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textul lucrării:

GENDER AND SHOPPING BEHAVIOR OUTCOMES IN THE CONTEXT OF SHOPPING CENTERS
Abstract Understanding consumer behavior can be divided into three parts: before visiting the stores or shopping centers, during the visit, and after. From the point of view of the final result intended by retailers, satisfying customers in terms of profitability, all three components are equally important. A relevant segmentation criterion for most products and stores is gender.

2 **Previous research suggests that gender influences shopping motivations, the way people shop**

and shopping behavior

64 **outcomes. The purpose of this article is to**

investigate if there are, indeed, differences between shopping behavior outputs of women and men (affective loyalty (satisfaction) and conative loyalty), as found by certain researchers, and also in terms of the factors that influence the formation of conative loyalty.

58 **The results confirm that there are few significant differences in the satisfaction level,**

although for women all values are slightly higher, and none in the repurchase and recommendation intentions between the two genders. Conative loyalty formation (defined as intent to repurchase and recommend) takes place differently between the two genders. Key words: gender; recommendation intention; repurchase intention; satisfaction; shopping behavior outcomes. JEL Classification: M31, M39. I. INTRODUCTION The ultimate goal of any business, including retailing, is profit. Understanding shopping outcomes can help marketers

23 **develop better marketing strategies to satisfy their customers' shopping motives**

(Jin and Kim, 2003, p. 403). It is widely accepted that consumer loyalty minimizes marketing costs, maximizes profits and long-term prosperity of companies. Therefore, loyalty is an effective tool for getting profit. For this reason, it is a concept commonly found and researched in literature. Researchers and academics have not reached a consensus on the concept of loyalty

60 **(Uncles et al, 2003; East et al, 2005).**

Although

29 **loyalty has been defined in various ways, there are two main approaches: behavioral and attitudinal (Day, 1969; Dick and Basu, 1994). In earlier days, most researchers had focused on the behavioral concept,**

measuring

48 **loyalty as repeat purchase frequency, relative volume of same brand purchasing, repurchase probability, a**

long-term choice probability or switching (Yi and La, 2004, p. 353),

24 **past purchases of the same brand or patronage of the same store and/or the measurement of probabilities of future purchase given past purchase behaviors (Dick and**

Basu, 1994), share of wallet (Sirdeshmukh et al, 2002). More

49 **recently, loyalty has been defined from the attitudinal perspective as well.**

41 **Attitudinal loyalty is operationalized as brand preference or emotional commitment, measured with level of satisfaction, repeat purchase intention**

37 **(Cronin and Taylor, 1992), recommendation intention (Yi and La, 2004,**

p. 354), resistance against better alternatives

66 **or willingness to pay premium price.**

The measures used in this research include satisfaction and recommendation and repurchase intentions.

53 **Attitudinal loyalty includes cognitive, affective, and conative aspects (Oliver, 1999).**

This paper addresses is from Oliver's (1999) standpoint, confirmed by Yavas and Babakus (2009) and Abrudan et al (2015). According to this approach, loyalty has four phases: cognitive, affective, conative and behavioral. The purpose of this article is to investigate if indeed there are differences between shopping behavior outputs in shopping centers between men and women, as some researchers have found. Affective loyalty (satisfaction) and conative loyalty (recommendation and repurchase intent) are analyzed. Comparisons between genders are extended to the level of the factors that influence the formation

56 **of conative loyalty. If between conative and behavioral loyalty the direct relationship**

of determination is widely accepted, the rapport between satisfaction and repurchase and recommendation intentions is controversial. This is why the

52 **aim of the research is to determine whether the factors that**

predict intention to repurchase or recommend the shopping center are the same for women and men and which they are. II. LITERATURE REVIEW Shopping behavior outcomes – satisfaction, repurchase intention and recommendation intention Satisfaction (Dawson et al, 1990; Dobre and Milovan-Ciuta, 2015), repatronage intention

23 **(Wakefield and Baker, 1998), desire to stay (Wakefield and Baker, 1998) and consumer spending level (Babin and Darden, 1996)**

are among the most researched retail shopping outcomes (Jin and Kim, 2003, p. 403; Curtis et al, 2011, p. 1). The current research investigates satisfaction and intentions to recommend and repurchase. They are considered equivalents for affective and conative loyalty from Oliver's model. According to this, loyalty has four phases: cognitive, affective, conative and behavioral. At the cognitive level take place

47 **customers' cognitive evaluations of a brand (store) relative to other brands / stores.**

