

# Gender differences in sources of shopping enjoyment

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## Abstract

A steady stream of research over the past few decades has focused on store and shopping mall patronage and consumers' associated enjoyment of the shopping experience. Based on previous research, the sources of shopping enjoyment were identified as shopping to socialize, shopping for bargains, shopping for gratification, shopping for entertainment, shopping for others, shopping to browse, shopping for exercise and shopping for sensory stimulation. The objective of this study was to investigate gender differences in the sources of shopping enjoyment. Data were collected through self-administered questionnaires distributed at a large metropolitan shopping centre in the eastern suburbs of Pretoria. The findings indicate significant gender differences on all the sources of shopping enjoyment except 'shopping for entertainment'. This study contributes to the current literature and provides valuable information to South African retailers, specifically with regard to marketing and promotional strategies aimed at male and female shoppers separately. Suggestions for future research are offered.

## Keywords

Gender, marketing, shopping enjoyment, sources of shopping enjoyment.

## Introduction

Shopping motivation and the associated enjoyment thereof has been a key area of research in consumer shopping behaviour over the past few decades (Wagner and Rudolph, 2010). Various researchers in this field explore, in particular, the impact of demographic variables such as age (Baker and Haytko, 2000; Wilhelm and Mottner, 2005; Bakewell *et al.*, 2006) and gender on shopping behaviour (Visser *et al.*, 1996; Lee *et al.*, 2005; Noble *et al.*, 2006). Despite the many avenues for non-store shopping, for example the Internet or catalogues, the vast majority of shoppers find shopping a pleasurable experience when visiting brick-and-mortar stores. There seems to be something universal about the love of shopping (Jin and Sternquist, 2004). For many consumers, however, factors such as a lack of time, crowding, the distance to travel to the shop or even the 'sameness of malls' might have a negative influence on their perceptions of shopping being a pleasurable experience (Berman and Evans, 2009, p. 208).

Assuming that many shoppers do find shopping pleasurable, it is not clear what exactly constitutes the sources or underlying factors of shopping enjoyment (Falk and Campbell, 1997 in Cox *et al.*, 2005). Not all consumers shop for the same reasons; in fact, different sources of enjoyment fulfil shoppers' needs (Sit *et al.*, 2003; Cox *et al.*, 2005; Sinha and Uniyal, 2005). Recent studies by researchers in this field include the following sources or reasons why people find shopping enjoyable: socializing, bargain hunting, entertainment, shopping for gratification, shopping for others, shopping for adventure, to browse or to exercise, and shopping for sensory stimulation (Eroglu and Machleit, 1990; Arnold and Reynolds, 2003; Kim and Kim, 2007).

Arnold and Reynolds (2003) developed a 6-factor hedonic shopping motivation scale, which captures a wide variety of hedonic reasons why people go shopping. These multiple motives inherent within a single shopping trip clearly indicate the entertaining capabilities of shopping (Lee *et al.*, 2005). The essence of hedonic shopping comprises perceived freedom, fantasy involvement, heightened involvement and increased arousal (Jin and Sternquist, 2004). One dimension of shopping enjoyment overlooked by researchers, according to these authors, is price saving by hunting for the best bargains. The hedonic responses caused by price savings result in pride, excitement and accomplishment. Mano and Elliot (1977) (in Jin and Sternquist, 2004), however, posit that shoppers can also experience utilitarian responses through price savings because it leads to economic utility.

In assessing the potential sources of shopping pleasure, Cox *et al.* (2005) found that shopping enjoyment vary markedly among different demographic groups (age, income and consumers with children). As the study included female shoppers only, the authors suggested that future studies should investigate the recreational tendencies of other segment groups, for example male shoppers. Hart *et al.* (2007) concur by stating that shopping enjoyment may be a function of gender. It seems that limited research in this area has, to date, been executed in the South African context. It could be beneficial for retailers and shopping centre managers to gain insight into the gender sources of shopping enjoyment. Many consumers, including male shoppers, take note and appreciate the creative techniques

used to make the in-store displays attractive. The training of newly appointed and existing sales personnel could also be enhanced when they are sensitized regarding sources of shopping enjoyment for male and female shoppers and consumers from different ethnic backgrounds.

The main objective of this study, therefore, was to investigate the differences between male and female shoppers with regard to various sources of shopping enjoyment. Because it is not clear which potential sources of enjoyment applies to men and which applies to women, eight specific sources of enjoyment were used to determine possible differences between the two genders. These enjoyment factors, as identified by Arnold and Reynolds (2003) and Cox *et al.* (2005) are socializing with other shoppers, browsing, bargain hunting, sensory stimulation, gratification, entertainment, exercise and shopping for others.

