# DOES VALUE PERCEPTION IMPINGE CONSUMER PURCHASE DECISION? THE PERSPECTIVE OF GENDER DIFFERENCES IN SHOPPING MALLS, DAR ES SALAAM-TANZANIA

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## Abstract
*Consumer value has long been perceived in the context of exchange or a return for something, a trade-off between benefits or satisfaction received and costs or sacrifices incurred. This study look at predominant differences between men and women in their shopping experiences, choices and purchasing decisions in relation to value perception. The objective of the study is to explore how value perception affects consumer purchase decision in relation to gender perceptive. A cross-sectional research design was used and data were collected from 218 sampled consumers in 11 shopping malls in Dar es Salaam. The conceptual framework was tested using structural equation modeling. Findings revealed that there was a significant difference of familiar product, innovative products high price and best price of a product in men and women purchase decision ($p<0.001$). However, there is no significant difference in durability and quality of a product among men and women purchase decision. It was concluded that value perception and consumer decision making have a significant relationship, It was recommended that while designing sales strategies, businesses should have an understanding of gender's value perception as it influences consumers purchase decisions and organisational sales performance.*

***Keywords:*** *Value perception, consumer, purchase decision, and gender perspective*

## 1. INTRODUCTION
Developing countries have witnessed a considerable and rapid economic growth recently, with significant outcomes in the retail industry. The exponential growth of shopping malls in Africa is viewed as one of the most visible manifestations of development in the continent (Matshego 2017). Customers in this growing industry appreciate a modern mall's surroundings, physical attributes and facilities, retailers therefore use variations in the quality–value–satisfaction–loyalty to bring about efficient tools appealing to customers' decision making (Hobden, 2014). Whereas most studies address environmental values in the perspective of an individual or of a citizen, it is important to account for environmental values applied to consumer choices (Brosch and Sander, 2015). In view of this, Rousseau and Venter (2014) argue that retailers often give priority to other market segments while ignoring the mature consumers (both male and female), as they are perceived to have limited purchasing power. Consumer seems to be undergoing a paradigm shift in terms of personality, buying motives, interests, attitudes, beliefs and values when making a shift towards shopping malls (Shekar *et al.,* 2016). This is a response to the availability of quality products and services offered and the comfort level towards shopping in the malls (Shekar *et al.,* 2016; Sharma, 2012).

Men seem so anxious to get out of the store they usually say yes to almost anything (Chea, 2011). Women consider price factor more than men when shopping although it is sufficiently

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marginal to be statistically significant (Kraljević & Filipović, 2017). Price affects women more than men and there is significant difference in male and female consumers in price consideration (Shabbir & Safwan 2014). It is also important to note that changing of price usually does not affect the replacement of product with a substitute, as most of the respondents are mostly loyal to the product, or brand, they normally purchase (Hustić & Gregurec, 2015).
Also women prefer to purchase products by novel-fashion which is attractive while their male counterparts prefer to purchase products by brands which are famous and expensive (Yang & Wu, 2007). Moreover, product fit and durability are also important to consumers (both male and female) as both of them do consider durability of the product when they purchase products which last longer and avoid repurchasing the same type of a product within a short period of time (Jegethesan, Sneddon & Soutar, 2012; Rajput & Khanna, 2014).

Gender is an important aspect which plays a very significant role in consumer purchase decisions (Fan & Miao, 2012; Hasan, 2010). There are many psychological and physiological differences between male and female when they purchase goods and services (Lakshmi, Niharika & Lahari, 2017; Siddiqui, 2016). Gender issues play a key role in shaping different characteristics of female and male shopper in shopping malls (Kusá, Danechová, Findra & Sabo, 2014). Sohail (2015) recommended that value perception factors such as price, quality, durability and brand differ across genders and have a significant impact on mall patronage.

Recently, however, a study by Narahari and Kuvad (2017) proved that there are no predominant differences between men and women in their shopping experiences, choices and purchasing decisions. This is a healthy indication for enhanced role of women (Raajpoot, Sharma & Chebat 2008). There are little significant differences between genders, which suggest that there is some difference between the shopping mall patronage of men and women, but the distinction may not be that big (Raajpoot, Sharma & Chebat 2008). Since the findings from different studies (e.g. Lakshmi, Niharika & Lahari, 2017; Narahari & Kuvad, 2017; Siddiqui, 2016; Kusá, Danechová, Findra & Sabo, 2014) are inconclusive as it is not yet established the extent to which gender differences in terms of value perception influence consumer purchase decision. This study is therefore intended to fill this gap.

