jessel, 1992, Gültekin, 2014). The differences between men and women are also evident according to the cortical structure of the brain. While men are superior in tasks like non-verbal production, visual - spatial processes, etc. linked to the right hemisphere; women are superior in verbal processes linked to the left hemisphere. Therefore, men rely on global rules or classifier concepts while processing data. Women are expected to analyze mixed data or implications and details (Özdemir, 2009; 261). While the development of the brain begins in the womb, hormones form the order of the neural networks. Behavior differences occur when hormones affect the brain (Moir and Jessel, 1992). Effective hormones in female sex are progesterone, oxytocin, serotonin and estrogen. As the level of estrogen increases, women become more social, want to interfere with people, enjoy shopping, avoid dealing with mathematical process (URL-1). Estrogen creates a feeling of being happy about building homes and caring for family members and reduces the effect of testosterone produced in women. Women with low levels of estrogen tend to be very aggressive (Barletta, 2003). The testosterone hormone that affects the male sex, on the other hand, causes a fast, ambitious, focused, consuming everything, accomplishing, extractive, aggressive behavior (Brizendine, 2012). Features such as aggressiveness, desire to be determinative, competition, risk taking, excitement and anger are associated with the testosterone hormone (Barletta, 2003). The effect of this hormone can also be seen in daily life. For example, in finance-related areas, male consumers take more investment risk than female consumers (Graham, et al., 2002, 17-18; Burton, 1995: 21) and use an assertive / confident style in order to be successful in receiving services (Ross, et al., 1999: 270).

Studies have also showed gender differences in many physical and psychological diseases. Gültekin (2014) in her study in psychology literature found that women carry more anxiety disorders, mood disorders, Alzheimer's, temperament disorders and depression diseases. On the other hand men are exposed to common mental illness, retardation, verbal expression disorder, attention deficit, hyperactivity disorder, reading disorder, stuttering, phonological disorder, autism, behavioral disorder, substance-related disorders.

### **2.2. Environmental / Cultural Differences**

It is not sufficient to explain the differences between men and women only biologically and physically. There are many studies supporting the differences between men and women in terms of environmental and cultural factors (Gültekin, 2014; Ersoy, 2009; Topçu, 2009; Özdemir and Yaman, 2007). According to another approach, female and male genders are different in terms of emotional differences, communication and relationship,

cognitive skills, approach to technology, interest, values, psychological structures (Gültekin, 2014; Miler, Worthington and McDaniel, 2008; Ersoy, 2009 ;Topçu,2009 ; Cırhinlioğlu and Ok, 2011; Özdemir and Yaman, 2007; Ünal,1991).

Gender differences are inherited more than cultural and are manifested in the consumer purchasing decision process (Solomon et al, 2006). Understanding of the aspects of brain decision making in women and men consumers is a strategy used by few people to best influence the decision to be made (Pace, 2009).

### **2.3.Differences in Consumer Purchasing Behavior**

It has been observed that men and women's making decisions and the process of evaluating information about consumption is different from each other (Yalçın, 2016). The process of buying can be examined in three stages as making a purchasing research, evaluating research information and purchasing decision. Men seek much less help than women in the procurement research process (Barlette, 2003: 52). While women prefer to share and help, men care about information exchange (Tarhan, 2005: 328). Male consumers spend less time researching. In the evaluation of research information, while women evaluate all the features related to the products, male consumers only focus on the price feature (Williams, 2002, 268-270; Blackwell, 2002: 36). In researches about women consumers, price is not a decision factor alone. Price is often more important for male consumers (Özdemir and Tokol, 2008). Discounts have more impact on women (Bardakçı et al, 2015; Khan and Dost, 2011; Yalman and Alptekin,2014). Discount deals, coupons and gift vouchers on the internet are more effective on the decision of women consumers than men (Akçi and Göv, 2015: 426).