## Theoretical background

### Gender

Notable differences were found in the incidence of gender in different shopping centre segments identified by Sit *et al.* (2003). Most of the shoppers in the *serious* shopper segment, who are concerned with the utilitarian value of shopping, were older women. Middle-aged men were mostly identified as *convenience* shoppers, being motivated to fulfil the shopping responsibility. *Apathetic* shoppers (represented mainly by older married men) perceive shopping as a burden and rarely browse. The *entertainment-seeking* shopper (mainly teenage single men with a low annual income) placed higher importance on atmospherics and entertainment.

Men generally perceive themselves as being competent shoppers, but many do not enjoy the experience. Those who do enjoy shopping show brand consciousness and fashion trait associations, and are not only prepared to spend time shopping, but also buy impulsively and without consideration of how much they spend (Bakewell and Mitchell, 2004). Lee *et al.* (2005) found that men enjoy the shopping experience more when the store or shopping centre is clean, the level of service quality is acceptable and the salespeople have good product knowledge. Today's men are more involved in child-rearing and family buying decisions, and consequently, also more engaged in shopping experiences. Bakewell and Mitchell (2006) report that young men are more involved in shopping, and many product categories, once seen as female, for example, fashion magazines and skin-care, now have male products. They propose that more research efforts should be directed towards male shoppers.

Women love shopping for a number of reasons: they take pride in their ability to shop; view the shopping process as a leisure activity; generally visit more shops per shopping trip than men; include social interaction as an important part of the shopping experience; and shop to express their love for families and other people (Hart *et al.*, 2007). Bastos (2009) says life situations can influence how much, or how little, women enjoy shopping. For example, some women love shopping more when they are in a tighter financial position. The accomplishment is greater when they get a good deal when they have less money at hand. Otnes and McGrath (2001) state that men and women differ, for example, in their attitudes towards shopping as a social activity. Therefore, it may be concluded that male and female shoppers are motivated by different sources of shopping enjoyment.

### Sources of shopping enjoyment

Table 1 lists conceptual definitions of shopping enjoyment and related constructs as defined in previous literature.

Shopping enjoyment can be described as the intrinsic enjoyment that consumers derive from the shopping activity itself (Cox *et al.*, 2005). Underlying this intrinsic enjoyment are different sources that contribute to the shopping enjoyment experience. Following is a brief discussion of the sources of shopping enjoyment mentioned earlier.

### Socializing with others

For many consumers, shopping is a social activity (Ng, 2003) and it refers to the enjoyment of shopping with friends and family and mingling with others while shopping (Arnold and Reynolds, 2003). The physical design of the shopping environment can facilitate or hinder these social interactions (Ng, 2003). For instance, a shopping mall fosters the social behaviour of larger groups, but it also attracts single people of both gender and all ages who look for social contact (Ng, 2003). Results from a study by Cox *et al.* (2005) indicate that relatively few female consumers shop in order to socialize with other shoppers. However, results from a study by Hu and Jasper (2004) indicate little differences in male (17%) and female (15%) shoppers' enjoyment of shopping for social reasons. Otnes and McGrath (2001) note that men basically want to buy a few items and leave as quickly as possible. Older men in particular, get bored '... when accompanying others (especially women) in retail settings'. It is also unlikely for men to draw out the shopping experience when they shop alone. Women, however, like to make shopping a social or recreational experience. This is, according to Hart *et al.* (2007), in accordance to gender role theory, which leads to the notion that men and women hold different views with regard to socialization as a source of shopping enjoyment. We therefore

**Table 1** Conceptual definitions of shopping enjoyment and related constructs

Concept	Definition	Authors
Recreational shoppers	Consumers who have a low opportunity cost for shopping activities. Recreational shoppers feel that shopping is an enjoyable use of their time.	Bellenger and Korgaonkar (1980).
Social shoppers	Consumers who engage in shopping primarily to satisfy needs unrelated to the acquisition of needed products.	Westbrook and Black (1985).
Experiential shopping motives	Consumers visit stores to derive pleasure from the visit itself.	Dawson <i>et al.</i> (1990).
Hedonic shopping value	Derived from the spontaneous hedonic responses elicited in the course of shopping activities.	Babin <i>et al.</i> (1994).
Shopping enjoyment	Satisfaction is derived from the shopping activity itself.	Reynolds and Beatty (1999).