## 2. METHODOLOGY

### 2.1 Data and Sample

The study used Cross-sectional research design. A structured questionnaire was administered amongst 218 accidental sampled (a mix of male and female) customers in 11 shopping malls in Dar es Salaam Tanzania. Dar es Salaam is the largest commercial city in Tanzania and has a large number of shopping malls (11) compared to other cities (Arusha [2], Dodoma [1], Mbeya [0], and Mwanza [1]) in the county (Personal Communication, 2019). The study gathered data on gender differences, value perception and consumer purchase intentions, motivations and decisions. The study adopted proportionate and accidental sampling techniques to identify respondents. Proportionate stratified sampling technique was used due to heterogeneity nature of the population and therefore each subgroup within the population had proper representation within the sample (Kumar, 2011; De-Vaus, 2013). Accidental sampling was then used for the selection of sample in each stratum as it allows collection of data when the list of the population or respondents is not actually known and cannot be found (Bryman & Bell, 2011; Williamson, 2005). Gender equality was considered important as the study is based on gender perspective. The purpose of the research study was not explained to the customers to avoid biasness.

### 2.2 Measures

Five point-Likert scales were used to measure the variable constructs under the question. The questionnaire consisted 11 items and it was administered in both English and Swahili. The reviewed literature (Siddiqui, 2016; Sohail, 2015; Hustić, & Gregurec, 2015) identified price, quality, durability and brand as factors influencing consumer purchase decision with a genders

perspective. These were the predictor variables chosen for this study. Consumer purchase decision constitutes the outcome variable as can be seen in Figure 1. All the scales were 5-point Likert scales ranging from 'strongly disagree' to 'strongly agree'.

### 2.3 Data Analysis Tools

Cronbach's alpha was carried out to test the reliability of the questionnaire. Exploratory Factor Analysis (EFA) was done to determine the validity of the questionnaire followed by Confirmatory Factor Analysis (CFA). The conceptual framework (figure 1) was tested by Structural Equation Modelling (SEM) using Analysis of Moment Structures (AMOS) 20 software for SPSS.

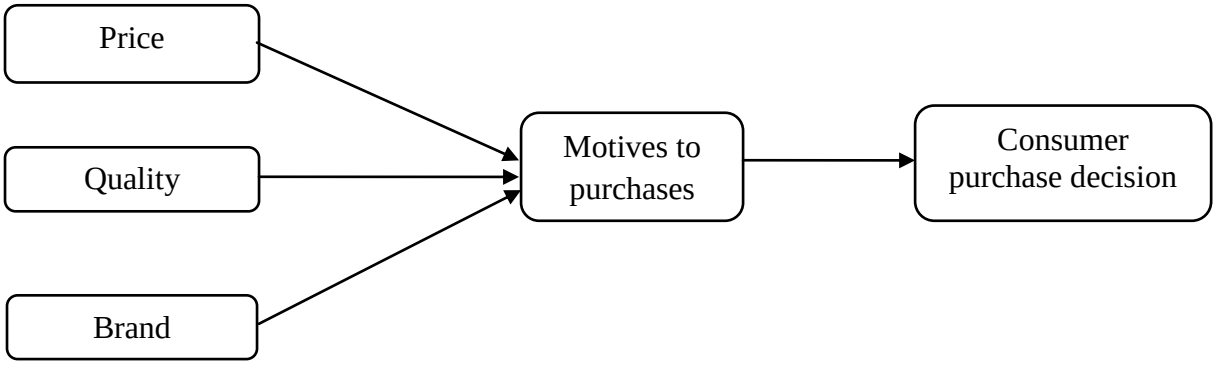


**Figure 1:** Proposed Analytical Framework

## 3. FINDINGS AND DISCUSSION

### 3.1 Structural model measurement

Cronbach's alpha coefficient was used to determine the internal consistency of the questionnaire. Table 1 reveals an alpha coefficient of 0.795 which is above the value of 0.70 hence acceptable (Sekaran, 2010; Cooper & Schindler, 2011). Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were executed to establish the validity of the tool. The findings shown in Table 1 reveal that all the factor loadings obtained were above the value of 0.40.