The level of emotional loyalty involves affective preferences and emotions (satisfaction), built on several purchase occasions that create satisfaction to consumers. The level of conative loyalty (of behavioral intention) requires customers' intention to return, to make new purchases and

1 **recommend the store to others. Action loyalty is the last level and involves the formation of habit, of routine buying.**

Customer satisfaction is a fundamental marketing concept. On the surface, it seems to be an uncomplicated concept (Mishra and Srivastava, 2011, p. 242). But it has multiple definitions, which have evolved over time. Traditionally it has been described as the fulfillment of consumer expectations. In this sense it is considered a cognitive phenomenon and results from the comparison of the expected experience with the one received. Some authors treat it

1 **as an emotional concept (Olsen, 2007) and define it as the personal assessment of the pleasure felt,**

noting that it is a cumulative concept and not specific to a single transaction. Other authors describe it both as a cognitive phenomenon and as an emotion, saying that it can be explained through cognitive assessment and emotional reaction, based on the comparison between expectations and perceived performance (Westbrook, 1980; Westbrook, 1981; Burns and Neisner, 2006). Ultimately, one can say it is an important measure of customer overall feelings and attitudes (Shun and Yunjie, 2006, p. 276). Mishra and Srivastava (2011, p. 242) have tried to summarize the definitions and present the main features of the concept. In their opinion,

7 **satisfaction is**"1. **Some type of emotional (affective), cognitive and / or an impulse (conative) response;** 2. **Established on an assessment of product-related standards, product consumption experiences, and or purchase- related attributes;** 3. **Articulated before choice, after choice, after consumption, after extended experience, or just about any other time a researcher may enquire consumer about the product or product related attributes".**

Shopping centers' shoppers or visitors satisfaction has two major components - on the one hand, the satisfaction accumulated during the visit (shopping experience), and the second – in case they have made purchases, satisfaction with the products and services purchased. The

1 **satisfaction with the shopping experience is, in turn, made up of (Hawkins and Mothersbaugh, 2010, p. 633): satisfaction with the buying process, generated by the information available, pricing, merchandising,**

buying experience - relations with sales personnel, their knowledge, etc. (Garton, 1995, p. 33) and satisfaction with the store where the product is bought, which causes about 30% of the variance in satisfaction (Sathish and Venkatesakumar 2011, p. 73).

6 **One study reports that it takes 12 positive experiences to offset the effects of a single negative experience, and the cost of attracting a new customer is five times that of retaining an existing customer (Payne, 1994). As a result, it is imperative that organizations be concerned with the perceived satisfaction of their customers**

(Newell et al, 2011, p. 131).

34 **Satisfaction is positively associated with relative attitude, repurchase intentions, likelihood of recommending a product or service, loyalty and profitability (Dick and Basu, 1994;**

Sivadas and Baker-Prewitt, 2000, p. 75; Wong and Yu, 2003, p. 68; Carpenter and Fairhurst, 2005; Shun and Yunjie, 2006, p. 284; Curtiss et al, 2011, p. 3; Mishra and Srivastava, 2011, p. 243).

39 **Dissatisfaction has been seen as a primary reason for customer defection or discontinuation of purchase**

(Sivadas and Baker-Prewitt, 2000, p. 75). Recommendation from one consumer to another

37 **plays a major role in influencing the** opinions of other people (Mishra and

Srivastava, 2011, p. 244).

44 **Recommendation of a store is greatly associated with the likelihood of that** consumer **repurchasing from that store,**

because this might strengthen his own attitude toward that store (Sivadas and Baker-Prewitt, 2000, pp. 78-79). Gender and shopping behavior outcomes Previous research suggests

45 **that gender influences the way people shop** (Buttle, 1992). **In general, women enjoy shopping more**

than men

16 **(Meyers-Levy and Sternthal, 1991; Polegato and Zaichkowsky, 1994). In addition, research demonstrates that women report more positive shopping behavior outcomes than men – such as satisfaction, recommendation and repurchase intentions.**

2 **In general, research shows that women have higher levels of satisfaction in relation to shopping activities than men do** (Bryant and Cha, 1996; Helgesen and

Nesset, 2010;

16 **Mittal and Kamakura, 2001; Maurer Herter et al,**

2014). Also, they tend to involve themselves more in recommending and have higher repurchase intentions than men

2 **(Meyers-Levy and Sternthal, 1991; Mittal and Kamakura, 2001; Yavas et al, 2004;**

Maurer Herter et al, 2014, p. 780).