Source: Adapted from Kaltcheva and Weitz (2006, p. 110).

hypothesize the following:

**H1:** Men and women differ in the extent to which they are motivated to engage in shopping to socialize.

### **Shopping for bargains**

Cox *et al.* (2005) state that bargain hunting may be the most pervasive source of shopping enjoyment. Shopping for bargains refers to shopping for sales, looking for discounts and hunting for good deals (Arnold and Reynolds, 2003) where shoppers value unexpected and spontaneous discounts (Bäckström and Johansson, 2006). Comparative shopping normally occurs when shopping for clothing, footwear, furniture and house wares, and shopping can be enjoyed even if one is looking for the lowest price (Scarpi, 2006). Many shoppers engage in bargain hunting and gain pleasure from 'beating the system'. According to Mano and Elliot, (1977) (in Cox *et al.*, 2005), paying a reduced price can cause shoppers to experience a sense of accomplishment. For women, most shopping experiences are characterized by weighing up the pros and cons of the purchase, and taking pride in their ability to shop (Bastos, 2009). Men's shopping style is characterized by determination, a lack of patience, and wanting to finish the shopping as soon as possible (Hart *et al.*, 2007). We posit the following:

**H2:** Men and women differ in the extent to which they are motivated to engage in shopping for bargains.

### **Shopping for gratification**

Gratification shopping involves shopping for stress relief, shopping to alleviate a negative mood, 'to get one's mind off a problem' or simply treat to oneself (Arnold and Reynolds, 2003). Arnold *et al.* (2005) identified two major groups of factors that are associated with delightful shopping experiences, namely interpersonal and non-interpersonal factors. Interpersonal factors refer to situations where the source of the delightful experience is attributable to the actions of a salesperson or service provider. The friendliness and helpfulness of store personnel can influence the patronage decision and also add value to the total enjoyment of the shopping experience (Sit *et al.*, 2003). Being pampered by a salesperson may add to the gratification as a source of shopping pleasure (Cox *et al.*, 2005). The criterion for sales staff performance is not only to provide product information but includes creating an interesting and pleasant social interaction (Hu and Jasper, 2006). Creative salespeople who come up with new ideas to serve and please customers will enhance their feelings of being pampered. Creative solutions by salespeople may delight customers, increase their satisfaction and possibly bring customers coming back for more (Wang and Netemeyer, 2004).

Non-interpersonal factors relate to situations in which the reason for delightful experience originates from product procurement or value attainment, for example, finding a long-needed product or an unexpected bargain (Arnold *et al.*, 2005). Schiffman *et al.* (2010, p. 386) postulate '. . . shopping is what we do to create value in our lives'. Hu and Jasper (2004) found that female shoppers are more inclined than male shoppers to visit speciality shops in malls such as the nail parlour or hair salon. Hence, the third hypothesis:

**H3:** Men and women differ in the extent to which they are motivated to engage in shopping for gratification.

### **Shopping for entertainment**

Entertainment creates an exciting or fun experience for shoppers (Sit *et al.*, 2003). Hart *et al.* (2007) mention that the variety and quality of entertainment in shopping centres can have a positive influence on the enjoyment of the shopping experience. Entertainment in a mall could be categorized into special event entertainment and specialty entertainment. Special event entertainment is offered on an occasional or seasonal basis for a short period of time, for example fashion shows, bridal fairs, and taking pictures with Santa Claus or the Easter Bunny. Specialty entertainment is incorporated into the property of the shopping mall for a longer duration, for example movie theatres, gaming and bowling arcades (Sit *et al.*, 2003). Live activities and entertainment during shopping hours are regarded with some reserve because they can attract unduly large crowds of non-shoppers (Fourie and Foreman, 2002, p. 520). Du Preez *et al.* (2007) found that male apparel shoppers consider entertainment as an important reason to patronize malls. We therefore hypothesize:

**H4:** Men and women differ in the extent to which they are motivated to engage in shopping for entertainment.

### **Shopping for others**

Shopping for others is a product-oriented activity (Arnold and Reynolds, 2003) and some shoppers derive enjoyment from the influence that this activity has on their feelings and moods, and the excitement and intrinsic joy felt when finding the perfect gift. Finding a gift can be seen as a task, but while the task is utilitarian, fulfilling that task can also be pleasurable, especially if carried out for friends and family (Bäckström and Johansson, 2006). Fischer and Arnold (1990) (in Hu and Jasper, 2004) point out that although women spend more time, and give more gifts, men spend more money on gift purchases than women. The following hypothesis is stated:

