The Unpredicted Purchasing Behavior

- *A Study about Purchasing Behavior Among Consumers*

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ABSTRACT

Consumer behavior covers the processes that are involved when individuals select, purchase, use, or dispose of products, or experiences to satisfy needs and desires. The focus in this thesis is the purchasing behavior among men, this and which factor are underlying this behavior. Thereby the purpose with this thesis is to investigate the purchasing behavior among men and which factor(s) may account for the purchasing behavior. In order to research this subject this thesis is based on the main question; *What underlying factor(s) account for the purchasing behavior among men?* Therefore an investigation about consumer behavior and gender, purchase decision making and gender differences will be made. Furthermore I have chosen to use a quantitative method, deductive method, were my study is based on online surveys, this to receive greater knowledge and information regarding purchase behavior among men.

The theoretical framework in this thesis implies the main theory regarding consumer behavior in order to get a perspective on how the behavior of a consumers may be influenced to purchase and furthermore how this purchase decision making is being affected by need, demands and wants. However, in order to relate the theories to the main subject in this thesis (purchasing behavior among men), an implication about consumer behavior and gender, gender differences and shopping for identities is performed. Furthermore, the empirical framework is based on the information collected from my online survey.

In the analysis of this thesis I have the purpose to answer the main question and sub-questions of this thesis, this through my theoretical framework together with the collected empirical data. This forms the basis for the analysis in the thesis. In the conclusion in this thesis it can be concluded that there is a differentiation among gender regarding purchasing behavior as well as that there are different factor(s) affecting the purchasing behavior among men and the variables gender, occupation and income per month are important variable in order to see how often males and females purchase clothes. The result from this study concludes that men spend less time for this purchasing (shopping) activity as it is rather seen as a mission than a satisfying need. In other words, males purchasing confidence may therefore also be described as lower, this for instance as their decisions and behavior can be perceived more different than females when purchasing clothes.

Keywords: consumer behavior, consumer behavior and gender, purchasing behavior, decision making, gender differences, characteristics affecting consumer behavior

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1. INTRODUCTION

In this introduction I will give an account for a background with the intention to describe consumer behavior regarding purchasing behavior. In order to obtain a greater understanding of the research problem in this thesis, I will further explain this in a problem discussion which in turn will culminate in a research question that I have chosen to divide into one main research question and two sub questions. Finally I will give an account for the purpose and the outline for this thesis.

1.1 Background

1.1.1 Consumer Behavior

Customers' needs and wants as well as the marketplace which they operate in, are vital for retailers to receive knowledge about, this as human needs are seen as the concept of a underlying factor. Humans include basic physical needs for instance clothing, food, social needs, safety and warmth as well as individual need for knowledge and self-expression and these needs are not created by retailers; this as the needs are a basic part of the human make-up. Wants that people have, on the other hand, are shaped by culture and individual personality and can be explained as the form human needs take and are shaped by one's society. Human wants can be explained in terms of objects that will satisfy needs. The wants human has, becomes demands when they are backed up by buying power and by give people their resources and wants, the products that become demanded are those added up to value and satisfaction (Armstrong et al., 2009, p. 7 ff.).

1.1.2 Consumer Purchasing decisions

Considering purchasing decisions and consumer decision making, the manner of an individual's perception is often perceived, informed and evaluated in relation to gender, this although the perception of risk may be described as "subjective". The evaluation of relevant cues in the purchasing environment is likely cues were men take decision from; while women decisions are based on processing all of the available information (Barber et al., 2009, p. 415 f.). The definition of purchasing behavior is according to ne.se (2013):

"Purchasing behavior, a household's ability to purchase goods and services. Purchasing behavior increases as the household's disposable income increase, but decreases as the prices of consumption goods' benefits rises (ne.se, 2013)."

Inducing marketing together with the consumption of market, symbols within decision making become central to consumer culture (Arnould and Thompson, 2005, p. 869). According to Samli (1995, p. 59) it is necessary to develop purchase categories, this as all purchasing behavior are different. These replacements can in turn consist of new purchase of

minimal consequence, new purchase of consequence of high cost and low cost but also impulse purchases. Consumers decision making is not always acted on equally this as consumers are faced with purchase decisions that on the one hand are fairly in routine and therefore require little effort, and on the other hand some decisions are complex and entails greater effort. This makes consumers diverse regarding how much effort a consumer will put when purchasing product. Unlike men, women are considering purchasing confidence, less likely to take risks, this as women tend to become more conservative when risk is perceived as being present in purchasing decisions (Barber et al., 2009, p. 415 f.).