For men, purchasing is made to complete the task. For women, shopping is socialization. Men are result oriented and women are process oriented (URL-2). Men prefer shopping alone, women prefer shopping together (URL-3). When women make their purchasing decisions, they value how the product will affect their lives, and then synthesize the information for the perfect result. Men, on the other hand, can easily ignore the details they cannot see regarding their purchase decisions (Pace, 2009: 32).

When purchasing a product as a family, decision maker's being male or female may vary depending on the situation. According to the products received and the roles taught at a young age, the final decision maker differs in terms of gender (Odabaşı and Barış, 2007: 259). Commonly, the level of collective decision-making increases as the age of the couples grows (Özdemir, 2009; 271). When instantaneous consumption was investigated, it was seen that women showed more emotional and cognitive buying behaviors compared to men (Bardakçı et al, 2015; Khan and Dost, 2011; Yalman and Alptekin,2014). In terms of making instant decisions men usually purchase electronic and entertainment products, however, women buy clothes (Coley and Burgess, 2003: 293).

When post-purchase behaviors are analyzed, it is seen that male consumers use less mouth-to-mouth communication compared to women. For example, in life insurance sales, a male consumer provides an average of 15 references, while a female consumer provides an average of 28 references (Barletta, 2003: 157).

In the literature there are many studies investigating demographic characteristics, gender and consumer purchasing behavior. Bardakçı et al. (2015) in their study found that gender affects purchasing behavior of customers living in Azerbaijan. Yalçın and Tıgılı (2016) examined gender differences in their decision making inventory during the buying process of smartphone. Urer (2018) examined gender differences in online shopping in Turkey. Tekvar (2016) defined consumer behaviors according to demographic characteristics. Şener (2015) examined gender differences in terms of information processing strategies in advertising in

Eskişehir. Tayfun (2015) investigated the effect of demographic differences in unplanned purchasing behavior in market shopping. Hayran et al (2017), studied the risk perception of the internet shoppers in Turkey, Cöddü (2015) examined whether the type of risk differed according to gender consumers. Slyke et al. (2010) investigated the effect of gender on information sharing in e-commerce. Bozbay and Akturan (2017) examined whether the perception of the Y generation consumers on price varies in terms of gender and frequency of shopping. Özdemir and Yaman (2007) evaluated the shopping habits of male and female consumers in the axis of shopping pleasure and found a difference in shopping pleasure. Kuruvilla and Ranjan (2008) studied the effect of gender in determining the recreational and utilitarian orientation among Indian youth and their attitudes towards shopping malls. Bilge and Kara (2014) investigated whether compulsive buying behavior among young consumers varies in terms of gender. As for Girişken (2015), he conducted an exploratory research on the attitudes and behaviors of men and women during their shopping experiences in supermarkets.

In most of the studies conducted in the literature, data on purchasing behavior were collected using a survey technique. In this study, the shopping process that started with consumers entering the market was observed and the data were collected. Observation, which is a research technique that includes attention and sensitivity towards the social infrastructure where consumer behavior occurs and develops, makes important contributions in revealing the root causes of consumer buying behavior. With the help of observation, it is possible to understand the behavioral stories of the customers, and hence what the subjects subject to research hear, see and feel (Akturan, 2007: 251).

It is seen in the literature that studies conducted through observation are limited. Yılmaz (2014) investigated the effects of tasting stands at the point of purchase on consumer behavior, Acar and Tanrıverdi (2019), behaviors of tourists during the tour, Akkuş and Akkuş (2017) cognitive traps that affect tourist consumer behavior, Aslan et al. (2017) effects of sensory marketing practices in food and beverage businesses through the observation method. By observing consumer preferences during delicatessen shopping, Öcel et al. (2018) obtained the following results; while the most important issue for consumers in their preferences was the packaging of the product, the least important issue was the smell. Yıldırğan et al. (2016), on the other hand, have revealed how they implement the secret customer shopping in chain hotel businesses, what they expect from the application, how they evaluate the results and the marketing strategies that marketing managers can follow. Studies have focused on how consumers are interested in products or services or what they see, what they do not see, that is, how they shop (Underhill, 2012: 24). In this study, it is put forward how female and male consumers shop in the market and how gender-based consumption behaviors differ. In this context, the research is unique in terms of revealing the differences between male and female consumer behaviors who shop at the markets through observation.