**H5:** Men and women differ in the extent to which they enjoy shopping for friends and family.

### **Shopping to browse**

Browsing is proposed as a source of shopping enjoyment by Cox *et al.* (2005). Arnold and Reynolds (2003) found that browsing is related to all the hedonic motivations for shopping enjoyment. Hedonic motivations are derived from the spontaneous responses elicited in the course of shopping activities (Kaltcheva and Weitz, 2006). Findings from a study by Bäckström and Johansson (2006) indicate that browsing and finding desired objects was the main source for some individuals to enjoy the shopping experience. Arnold and Reynolds (2003) provide evidence that younger men particularly find browsing enjoyable. We therefore hypothesize the following:

**H6:** Men and women differ in the extent to which they are motivated to engage in shopping to browse.

### **Shopping to exercise**

Shopping malls remain large, climate-controlled public places in which it is possible to move around freely. For this reason, one can expect that some consumers enjoy shopping primarily as an exercise experience. They see it as an opportunity to move about or to walk for exercise (Cox *et al.*, 2005). Tauber (1972) classify shopping motives into two broad categories, namely social motives and personal motives. The personal motives include aspects such as self-gratification, learning about new trends and feeling '... the need for exercise ...'. Thus, we posit the following:

**H7:** Men and women differ in the extent to which they are motivated to engage in shopping for exercise.

### **Shopping for sensory stimulation**

Sensory stimulation results from the atmospherics (sights, sounds and smells) of the environment in which the shopping is done (Cox *et al.*, 2005). Shopping may be undertaken for the sheer excitement and adventure of the shopping experience. Arnold and Reynolds (2003) refer to shopping for sensory stimulation as adventure shopping. It includes the feeling of being in another world when shopping. Pleasure induced by store environments appears to be a strong cause of consumers spending extra time in the store and spending more money than intended. Arousal induced by store environment would intensify pleasure to the extent that time and spending behaviour would be increased in pleasant environments (Donovan *et al.*, 2004). Arnold and Reynolds (2003) provide evidence that younger women enjoy 'adventure shopping' more than their male counterparts. Thus, it is hypothesized that:

**H8:** Men and women differ in the extent to which they are motivated to engage in shopping for sensory stimulation.

## **Method**

The purpose of this research was to test the typology of the sources of shopping enjoyment in a South African context with a specific focus on comparing the sources of shopping enjoyment across gender groupings. This study was conducted during September 2009 among shoppers at Menlyn Park Shopping Centre in Pretoria. Questionnaires were administered during daytime shopping hours on weekdays and over the weekends, with fieldworkers providing assistance where needed. The questionnaires were completed on the spot. A questionnaire could be completed in between 8 and 10 min. No incentives were given to respondents to complete the questionnaire.

## **Sample**

A non-probability convenience sampling approach was used to select respondents for this study. This method was used due to the fact that there was no sampling frame available to conduct other sampling methods. Graduate students from the University of Pretoria carried out the fieldwork. The fieldworkers were properly briefed on sample selection and interviewing procedures. They were requested to recruit an equal representation of male and female respondents as far as possible. Further, the fieldworkers also had to include respondents from varying age groups in the sample. In this mall intercept survey, only respondents who were 18

**Table 2** Demographic profile of respondents

	<i>n</i>	%
Age (years)		
18–24	75	37.50
25–30	45	22.50
31–40	44	22.00
41–50	18	9.00
51–60	12	6.00
>60	6	3.00
Total	200	100.0
Gender		
Male	97	48.50
Female	103	51.50
Total	200	100.0

years or older were included in the sample. In cases of doubt whether a respondent met the 18-year-old criterion, field-workers were instructed to ask the respondent's age before commencing with the interview. The fieldworkers were also asked to ensure that they approach elderly people. Cox *et al.* (2005) state that elderly consumers are especially likely to enjoy shopping when they are pampered by salespeople. To be included in the sample, the respondent had to indicate that he/she does engage in shopping from time to time. This screening question was followed by the following respondent instruction: 'We are interested in your perceptions regarding whether you find shopping enjoyable and what the reasons are'. Respondents were also assured of the confidentiality and anonymity of their responses. Two hundred usable questionnaires (representing a 98.5% response rate) were collected.

Table 2 provides a demographic profile of the respondents who participated in the study. The sample was slightly dominated by female respondents (51.5%) and relatively skewed in the 18–24 age group (37.5%).