2 **Regarding recommendation, women are more likely to recommend a service than men (Morrell and Jayawardhena, 2010; Yavas et al, 2004). In relation to repurchase intentions, research shows that women are usually more loyal customers and are more likely to return to the same company than men**

2 **(Ndubisi, 2006; Noble et al, 2006; Pan and Zinkhan, 2006; Yavas and Babakus, 2009;**

Helgesen and Nesset, 2011; Maurer Herter et al, 2014).

2 **Research also shows that satisfaction affects other shopping behavior outcomes (Sivadas and Baker- Prewitt, 2000), such as recommendation**

51 **(Johnson et al, 2003) and return / repurchase intentions (Helgesen and Nesset, 2010).**

However, the relationship is not linear, as many researchers noted, and there may be moderators affecting the satisfaction – repurchase intention relationship, such as personal characteristics -

57 **variety seeking, age, and income (Homburg and Giering, 2001)**

and others. The

55 **aim of this research is to test whether there are differences**

in shopping behavior outcomes (satisfaction, repurchase and recommendation intentions) between men and women and between the construction processes of repurchase intention of the two genders. The hypotheses formulated are: H1: Women do not have significantly higher shopping center behavior outcomes compared to men. H1a: Women do not have significantly higher shopping satisfaction compared to men in shopping centers. H1b: Women do not have significantly higher repurchase intention than men to shopping centers. H1c: Women do not have significantly higher recommendation intention than men for shopping centers. H2: Recommendation intention is determined by the same factors for the two genders. H3: Repurchase intention is determined by the same factors in case of men and women. H4: Repurchase intention is influenced by recommendation intention for both genders. III. METHODOLOGY This research

1 **focuses on issues related to shopping centers customers'**

behavior. The study

1 **population must be representative in terms of social characteristics, demographic, professional, etc.**

Since

1 **shopping centers are located within or in close proximity to large urban areas, Cluj-Napoca, the**

second urban agglomeration in Romania, has been selected to perform the survey. The study population consists of shoppers from Cluj-Napoca, 15 years and older. The

1 **sampling method is a combination of systematic sampling based on Cluj-Napoca's postal codes with quota sampling, using as variables gender and age of respondents. Data collection has been conducted at respondents' homes to**

allow for optimum filling in of the questionnaire. Approximately 700 questionnaires have been collected.

1 **Of the respondents, only 574 are customers of shopping centers**

and have answered every question. Shopping outcomes refers to satisfaction, repurchase and recommendation intentions. All these results have been

46 **measured on a six-step Likert scale, from totally disagree to totally agree. If repurchase and**

recommendation intentions have been measured using a single item for each, satisfaction has been measured through several variables. The aim has been to capture the various aspects of the shopping centers that can generate satisfaction or dissatisfaction. The items used in measuring satisfaction are: "I find here everything I need", "I find here all the shops I like", "I like the products I have purchased", "The visit at the shopping center has been pleasant",

54 **"I am satisfied with the super - / hypermarket", "I am satisfied with**

clothing and footwear stores in the shopping center", "Overall, I am satisfied with the shopping center". IV. DATA ANALYSIS AND DISCUSSIONS To test the hypothesis that women do not manifest higher shopping outcomes than men, t test for equality of means has been performed. In table 1, the

31 **t-test results are reported twice. The first line ("equal variances assumed")**

undertakes **that the assumption of equal variances has been met. This**

is the case when significance values (sig.) for

62 Levene's Test for Equality of Variances (F)

exceed the 0.05 threshold. In case of equal variances, the corresponding value of the t test is on the first line.

11 The independent samples t-test compares the difference in the means from the two groups to a given value (usually 0). In other words, it tests whether the difference in the means is 0. The

significance level (2-tailed) for the t test is above 0.1, except for two variables "pleasant visit" and "satisfaction with super / hyper", which signifies that, on average, women do not have higher shopping satisfaction, repurchase and recommendation intentions than men. This conclusion is reinforced by the mean values for both men and women for all those variables. Even though it is noted that for all items expressing shopping outcomes, satisfaction and intent to repurchase and recommend, the mean value for females is higher than for men, this difference is not statistically significant, except for the assertion that the visit has been pleasant, at the level of 0.05% and at 0.1% level for the satisfaction with the food anchor. Therefore, hypothesis H1a is partially confirmed, while H1b and H1c are accepted. Table 1. Independent samples test -