### **3. PURPOSE, METHOD AND LIMITATIONS**

In the field of marketing, although there are many studies on the effect of gender variable on consumer behavior and consumer purchasing behavior, there is almost no study that uses observation as data collection technique. In this study, collecting data with observation technique makes this study different.

The main research question of this study is; "In what ways does the consumer behavior of men and women in grocery shopping differ?" In addition to the main research question, the following research questions will also be addressed:

- Is there any difference during in-store communication (getting help, shopping alone) between male and female consumers?
- Is there any difference in the shopping contents of male and female consumers?
- Is there any difference between the time spent on shopping by women and men?
- Is there any difference in the interest of women and men consumers regarding discounts (Buying the recommended discount product, interest in discounted stores)?
- Is there any difference in dealing with the price tag between male and female consumers?
- Are the usage conditions of women and men consumers (purchasing, carrying cloth bags with them) different?
- Are shopping times (day, hour) of male and female consumers different?

In this study, “Structured Observation Technique” was used as data collection technique. Observation is a detailed, comprehensive and time-consuming information gathering technique about a behavior occurring in the environment (Yıldırım and Şimşek, 2003: 124). By means of observation, the researcher reaches the direct data by using individuals and objects as their own sensory organs. Individuals and objects that are the subject of the research and the problem are under the observation of the researcher within a time section (Aziz, 2008: 77). This type of observation takes place in the natural environment in which behavior takes place, and in most cases, it takes place by using a method called “participant observation” in which the researcher joins the environment (Yıldırım and Şimşek, 2003: 125). Observation allows for deep and rich conclusions on consumer behavior. Instead of the survey or interview techniques, the method of observation was preferred, since the behaviors that the customers “do or say” or “actually” may differ (Elliot and Elliot, 2003; 215: Akturan, 2007).

The audit form used in the research was obtained through literature review (Gültekin, 2014; Ersoy, 2009; Topçu, 2009; Cırhınlıoğlu and Ok, 2011; Özdemir and Yaman, 2007; Ünal, 1991, Özdemir, 2009; Meriç, 2016; Özdemir and Tokol, 2008). One of the important ways to ensure validity and reliability in qualitative studies is to seek expert opinion (Başkale, 2016: 24). The observation audit form, which is the scale of the study, was developed as a result of focus group studies conducted with 7 academicians and 2 market managers. It was decided that this observation control form could measure the subject. In addition, the results of the study were discussed with a team of 9 people. Therefore, the validity and reliability of the study was provided. Customers shopping in a retail chain store operating in Batman province on 12-22 March were observed. This market serves between 09:00 and 21:00 every day of the week in the central district of Batman province. The 12-hour service periods are divided into 4 parts: 09: 00-12: 00, 12: 00-15: 00, 15: 00-18: 00 and 18: 00-21: 00. In addition, observations were made by taking into account weekdays and weekends. Sample selection was not made and people coming to the market were observed periodically during the study date. In the collection of the data, an observation control form developed in line with the information obtained from the sources related to the study subject was used. In the observation control form used in the research, behaviours such as observation date, observation time, gender, age status, loneliness while shopping, receiving help, time spent shopping, interest in discounted aisles (Yalman and Alptekin, 2014), interest in price tag, buying recommended product (Tayfun, 2015), products purchased (Bardakçı et al, 2015), purchase and transportation of bags (Yasa and Cop, 2019) are included. For the reliability of the research, the market was visited before the research and observation was applied. Interviews were made with the market manager in market, where the observation was made, and consent was

obtained regarding the hours and days of the observation. In addition, a sample observation was carried out with the store manager, and information was exchanged about some behaviors included in the control form, and the observation control form was finalized. In this market, 225 people were observed during shopping. The observation control form was filled during the observation or after the observed person's shopping was completed in order not to spoil the naturalness of the environment. SPSS 22.0 statistics program was used to analyze the data.