### Measurement

In order to compile a scale to measure shoppers' motivations with regard to shopping enjoyment, questionnaire items were adapted from previous work by Cox *et al.* (2005) and Arnold and Reynolds (2003). As mentioned earlier, these authors identified the following possible shopping enjoyment factors: shopping for social reasons; browsing; bargain hunting; sensory stimulation; gratification; exercise, entertainment and shopping for others. Respondents indicated the extent to which they agreed with the statements on a 5-item scale ranging from strongly disagree to strongly agree. Some items were reverse scored. They were also requested to supply demographic data including age and gender. The draft questionnaire was pre-tested with a convenience sample of 12 respondents of both genders who recently shopped at Menlyn Shopping Centre in Pretoria. It was not necessary to make any adjustments to the draft questionnaire as no problems were reported by these respondents.

### Data analysis

The fieldworkers performed the coding procedure under supervision. After the data capturing, descriptive statistics, including means and standard deviations were calculated. The statistical significance level was set at  $\alpha = 0.05$ , and two-sample *t*-tests were used to test the stated hypotheses. Cronbach's alpha was calculated to measure the internal consistency of the summated scores for the 28 questionnaire items related to sources of shopping enjoyment.

### Results

Table 3 illustrates the Cronbach's alpha coefficients for the items pertaining to the sources of shopping enjoyment.

From Table 3, it can be observed that the Cronbach's alpha coefficient for the items indicate acceptable internal consistency reliability except for the one source, namely shopping for entertainment, which had a value of 0.60, which indicated unacceptable internal consistency reliability. The reliability of the sub-scale 'shopping for entertainment' cannot improve any further and it is a limitation of this study. Future researchers should improve the scale by adding

**Table 3** Cronbach's alpha coefficient values for sources of shopping enjoyment

Sources of shopping enjoyment	Cronbach's alpha coefficient
Shopping to socialize Shopping with others is a bonding experience. Shopping is an opportunity to meet new friends. To me, shopping with family is a social occasion. I enjoy socializing with others when I shop. I go shopping with my friends to socialize.	0.85
Shopping for bargains I like to compare different items when I shop. I enjoy hunting for bargains. I prefer to go shopping mostly when there are discount sales. I get a thrill from finding a real bargain.	0.76
Shopping for gratification When I am in a down mood, I go shopping to make me feel better. To me, shopping is a way to relieve stress. I go shopping when I want to treat myself to something special.	0.80
Shopping for entertainment I enjoy exhibits at a mall. I enjoy special events at a mall over the holiday season.	0.60
Shopping for others I enjoy shopping around to find the perfect gift for someone. I enjoy shopping for my friends and family. I feel good when I buy things for the special people in my life. I like shopping for others, because when they feel good I feel good.	0.71
Shopping to browse I like to casually stroll through a mall. I often browse to get ideas. I like to do window-shopping.	0.73
Shopping for exercise I like to walk through a shopping mall to keep fit. I see walking in a shopping mall as a form of physical exercise.	0.77
Shopping for sensory stimulation I enjoy the decorations and displays in a mall. I do not find shopping stimulating (reversed) Shopping makes me feel like I am in my own universe. The pleasant smells in a store make me feel good. Shopping is a thrill to me.	0.80

additional items to improve its reliability.

The mean scores of the two genders on each of the eight sources of shopping enjoyment are summarized in Table 4. These mean differences are also illustrated in Fig. 1.

The descriptive statistics in Table 4 shows the extent to which male and female respondents differ in their sources of shopping enjoyment. The greatest source of shopping enjoyment for male respondents was shopping for bargains [M = 3.34, standard deviation (SD) = 0.83], while female respondents reported shopping for others as their greatest source of shopping enjoyment (M = 4.0, SD = 0.68). The second highest source of shopping enjoyment for women was shopping for bargains (M = 3.7, SD = 0.83), and for men shopping for entertainment (M = 3.3, SD = 0.93).

Figure 1 clearly indicates that the lowest source of shopping enjoyment for both men and women was associated with 'shopping to exercise'. This may be ascribed to the fact that respondents do not associate shopping with exercising.

### Hypothesis tests

The hypotheses stated earlier all focus on gender differences on the sources of shopping enjoyment listed in Table 4. All the hypotheses were tested at a 5% level of significance using two-sample *t*-tests. The results are summarized in Table 5.

The mean for the two genders differ significantly on all the sources of shopping enjoyment except on shopping for entertainment. The mean differences indicate that women score significantly higher on all the sources of shopping enjoyment except 'shopping for entertainment'. Thus, H1, H2 and H3, and H5, H6, H7 and H8 are supported.