27 t-test for equality of means F Sig. t df Sig. (2- tailed) Mean Diff. Std. Error Diff. Lower 95% Confid. Int. of the Diff. Upper

Gen	Mean	Std. Dev.	Std. Error	Mean	Stores	I like	EVA	0.024	0.877	-0.583	566	0.560	-0.049	0.084	-0.213																																																																																																																																																																																																	
0.116	M	4.50	1.006	0.063	EVNA	-0.581	539.138	0.561	-0.049	0.084	-0.214	0.116	F	4.54	0.981	0.056																																																																																																																																																																																																
Everything	I	EVA	2.702	0.101	-1.028	560	0.305	-0.100	0.098	-0.293	0.092	M	4.39	1.213	0.076	need																																																																																																																																																																																																
EVNA	-1.018	517.165	0.309	-0.100	0.099	-0.294	0.093	F	4.49	1.102	0.063	Good products	EVA	14.201	0	-1.313	570	0.190	-0.089	0.067	-0.221	0.044	M	4.77	0.907	0.056	EVNA	-1.281	478.847	0.201	-0.089	0.069	-0.224	0.047	F	4.86	0.706	0.040	Pleasant visit	EVA	13.022	0	-2.895	570	0.004	-0.207	0.071	-0.347	-0.066	M	4.66	0.925	0.058	EVNA	-2.848	504.941	0.005	-0.207	0.073	-0.349	-0.064	F	4.87	0.782	0.044	Satisfaction	EVA	6.855	0.009	-1.843	568	0.066	-0.128	0.069	-0.264	0.008	M	4.88	0.875	0.055	super/hyper	EVNA	-1.822	517.455	0.069	-0.128	0.070	-0.265	0.010	F	5.00	0.778	0.044	Satisfaction	EVA	0.050	0.823	-0.723	559	0.470	-0.077	0.106	-0.284	0.131	M	4.19	1.271	0.080	apparel stores	EVNA	-0.721	530.424	0.471	-0.077	0.106	-0.285	0.132	F	4.27	1.227	0.070	Overall	EVA	4.010	0.046	-1.274	567	0.203	-0.079	0.062	-0.202	0.043	M	5.00	0.831	0.052	satisfaction	EVNA	-1.245	481.589	0.214	-0.079	0.064	-0.205	0.046	F	5.08	0.656	0.037	Repurchase	EVA	3.436	0.064	-0.578	570	0.564	-0.044	0.077	-0.196	0.107	M	4.97	0.980	0.061	intention	EVNA	-0.570	515.377	0.569	-0.044	0.078	-0.198	0.109	F	5.01	0.859	0.048	Recommen-	EVA	10.886	0.001	-1.528	570	0.127	-0.128	0.084	0	-292	0.036	M	4.80	1.086	0.068	dation	intention	EVNA	-1.502	502.740	0.134	-0.128	0.085	-0.295	0.039	F	4.93	0.912	0.051	Notes: EVA =

40 Equal variances assumed; EVNA = Equal variances not assumed; F - Levene's Test for Equality of Variances

Hypothesis H2 refers to the recommendation intention. It assumes that recommendation intention is formed in similar way for the two genders. To determine the causal link between the dependent variable intention of recommendation and satisfaction with the shopping center, multiple linear regression has been used. Satisfaction is measured on several components: satisfaction with the visit to the shopping center, with the products purchased, with the food anchor store and with clothing and footwear stores. There are a number of

63 assumptions that need to be satisfied in order to

perform linear regression analysis. Causality

50 between the dependent variable and the independent ones is justified based on literature review. The inclusion of

all relevant independent variables is checked by looking at the presence of a pattern in the (ZPRED, ZRESID) graph. Since no path can be noticed, it seems that all relevant variables have been taken into account and

43that there is a linear relationship between dependent and independent variables. The histogram of the

standardized residuals shows they are more or less normally distributed. The 'normal probability plot' also displays this visually. The homoscedasticity assumption is also met, since no distinct pattern can be noticed in the (ZPRED, ZRESID) graph (Janssens et al, 2008, p. 158). No high correlation (above 0.6) between the independent variables is noted when bivariate correlation is performed. The number of outliers is very small – only 6 for men and 7 in the case of women, which means they do not represent a threat for the results obtained. Table 2. Multiple linear regression model summary for recommendation intention Gender Model 0.595a

26R R Square Adjusted R Square Std. Error of the Estimate R Square Change F Change Change Statistics df1 df2 Sig. F Change M 1