The limitations of the research are that the research is carried out only in Batman province, only on a discount market, only in a certain period of time, and limited to those shopping during observation time. In addition, since the time of observation occurred coincides with the first days when Covid-19 virus case was seen in our country, it created a restriction as the shopping was concentrated on food and hygiene products.

#### 4. FINDINGS

Information on 225 market customers observed in this part of the study is presented in tables and the data is analyzed.

##### 4.1. Findings Related to Demographic Features

Of the 225 subjects observed in the study, 119 (52.9%) were female and 106 (47.1%) were male. Age status was examined in three groups. In the research, the profile of observed people is as follows: the young consist of 57 (25.3%), middle-aged 147 (65.9%) and the elderly 21 (9.3%). The ages of the customers have been estimated as a result of observation.

**Table 4.1.** Findings Related to Demographic Features

<i>Gender</i>	<i>N</i>	<i>Percentage</i>	<i>Age Group</i>	<i>N</i>	<i>Percentage</i>
<i>Women</i>	119	%52,9	Young	57	%25,3
<i>Men</i>	106	%47,1	Middle-aged	147	%65,3
<i>Total</i>	225		Aged	21	%9,3
			Total	225	

##### 4.2. Findings Regarding In-Store Communication

In the in-store communication category, there are observations about whether customers come to shopping alone and whether they get help from the staff while shopping.

**Table 4.2.1.** Findings Regarding People Accompanying Shopping

<i>Gender</i>	<i>Alone</i>	<i>%</i>	<i>Not alone</i>	<i>%</i>	<i>Total</i>
<i>Women</i>	67	%56	52	%44	119
<i>Men</i>	84	%79	22	%21	106
<i>Total</i>	151	%67	74	%33	225

Findings regarding the people accompanying the shopping are as seen in Table 4.2.1. While 151 (67%) of 225 people observed were shopping alone, 74 (44%) were not alone while shopping. 67 (56%) of the female customers and 84 (79%) of the male customers came to shopping alone. On the other hand, 52 (44%) of the female customers and 22 (33%) of the male customers came to shopping with others.





**Tablo 4.2.2** Findings about the behavior of getting help

Gender	Get Help	No Help	No Help	%	Total
Women	38	%32	81	%68	119
Men	22	%21	84	%79	106
Total	60	%27	165	%73	225

In Table4.2.2, the findings regarding the customers' behavior of getting help from someone else in the store are shown. Accordingly, 60 (27%) of 225 people observed received assistance while shopping, and 165 (73%) did not. 38 (32%) of the female customers and 22 (21%) of the male customers made purchases with help. On the other hand, 81 (68%) of the female customers and 84 (79%) of the male customers did not receive assistance while shopping.

### 4.3. Findings Regarding Shopping Contents

The content of the shopping made by people during the grocery shopping; snack food products (chips, chocolate, juice etc.) are divided into categories such as basic food, cleaning, hygiene, household products, personal care and other (Cigarettes, repairs, bill payments etc.).

**Table4.3.** Findings Regarding Shopping Contents

	Women		Men		Total	%
	N	%	n	%		
Snack Food	10	%35,71	18	%64,29	28	%12,44
Basic Food	81	%60,90	52	%39,10	133	%59,11
Cleaning	22	%68,75	10	%31,25	32	%14,22
Household products	17	%85,00	3	%15,00	20	%8,88
Personal care	8	%44,44	10	%55,56	18	%8,00
Other (Cigarettes, repairs, bill payment						%11,55
	2	%7,69	24	%92,31	26	