**Table 4** Means and standard deviations of shopping enjoyment between gender (*n* = 200)

Sources of shopping enjoyment	Gender			
	Male ( <i>n</i> = 97)		Female ( <i>n</i> = 103)	
	Mean	SD	Mean	SD
Shopping to socialize	2.691	0.984	3.219	0.882
Shopping for bargains	3.343	0.826	3.711	0.825
Shopping for gratification	2.715	1.011	3.667	0.951
Shopping for entertainment	3.320	0.930	3.393	0.989
Shopping for others	3.281	0.723	4.002	0.679
Shopping to browse	3.076	0.941	3.621	0.814
Shopping to exercise	1.948	0.882	2.422	0.987
Shopping for sensory stimulation	2.805	0.796	3.557	0.774

SD, standard deviation.

Scale values range from 1 ('strongly disagree') to 5 ('strongly agree').

### Discussion

In the present study, it was found that there was a significant difference in the sources of shopping enjoyment between men and women across all of the sub-dimensions except shopping for entertainment (see Fig. 1). This is in accordance with previous studies (Sit *et al.*, 2003; Lee *et al.*, 2005) that found that different demographic groups vary in their sources of shopping enjoyment. The findings of shopping enjoyment between men and women as shown in



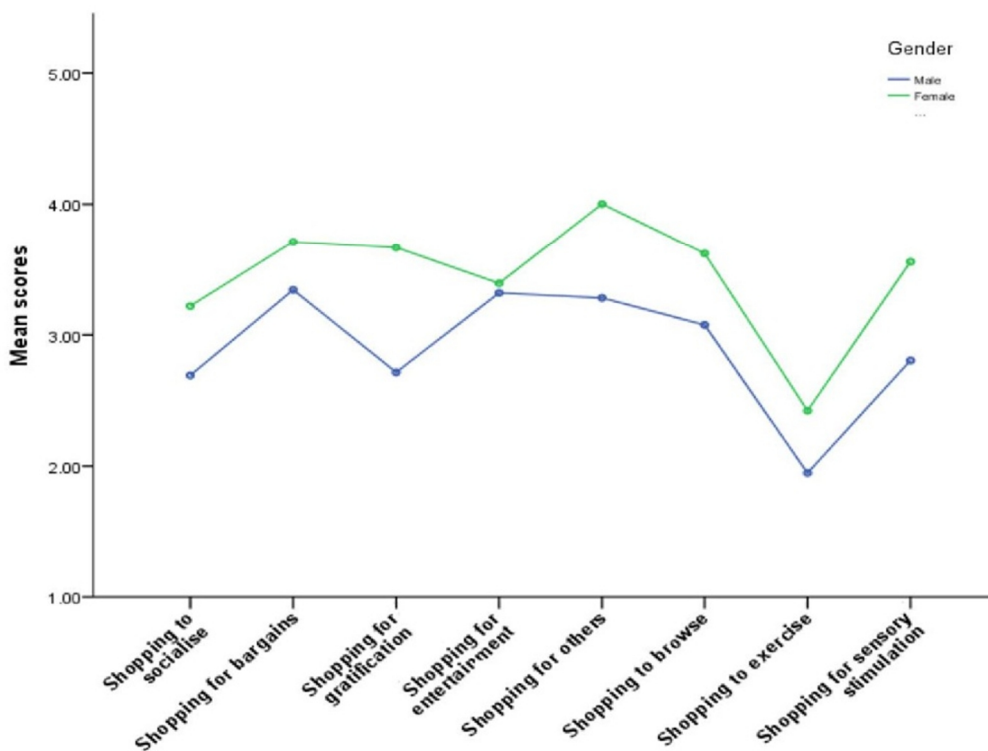
**Table 5** Results of two-sample *t*-tests for gender differences in sources of shopping enjoyment (*n* = 200)

	<i>t</i>	df	<i>P</i> -value (two-tailed)	Mean difference	Conclusion
Shopping to socialize	-4.003	198	0.000	0.528	H1 accepted
Shopping for bargains	-3.153	198	0.002	0.368	H2 accepted
Shopping for gratification	-6.860	198	0.000	0.952	H3 accepted
Shopping for entertainment	-0.541	198	0.589	0.074	H4 not accepted
Shopping for others	-7.277	198	0.000	0.723	H5 accepted
Shopping to browse	-4.394	198	0.000	0.546	H6 accepted
Shopping to exercise	-3.572	198	0.000	0.474	H7 accepted
Shopping for sensory stimulation	-6.779	198	0.000	0.753	H8 accepted

df, degrees of freedom.