**Table 1:** Reliability test

| **Cronbach's Alpha[a]** | **Number of Items** |
|---|---|
| 0.795 | 11 |

**Table 2:** Loading and cross-loadings for value perception

| **Item** | **Components** | | |
|---|---|---|---|
| | **1** | **2** | **3** |
| I look for the best price before buying | 0.784 | | |
| High price is a sign of high value of the product | 0.582 | | |
| I prefer brand which are highly innovative when purchasing | 0.807 | | |
| I purchase high quality products despite the price | | 0.489 | |
| Durability is a sign of good value of the product | | | 0.467 |

The same is exhibited in Table 2. The CFA was also executed using maximum likelihood estimation, the model therefore demonstrated an acceptable fit. Test results of the preliminary fit criteria reveal that all the factors loading values of the latent variables were in the standardized level (i.e. between 0.5 and 0.9) and they approach the significant level. The factor communalities of the 18 variable constructs were all above 0.5 (Table 3). This is in line with Izquierdo, Olea and Abad (2014) who pointed out that subjects are sufficient if the

communalities are higher than 0.5 and each factor is defined by a minimum seven (7) variables. Thus, the theoretical model of this study fits the basic fitting standards.

***Table 3: C**ommunalities*

| Main factor | Communalities items | Initial | Extraction |
|---|---|---|---|
| **Value perception** | I look for the best price before buying | 1.000 | .836 |
| | High price is a sign of high value of the product | 1.000 | .610 |
| | I purchase high quality products despite the price | 1.000 | .695 |
| | Durability is a sign of good value of the product | 1.000 | .702 |
| | I always purchase a familiar brand | 1.000 | .813 |
| | I prefer brand which are highly innovative when purchasing | 1.000 | .791 |
| **Motive to purchas** | Stages in lifecycle has an effect on buying decision | 1.000 | .633 |
| | Personality trait has an effect on buying decision | 1.000 | .720 |
| **Purchase decision** | I would purchase a product that is visually appealing to me | 1.000 | .750 |
| | I would purchase a product that fulfils my usage requirement | 1.000 | .813 |
| | I would purchase a product based on my financial status or position | 1.000 | .771 |

*Extraction Method: Principal Component Analysis.*

Pearson product-moment correlation coefficient (r) was used to determine the strength of the relationship between predictor variables and outcome variable. Table 4 indicates that the highest correlation was between quality and price ($r = 0.629$, $p< 0.01$) signifying that price had a positive correlation with the quality of products sold in shopping malls. Findings also showed that price had a moderate positive correlation with brand ($r = 0.591$ $p < 0.01$); with brand having a weak positive correlation with and quality ($r = 0.569$ $p < 0.01$). In this study, the variables varied from -1 to +1 indicating that the variables were sufficiently different measures of separate variables. Therefore, all the variables were retained in the study.

**Table 4:** Correlations Matrix

| | | Price | Quality | Brand |
|---|---|---|---|---|
| **Price** | Pearson Correlation | 1 | | |
| | Sig. (2-tailed) | | | |
| **Quality** | Pearson Correlation | 0.629** | 1 | |
| | Sig. (2-tailed) | 0.000 | | |
| **Brand** | Pearson Correlation | 0.591** | 0.455** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | |

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Findings of overall model fit test in table 5 shows that, the measurement of absolute fitness has a $\chi^2$=96.484, df=55, GFI (0.937) > 0.80, RMR (0.022) < 0.05, RMSEA (0.059) < 0.095, this gives an indication that all indicators reach the accepted level. The measurements of asymptotic fitness, reveals the values of AGFI (0.896), TLI (0.945), RFI (0.881), NFI (0.916), CFI (0.961), IFI (0.962) are larger than 0.80. The measurements of summarized fitness, indicates the values of PNFI (0.646) PCFI (0.678) and PGFI (0.566) are larger than 0.5, and $\chi^2$/d.f (1.754) is

between 1 and 3. This implies that all indicators have attained the accepted level, and therefore the theoretical model of this paper has a good overall model fit.

**Table 5:** Goodness of value perception against purchase decision

| Type of test | Coefficient |
|---|---|
| Likelihood ratio measured by Chi-square ($\chi^2$) | 96.484 |
| P-value | 0.000 |
| Root mean squared error of approximation (RMSEA) | 0.059 |
| Comparative fit index (CFI) | 0.961 |
| Trucker-Lewis index (TLI) | 0.945 |
| Adjusted Goodness of Fit Index (AGFI) | 0.896 |
| Relative Fix Index (RFI) | 0.881 |
| Bentler-bonett Normed Fit Index (NFI) | 0.916 |
| Bollen's Incremental Fix Index (IFI) | 0.962 |
| Parsimonious Normed Fit Index (PNFI) | 0.646 |
| Parsimonious Comparative of Fit Index (PCFI) | 0.678 |
| Parsimonious Goodness of Fit Index (PGFI) | 0.566 |

The study also tested the influence of the three (3) independent variables, (i.e. price, quality and brand) on the dependent variable (consumer purchase decision). The regression outputs are herein presented in the resultant regression model in figure 2 and table 6.