Findings regarding the shopping contents of the customers are shown in Table4.3. When the findings are analyzed, 28 (10 women and 18 men) of the 225 people observed (12,44%) bought a snack food product while shopping. Of the 225 people observed, 133 (59,11%) bought basic food products. Of the 133 people who bought basic food products, 81 are women and 52 are men. Out of 225 people observed, 32 (14,22%) bought cleaning products. Out of 32 people who purchased cleaning products, 22 are women and 10 are men. Of the 225 people observed, 20 (8,88%) purchased household products while shopping. Of the 20 people who bought household products, 17 are women and 3 are men. 18 out of 225 (8%) observed people purchased personal care products while shopping. Of the 18 customers who bought personal care products, 8 are women and 10 are men. It was observed that 26 (11,55%) of 225 people purchased from other products (cigarette, repair, bill payment). 2 of the 26 people who bought other products are women and 24 are men.

#### 4.4 Findings Related to the Time Spent in Shopping

Observation time was grouped as 1-5 minutes, 6-10 minutes, 11-15 minutes and more than 16 minutes and analyzed. In addition, the averages of the times spent in shopping were compared.

**Table4.4.1** Findings Related to the Time Spent in Shopping

Gender	1-5 min	%	6-10	%	11-15 min	%	more than 16 minutes	%	Total
Women	39	%33	51	%43	17	%14	12	%10	119
Men	67	%63	28	%26	9	%8	2	%2	106
Total	106	%47	79	%35	26	%12	14	%6	225

When the findings related to the time customers stayed in shopping are examined, 106 (47%) of 225 people observed were shopping between 1-5 minutes, 79 (35%) shopping between 6-10 minutes, 26 (12%) shopping between 11-16 minutes, 14 (6%) made the purchase in more than 16 minutes. When the findings related to the periods of female customers' shopping are examined, 39 (33%) of the 119 people observed were shopping between 1-5 minutes, 51 (43%) shopping between 6-10 minutes, 17 (14%) shopping between 11- 16 minutes and 12 (10%) completed shopping in more than 16 minutes. Considering the shopping time of the male customer, 67 of the 106 male customers observed (63%) shopping between 1-5 minutes, 28 (26%) shopping between 6-10 minutes, 9 (8%) shopping between 11-16 minutes and 2 (2%) completed the shopping in more than 16 minutes.

**Table4.4.2.** Findings Related to the Average Time Spent in Shopping

Gender	Average Time Spent on Shopping (min)
Women	9,4621
Men	6,1509
Total	7,9022

Findings related to the average time spent by customers are shown in Table4.4.2. According to this, while the average time spent in shopping for women is 9,4621 minutes, the average duration of shopping for men is 6,1509 minutes.

#### 4.5. Findings Regarding Interest in Discounts

Two categories were determined to find out the interest of the observed ones for the discount. The first is whether there is an interest in discounted aisles, and the second is whether the proposed discounted product is bought.

**Table4.5.1.** Findings Regarding Interest in Discounted Shops

Gender	Discounted Sales		Discounted No Sale		%	Total
	Attended	interest	Attended	No		
	Women	77	%65	42		
Men	30	%28	76	%72	106	
Total	107	%48	118	%52	225	

The findings of the observed customers' interest in discounted sections while shopping are shown in Table4.5.1. Accordingly, 107 of the 225 people observed (48%) looked at discounted sections while shopping, while 118 (52%) did not. 77 (65%) of the female shoppers and 30 (28%) of the male shoppers looked at discounted aisles while shopping.

**Table4.6.2** Findings Related to Customers Receiving the Recommended Discounted Products

<i>Gender</i>	<i>Bought the Recommended Discounted Product</i>		<i>Didn't Buy the Recommended Discounted Product</i>		<i>Total</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
<i>Women</i>	39	%33	80	%67	119
<i>Men</i>	22	%21	84	%79	106
<i>Total</i>	61	%27	164	%73	225

In Table4.6.2 findings regarding whether the observed customers bought the recommended discount products while shopping are shown. According to this, 61 (27%) of 225 people observed were buying discounted products while shopping, while 164 (73%) did not buy discounted products. 39 (33%) of the female customers and 22 (21%) of the male customers bought discounted products while shopping.