A *P*-value of 0.000 indicates that  $P < 0.0005$ . The mean difference was calculated as the mean score of females minus the mean score of males.

Table 4 suggest that overall, women enjoy shopping more than men, which contradicts a finding by Arnold *et al.* (2005) that there were no differences between the way men and women experience shopping enjoyment. However, according to Hart *et al.* (2007) male and female patrons who enjoy shopping show positive intentions to re-patronize a shopping region in the future. And for women specifically, the enjoyment of shopping will be enhanced if they have a variety



**Figure 1** Gender differences in sources of shopping enjoyment

The results further indicate that both genders do not value shopping to socialize as a very significant source of shopping enjoyment. This finding is in agreement with Cox *et al.* (2005) who state that relatively few consumers shop in order to mingle with other shoppers. Instead, consumers tend to be drawn to the private enjoyment of shopping, for example, bargain hunting. The findings of a more recent study in the United States (Wagner and Rudolph, 2010), also indicate that respondents do not value socialization very highly as a source of shopping enjoyment. However, Tauber (1972) (in Arnold and Reynolds, 2003) notes that shoppers are motivated by a number of shopping motives classified into personal (i.e., self-gratification) and social (i.e., peer group attractions and communication with others).

Men and women enjoy shopping for bargains, which supports previous research by Cox *et al.* (2005) who found that shoppers tend to be drawn to the private enjoyment of shopping, for example, bargain hunting. This finding is also supported by Arnold and Reynolds (2003) who specifically refers to middle-aged male and female shoppers who scored high on 'value' shopping (shopping for bargains). Du Preez *et al.* (2007) report that young male apparel shoppers search for bargains with a brand name.

Despite the fact that both gender groups agreed about the importance of decorations and displays in a mall, the results indicate that shopping for gratification reported the biggest difference between male and female shoppers (Fig. 1). Women clearly scored higher on shopping for gratification than male shoppers. Arnold and Reynolds (2003) also found that female shoppers are more inclined than men to be involved in shopping for stress relief and to forget about their problems. Apparently, men do not like to go shopping when they feel depressed. Female shoppers are more inclined to shop when they want to treat themselves and feel they need to be rewarded (Arnold and Reynolds, 2003).

Figure 1 indicates that male and female shoppers have positive feelings towards shopping for entertainment. This finding is in accordance with Hu and Jasper (2004) who found that both men and women think the mall is a good place for entertainment.

The findings in Table 4 indicate that women enjoy shopping for others the most. Arnold and Reynolds (2003) label this shopping motivation as 'role shopping', which reflects not only the enjoyment of shopping but also the influence this activity has on the shoppers' feelings and moods, and the joy felt by shoppers when finding the perfect gift for

someone. Otnes and McGrath (2001) (in Arnold and Reynolds, 2003) assert that, especially for women, this type of shopping is an expression of love. Fischer and Arnold (1990) (in Hu and Jasper, 2004) found that women start their Christmas shopping earlier and tend to give more gifts than men. Men, however, seem to spend more money on gift purchases than women do. In this study, shopping for others ranked third highest (mean 3.281) for men as a source of shopping enjoyment.

Both male and female shoppers reported that they enjoy to browse and shop to keep up with the latest trends and fashions (women slightly more so than men). This finding is in accordance with the 'idea shopping' (to browse) category of hedonic shopping motivations mentioned by Arnold and Reynolds (2003). Cox *et al.* (2005) is of the opinion that browsing (or 'window shopping') is a very pervasive source of shopping enjoyment. In their study, browsing enjoyment was the highest among shoppers in the low-to-modest income brackets. It was markedly lower among the more affluent segment of consumers.

A study by Kim and Kim (2007) found that the influence on shopping enjoyment was much stronger on the browsing mode than on the bargain hunting mode. In this study, however, both male and female respondents (see Table 4 and Fig. 1) view shopping for bargains more enjoyable than browsing.

Both gender groups reported least enjoying shopping for exercise. Cox *et al.* (2005) provide evidence that elderly consumers (age > 65) are much more likely to enjoy shopping to exercise. This study did not focus on shoppers in different age groups, which is a limitation that should be addressed in future research.

Shopping for sensory stimulation, labelled by Arnold and Reynolds (2003) as 'adventure shopping', refers to shopping for adventure, thrills and 'entering a different universe' of exciting sounds, smells and sights. This study reported a relatively low score for sensory stimulation as a source for shopping enjoyment, especially for men.