**Table 6**: Regression Weights 1

| | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|
| M2P <--- | Price | 1.498 | .132 | 11.349 | *** | par_9 |
| M2P <--- | Brand | 0.893 | .245 | 3.640 | *** | par_10 |
| M2P <--- | Quality | 1.981 | .552 | 3.586 | *** | par_11 |
| CPD <--- | Price | 1.812 | .524 | 3.456 | *** | par_12 |
| CPD <--- | Quality | 1.108 | .089 | 12.492 | *** | par_13 |
| CPD <--- | Brand | 1.137 | .097 | 11.728 | *** | par_14 |
| CPD <--- | M2P | 0.976 | .059 | 16.575 | *** | par_15 |

**** = Sign indicates a probability lesser than 5% (0.05).*
***M2P=** Motive to Purchase, **CPD**= Consumer Purchase Decision.*

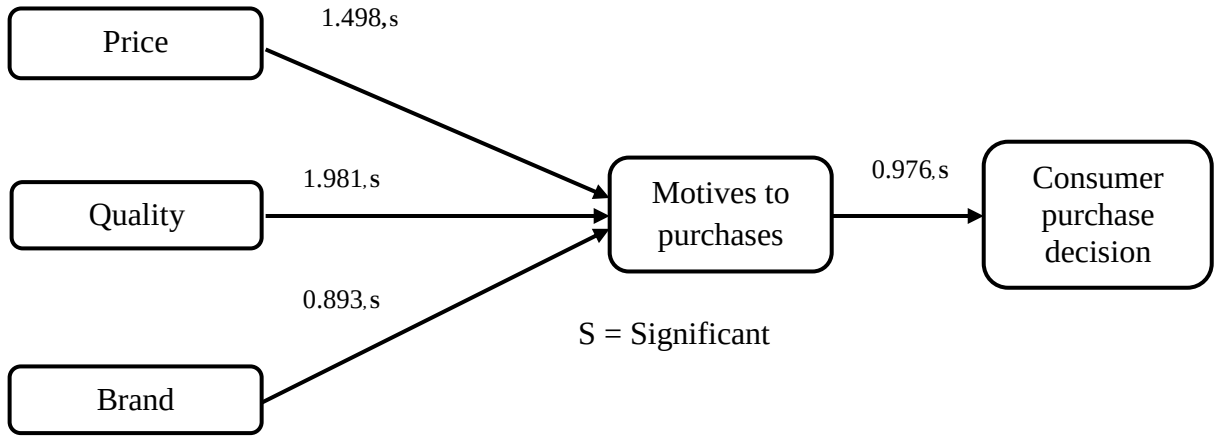


**Figure 2:** Resultant Regression Model

### 3.3 Test results of hypothesis

Results of hypothesis testing in table 7 shows that p-value = 0.000 which is less than 0.001. Therefore, alternative hypothesis ($H_{A1}$) is accepted and it is concluded that gender's value perception has positive significant effect on mall shopping purchase. This is to say, the positive relationship between value perception and consumer purchase decision is accounted by the fact that the more the value perception is improved with gender consideration, the more the purchased is being made. This observation is also similar to Alhidari and Almeshal, (2017) in their study on determinants of purchase intention in Saudi Arabia, where it was found that value perception has significant effect on purchase intention with a moderating role of gender using similar model, SEM.

**Table 7:** Hypothesis Testing

| Paths | P-value | Hypothesis | Results |
|---|---|---|---|
| 1 | 0.000 | $H_{A1}$ | Support |

## 4. CONCLUSION AND RECOMMENDATIONS

Structure Equation Model was used to study the existing relationship between value perception and consumer purchase decision, and it was also very important to use chi-square to show the influence of gender differences. It was observed that price, familiar product and innovated products had a significant different in gender ($p<0.05$) while quality and durability had no significant difference in gender ($p = 0.759, 0.940$: $p>0.05$) respectively. It was therefore revealed that there is a gender differential in value perception within most of the variables (i.e. price, familiar product and innovative products). The remaining two variables (i.e. quality and durability) have no difference thus both men and women consider quality and durability when purchasing products in the shopping malls.

Based on these findings, it is concluded that there is a difference in gender's value perception and consumer decision making in mall shopping. It was further concluded that price, durability, innovative product and familiar products have different perception among genders when making purchasing decisions. Therefore, value perception and consumer decision making have a significant relationship, it is thus recommended that while designing sales strategies, businesses should have an understanding of gender's value perception as it influences organisational sales performance.

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