#### 4.6. Findings Regarding Customers Looking At The Price Label While Shopping

The examination of the labels of the products while shopping also varies according to the characteristics of the customer. Here, it is examined whether the customers look at the price tag depending on their gender.

**Table4.6.** Findings Regarding Looking at the Price Label While Shopping

<i>Gender</i>	<i>Looked Price Tag</i>		<i>Didn't Look at the Price Tag</i>		<i>Total</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
<i>Women</i>	94	%79	25	%21	119
<i>Men</i>	41	%39	65	%61	106
<i>Total</i>	135	%60	90	%40	225

Findings regarding whether they look at the price tag while shopping are shown in Table4.6. While 135 (60%) of 225 people observed were looking at the price tag while shopping, 90 of them (40%) were not looking at the price tag while shopping. 94 (79%) of the female customers observed and 41 (21%) of the male customers looked at the price tag while shopping.

#### 4.7. Findings Regarding the Use of Sachets

Regarding the use of sachets, observations were made about those who bought sachets after the grocery shopping and brought cloth bag while coming to shopping.

**Table4.7.1.** Findings Related to Bag Purchase Information

<i>Gender</i>	<i>Bag Purchased</i>	<i>%</i>	<i>Bag Not Purchased</i>	<i>%</i>	<i>Total</i>
<i>Women</i>	63	%53	56	%47	119
<i>Men</i>	39	%37	67	%63	106
<i>Total</i>	102	%45	123	%55	225

The findings regarding whether the observed customers purchased bags after shopping can be seen in Table4.7.1. It was observed that 102 (45%) of 225 people observed were buying bags while shopping and 123 (55%) were not buying bags. 63 (53%) of the women shoppers and 39 (37%) of the males purchased bags while shopping. On the other hand, it was observed that 56 (47%) of the female customers observed and 67 (63%) of the male customers did not purchase bags.

**Table4.7.2** Findings Related to Bringing Cloth Bag

Gender	Brought a Cloth Bag	%	Not Brought a Cloth Bag	%	Total
Women	25	%21	94	%79	119
Men	0	%0	106	%100	106
Total	25	%11	200	%89	225

Findings of whether the observed customers brought cloth bags while shopping are shown in Table4.7.2. Accordingly, 25 (11%) of 225 people observed did not bring cloth bags while shopping, while 200 (89%) did not bring cloth bags. Female customers constitute all 25 customers who brought cloth bags to shopping. None of the 106 male customers observed brought cloth bags to shopping.

#### 4.8. Findings Related to Payment Method

The shopping habits of consumers can also differ with their payment methods. People are moving away from carrying cash money day by day and mostly pay by credit cards.

**Table4.8.** Findings Related to Payment Method

Gender	cash payment	%	credit card payment	%	Toplam
Women	71	%60	48	%40	119
Men	79	%75	27	%25	106
Total	150	%67	75	%33	225

Considering the findings regarding the payment methods of the customers while shopping, 150 (67%) of the 225 people observed made cash payment and 75 (33%) used credit cards after shopping. 71 (60%) of the female customers and 79 (75%) of the male customers made cash payments while shopping. Of the 75 people using credit cards, 48 (40%) are female customers and 27 (25%) are male customers.

#### 4.9. Findings Related to Shopping Time

The shopping time at which the observation took place was examined on weekdays and weekends. In addition, the hours of the observed shopping were divided into groups such as morning, lunch, afternoon and evening and analyzed.

**Table4.9.1** Findings Related to Shopping Days

Gender	Weekdays	%	Weekend	%	Total
Women	96	%81	23	%19	119
Men	82	%77	24	%23	106
Total	178	%79	47	%21	225

Findings regarding the days when customers shop are shown in table4.9.1. Accordingly, it is seen that 178 (79%) of 225 people made the shopping on weekdays and 47 (21%) made shopping on the weekend. 96 (81%) of female customers and 82 (77%) of male customers made shopping on weekdays, while 23 (19%) of female customers and 24 (23%) of male customers made shopping over the weekend.