### **Implications**

This study emphasizes that shopping is indeed an enjoyable experience for most shoppers. The findings confirm that for both male and female consumers, various sources of shopping enjoyment may influence their affective approach to a shopping centre and ultimately to buying. Therefore, it can be surmised that consumers frequent shopping centres/malls not only to buy goods and services, but also to be involved in the 'total experience'; that is, to enjoy the shopping experience that will add value to their lives (Schiffman *et al.*, 2010, p. 386).

The results of this study can be used by shopping mall management to sense the importance that consumers representing different demographic segments attach to the sources of shopping enjoyment, of which one is shopping for entertainment. Shopping mall management should further explore this dimension and evaluate where they can have a direct intervention in the form of either special event entertainment or speciality entertainment attractions that can serve as an experience magnet for potential shoppers. This will equally apply to the sensory stimulation (sights, sounds and smells) of the environment in which the shopping is done (Cox *et al.*, 2005).

The research provides insights regarding the relatively high value both genders place on certain sources of shopping enjoyment, for example shopping for others and bargain hunting. Retailers could adapt their short-term strategies to target women for bargains tied in with bundle packages, to include shopping for others, which ranked high in importance. For men, offerings could also include discount prices and promotions for dual offerings to address the shopping for bargains and shopping for others as sources of shopping enjoyment. The role of knowledgeable sales staff in a clean environment with the expected service quality levels should be included in the total offering.

Results further indicate that shopping for gratification reported the biggest difference between male and female shoppers. Women scored significantly higher on shopping for gratification than male shoppers. Retailers should target female shoppers by communicating messages to them (for example stress relief, treating themselves and the need to be rewarded) that will appeal to their gratification needs. Concomitant with this strategy is what was previously stated, namely, that salespeople can be trained to be creative in providing new ideas to serve and please customers, which can enhance the customers' (especially women's) feelings of being pampered.

Generating satisfied customers may not be enough in a marketplace characterized by intense competition, broad product ranges convenient retail locations and 24/7 shopping on the Internet (Arnold *et al.*, 2005). Hence, while retailers have an understanding of how to create satisfied customers with quality goods and services, the results of this study may provide retailers with the specific sources, which are important and relevant to men and/or women. They should take note of the fact that the features of shopping centres and other value-added facilities may influence male shoppers' enjoyment. Thus, retailers can use these sources of enjoyment to target different or specific demographic groups to increase revenue.

In general, it can be stated that men score lower on all the sources of shopping enjoyment than women. Today, women are increasingly part of the workforce, and it is also known that men are much more involved in shopping for the needs of the household. This presents an opportunity for retailers to appeal more to men through advertising and other promotional activities to enhance their shopping experience taking in consideration the importance which men attach to the sources of shopping enjoyment. Retailers should be cautious in interpreting the results per se, but mine one level deeper to distinguish also between the different age groups (which have not been reported in these results). This should pave the way for meaningful future research in this regard.

## Limitations and directions for future research

Using a non-probability sample for the research was a limitation because findings cannot be generalized to the population. The reliability of the sub-scale 'shopping for entertainment' cannot improve any further and future researchers can improve this scale by adding additional items for the shopping for entertainment sub-dimension to improve its reliability.

Only two items ('I like to walk through a shopping mall to keep fit' and 'I see walking in a shopping mall as a form of physical exercise') for the sub-dimension 'shopping for exercise as derived from previous literature, were included in the questionnaire. Additional items should be added to improve the reliability of this sub-dimension.

Shopper segments play a vital role in the enjoyment of shopping, as different shopper segments may prefer different aspects of shopping that provide enjoyment (Cox *et al.*, 2005). Almost 80% of the respondents in this study were in the 18–40 years age group. Notwithstanding the growing adoption of self-service retail formats, Cox *et al.* (2005) mention that retailers should take cognizance of the fact that consumers over the age of 65 enjoy being pampered by salespeople. Future studies should endeavour to include a more representative sample of elderly people. The perceptions of teenagers regarding sources of shopping enjoyment could also be investigated.

Because this study was conducted in one of the most affluent urban areas in the Gauteng province, it is recommended that similar studies be considered for other provinces in South Africa. Shopping centres in less affluent areas may be less sophisticated and may not necessarily offer the same pleasurable experiences as that were reported in this study. And lastly, future studies could examine shopping enjoyment differences across income and ethnic categories.

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