0.354 0.352 0.853 0.354 137.047 1 250 0 2 0.627b 0.394 0.389 0.828 0.040 16.251 1 249 0 F 1 0.562d 0.316 0.314 0.748 0.316 140.890 1 305 0 2 0.584e 0.341 0.337 0.735 0.025 11.506 1 304 0.001 a. Predictors: (Constant), The products purchased are very good b. Predictors: (Constant), The products purchased are very good, The visit to the shopping center has been very pleasant c. Dependent Variable: I intend to recommend it to other people d. Predictors: (Constant), The visit to the shopping center has been very pleasant e. Predictors: (Constant), The visit to the shopping center has been very pleasant, I am satisfied with the super- / hypermarket Recommendation intention of the shopping center by both genders is influenced by the extent to which shopping visit is perceived as pleasant. In case of men the satisfaction obtained from the consumption or use of the products purchased is also relevant. The reason may be that, in general, men show a utilitarian motivation when it comes to shopping. Recommendation intention for women is determined by the satisfaction with the food anchor as well. One explanation is that most women are responsible for purchasing groceries in their household and frequently make purchases from the supermarket or hypermarket in the shopping center. In conclusion, hypothesis H2 is rejected. The link between satisfaction, intention to repurchase and recommend is also modeled using multiple linear regression. The assumptions needed to perform linear regression have been verified in this case as well. Table 3. Multiple linear regression model summary for repurchase intention Sexul

18Model R R Square Adjusted R Square Std. Error of the Estimate R Square Change F Change Change Statistics df1 df2 Sig. F Change 1 0. 573a 0. 329 0. 326 0. 779 0.

329 122.446 1 250 0 M 2 0.621b 0.386 0.381 0.747 0.057 23.007 1 249 0 3 0.637c 0.406 0.399 0.736 0.020 8.434 1 248 0.004 F 1 0.666a 0.443 0.441 0.644 0.443 242.559 1 305 0 2 0.687b 0.471 0.468 0.628 0.028 16.273 1 304 0 a. Predictors: (Constant), I

65intend to recommend it to other people b. Predictors: (Constant), I

intend to recommend

35it to other people, I am satisfied with the

super- / hypermarket c. Predictors: (Constant), I intend to recommend

35it to other people, I am satisfied with the

super- / hypermarket, The visit to the shopping center has been very pleasant d. Dependent Variable:

61I intend to repurchase mainly from this shopping center in the future

Analyzing the table with model summary, it is observed that recommendation intention significantly influence repurchase intention for both genders. This finding confirms the results obtained by other researchers (Sivadas and Baker-Prewitt, 2000). Thus, hypothesis H4 is confirmed. If for the recommendation intention of men satisfaction with the food anchor is not relevant, it is relevant to stimulate repurchase intention for both genders. In addition, for women it is important how pleasant the visit to the shopping center has been. Therefore, hypothesis H3 is infirmed. V. CONCLUSIONS The results obtained from this research confirm

10that there are no significant differences between the level of satisfaction experienced by women and

men. Similarly, recommendation and repurchase intentions of the two genders are similar, although for women the values are slightly higher. But the formation of conative loyalty, defined as intent to repurchase and recommend is different between the genders. Recommendation intent for both genders is influenced by the satisfaction with the visit to the shopping center, and additionally, for men, by the satisfaction with the products purchased, while for females by the satisfaction with the food anchor. Repurchase intention is predicted, for both genders, by the recommendation intention and satisfaction with food anchor, and, for women, additionally by how pleasant the visit to the shopping center has been. Table 4. Summary of hypotheses

Hypotheses	Conclusions
H1:	Women do not have significantly higher shopping center behavior outcomes compared to men.
Partially confirmed H1a:	Women do not have significantly higher shopping satisfaction compared to men in shopping centers.
Partially confirmed H1b:	Women do not have significantly higher repurchase intention than men to shopping centers.
Confirmed H1c:	Women do not have significantly higher recommendation intention than men for shopping centers.
Confirmed H2:	Recommendation intention is determined by the same factors for the two genders.
Infirm H3:	Repurchase intention is determined by the same factors in case of men and women.
Infirm H4:	Repurchase intention is influenced by recommendation intention for both genders.

Confirmed This research can be extended to consider shopping motivation as a factor influencing conative loyalty. Besides this, other personal factors that can influence conative loyalty can also be studied. Another line of research is the inclusion of behavioral loyalty to the shopping centers in a complete model, with personal factors as moderators.

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