**Table4.9.2 Findings Regarding Shopping Time**

Gender	09:00-12:00	%	12:00-15:00	%	15:00-18:00	%	18:00-21:00	%	Total
Women	34	%29	38	%32	36	%30	11	%9	119
Men	29	%27	37	%35	31	%29	9	%8	106
Total	63	%28	75	%33	67	%30	20	%9	225

Findings regarding the hours that customers shop are seen in Table4.9.2. 63 (28%), 75 (33%) , 67 (30%) , 20 (9%) of 225 people observed were shopping between 09:00-12:00, 12:00-15:00, 15:00-18:00 and 18:00- 21:00, respectively.34 (29%), 38 (32%), 36 (30%), 11 (9%) of the 119 female customers observed were shopping between 09:00-12:00, 12:00-15:00, 15:00-18:00 and 18:00-21: 00, respectively. 29 (27%), 37 (35%), 31 (29%), 9 (8%) of the 106 male customers observed were shoppingbetween 09:00-12:00, 12:00-15:00, 15:00-18: 00 and 18: 00-21: 00, respectively.

## 5. RESULTS AND DISCUSSION

Businesses prefer market segmentation to provide services that are tailored to their customers' demands and wishes so thatthey are pleased more. While doing market segmentation, it is important to segment customers according to concrete criteria. Gender factor is one of the most concrete criteria in market segmentation. In this sense, this study is important in order to determine the expectations and behavior models of male and female consumers in the markets. Therefore, different behaviors of male and female consumers will be important for market managers in retail consumption.

In the research, the following variables related to market consumers were emphasized.

- The preferred day of shopping,
- Shopping hours,
- Gender,
- Age status,
- Being alone while shopping,
- Getting help status,
- The time spent in shopping,
- Interest in discounted sections,
- Interest in the price tag,
- Proposed discounted product purchase status,
- Products purchased,
- Bag purchase,

- Cloth bag carrying status and
- form of payment information.

It is observed that there is no significant difference between male and female consumers according to the preferred shopping day (weekdays, weekends). However, it is seen that the number of shopping on weekdays (178; % 79) is higher than the ones shopping on weekends (47; % 21). Unlike this study, it is seen in the literature that consumers mostly do their shopping over the weekend (Marangoz, 2006; Çelik et al., 2017). This difference may be due to the feature of the shopping market. The market where this research is carried out is one of the chain markets that are not suitable for resting and spending time, where people take the needs and leave. Shopping in this type of market is done for a short period of time when going to work or returning from work. Customers shopping for rest and fun prefer mostly weekend and shopping malls (Akgün, 2010).

At the state of being alone in shopping, male customers like shopping alone more than female customers. Female customers, on the other hand, prefer to go shopping with their spouses, children or friends. This result obtained by observation in the research is supported by many studies in the literature (Barletta, 2003). Enterprises also create places where people can spend time together, especially children (Kanner, 2003: 80). Because spending more time at the market with the children means more shopping.

During the shopping, female customers received more help than male customers in supermarkets. While male customers do not like to ask for help, female customers like to ask and accept help (Barletta, 2003: 55; Pace, 2009: 114). This finding obtained in the research is supported by the studies in the literature.

According to the findings obtained from the study, female customers spend more time shopping than male customers. It was observed that male customers focus on only the product they need without trying to shop, try to save time, and want to shop as soon as possible with minimum effort. The literature supports this result of the study (Özdemir and Tokol, 2008: 12; Kuruvilla and Ranjan, 2008: 2-3; Seock and Bailey, 2008: 118) It is observed that women enjoy shopping and men see shopping as a duty (Barletta, 2003: 22 ; Bakshi, 2013: 1).

The products purchased by female customers are mostly basic food, cleaning and household products. The products purchased by male customers are mostly snack food, repair and personal care products, though. The view that men shop more for themselves, women do family-oriented shopping is supported by the literature (Özdemir and Tokol, 2008).

In addition, transactions such as payment of bills and money transfer are made at the cash register of the market. During the observation process, such procedures were carried out only by men. It can be said that women behave more timidly than men because they perceive innovations as a risk. In general, it is stated that women are more concerned about unexpected or uncertain results and are more discomfort than risk (Kim et al., 2009: 266-277). In this context, it can be claimed that women prefer safer products.

In the observations, women control price tags much more. The market publishes a discount brochure weekly. Observation days coincide with 2 wednesdays. There are people waiting close to the opening time of the market to take advantage of discounted products on the relevant days. The majority of those waiting are women. In addition, an aisle of the market is reserved for products in discount catalogs. While women did not shop from these departments during the shopping, they were interested in discounted products. The rate of women preferring discounted products is higher than men (Bardakçı et al., 2015; Khan and Dost, 2011; Yalman and Alptekin, 2014; Özdemir and Tokol, 2008; 11; Bartos, 1989: 157).

During the payment, the products sold at a discount of over 25 TL are offered to the customers at the payment point by the cashier. Since instantaneous consumption behavior is more pronounced in women (Kılıç, 2017: 11; Tayfun, 2015: 5; Yalman and Alptekin, 2014: 3; Bilgen and Kara, 2014: 14), it was observed that women purchased more of these products.

Contrary to Bardakçı et al. (2015) finding that men use a high rate of credit cards during shopping, the rate of men using cash in this study is slightly higher than that of women. The vast majority of the observed people paid cash in grocery shopping. The reason for this is that the market where the observation takes place is frequently visited for shopping, such as bread, water and snacks. Although there is a grocery store and bakery nearby, customers also prefer the market for their needs such as snacks, bread, cigarettes and water. Customers find institutionalized markets more reliable than grocery stores. This situation leaves the neighborhood grocery stores in a difficult situation.

Since plastic bags cause environmental problems, they are controlled by law in many countries or offered to customers for a fee. A law regarding the remuneration of all plastic bags above 15 microns thick valid from date January 1, 2019 on, in Turkey has been made. Among the observed customers, female customers bought more bags. In the market where the observation took place, although the cashier' free distribution of the thinner bags used in the greengrocer section to the customers caused less bag sales; it increased the consumption of the bags. This result of the study contradicts some studies in the literature (Law and Cop, 2019; Onurlubaş et al., 2017). According to some studies in the literature, it is stated that women are more sensitive to the environment and support taking precautions against the consumption of bags. On the other hand, the purchase of plastic bags by female customers can be explained as the need for these bags to be used at home (Ayalon et al., 2009; Yasa and Cop, 2019).

In the literature study, the charging of plastic bags has shown that consumers increase their habit of taking the bags that can be reused while shopping (Yasa and cop, 2019; Poortinga Whitmarsh and Suffolk, 2012). This study reveals that few people have reusable bags and all those who bring reusable vehicles are women. This result may be due to customers purchasing a small number of products and purchasing the products they need urgently when returning from work. The fact that both those who buy plastic bags and those who use reusable vehicles consist of more female customers also reveals the large amount of products that women buy.

According to the results obtained from this study, it will be important to understand female and male customers, to offer suitable products for them, to develop promotion tactics for women and men, and to design the markets by considering male and female customers. For this reason, businesses can benefit from this study and similar academic studies while developing a strategy for marketing mix and marketing communication.

Comparative studies can be carried out according to market types (the market size) in new academic studies based on gender factor. Today, it can be said that two of market types come to the fore in general. These are markets such as BİM and A101, which aim to sell the products at affordable prices to the customer, and markets that offer more opportunities for the customer to spend more time. It will be important to approach the markets in question, even the shopping malls, in the context of gender factor comparatively.

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