1.1.3   Consumer behavior and Gender

Regarding purchasing and consumption, it is suggested by research (Barber et al., 2009, p. 417) that women are more closely associated to purchasing and consumption than men; that is, certain personalities is associated with femininity, for instance relational and interdependent aspects such as sensitivity, responsibility and caring. Certain personalities are also associated with masculinity, for instance independence, rationality and assertiveness. Women and men also differ in the process information as women can be explained as more engaged in the detailed analysis of information and this in turn results in, women exhibit greater sensitivity of information, than men (Barber et al., 2009, p. 417). Considering shopping, men are found to spend less time than women when purchasing. However, men tend to spend more money than women when shopping, while it is suggested by research that women spend twice as longer time in a shop in comparison to men. One reason for this is due to that men often see shopping as a mission and therefore they tend to shop what they want in a purposeful way (Kuruvilla et al. 2009, p. 716). Another aspect regarding consumer behavior and gender is that women are considered to be more influenced by culture than men and in turn this conformity leads to social pressures that also may be attributable regarding gender socialization processes. Furthermore, women have unlike men, a desire to be at one with other, the fostering of amicable relationships and to be guided by interpersonal affiliation. Men on the other hand tend to have goals with personal consequences and are therefore strongly guided by tendencies towards mastery, self-efficacy and self-assertion (Barber et al., 2009, p. 147).

By segmenting consumers and try to target the products and services to their specific needs, it gets easy to identify the purchasing behavior, but also as information becomes accessible as well as the segments become large enough to generate profit (Luchs and Mooradian, 2011, p. 41). In contrast to men, it has been found that women are more likely to visit frequent stores than men, this while men find shopping a less interesting activity. Other aspects that found women more positive against shopping is due to the pleasure and satisfaction women feel after shopping, this in comparison to men that may find it less dissatisfying or irritating. This satisfaction may ground from the more positive attitude women have towards browsing, associating buying with leisure and social interaction. Men on the other hand, tend to see shopping as work and therefore want to accomplish this task faster (Kuruvilla et al. 2009, p. 715).

1.2 Problem Discussion

Consumer behavior and culture is strongly associated, this as culture can be taken as a given of the equation that may explain consumer behavior, given for instance in a specific country. Nevertheless, having different cultures, it becomes vital to understand how the consumer behavior is influenced by the culture and this makes culture the link between individuals that are living in the same society. However, by receiving knowledge about the behavior that is in the society, it may be related to studying the future (Samli, 1995, p. 9 ff.). As mentioned above, consumer behavior can be described as the study when groups or individuals purchase, use or dispose of products or services in order to satisfy their needs and desires. Consumer behavior resembles, in the perspective of role theory, actions in a play where it can be seen that consumers has props and lines that are necessary in order to receive a good performance. Consumers may even modify their consumption decisions, this since people may act in many different roles in accordance to the actions in a play consumers are in (Solomon et al., 1999, p. 8).

When making need-satisfying purchase, consumers will seek external information; particularly if they feel uncertain about the product but also if the internal knowledge is low and therefore consumers may actively seek information from for instance salespeople, friends or other material (Barber et al., 2009, p. 416). Furthermore, the shopping behavior among genders has indicated strong differences and in turn has led to gender stereotypes and therefore both women and men associate shopping with feminine activity (Kuruvilla et al. 2009, p. 716). It has been found that social issues as well as the environment are findings women are more concerned about (Luchs and Mooradian, 2011, p. 41) and the mechanism underlying the difference between men and women, despite the prominent role of women in the marketplace, are not well understood (Luchs and Mooradian, 2011, p. 41). Considering gender in purchasing behavior, women may appear rather independent as they comprehensively consider seemingly tangential while men seem to be describes as more logical as they selectively concentrate on more focal and tangible available cues (Darley and Smith, 1995).

Since previous research I have received knowledge that customers' needs and wants are vital for marketers to receive knowledge about and therefore individual's needs are seen as the concept for underlying retailers. Nevertheless, human wants also explains the objects that will satisfy consumers' needs. These wants becomes in turn demands when they are backed up by buying power and by giving people their resources and wants, the products that become demanded are those added up to value and satisfaction. Since previous research it has been shown that purchasing decision and consumer decision making often is perceived as the manner of an individual's perception, and it is necessary to develop purchase categories, this as all purchasing behavior are different. The shopping behavior among genders has indicated strong differences and in turn has led to gender stereotypes. However, there has not been shown research about gender and purchasing behavior (shopping) among men to the same extent considering purchasing behavior but also which factors that may be a basis for the purchasing behavior among men. This creates an interest within the subject of obtaining an understanding and in turn deeper research into the purchasing behavior among men. That is,

which underlying factor(s) may account the purchasing behavior among men as well as how the gender is differentiated regarding the purchasing behavior.

1.3 Research Question

With the purpose to receive an greater understanding of the purchasing behavior among men, this thesis will be based from a main problem that flows into two sub questions, this in order to obtain a deeper understanding of the research problem in this thesis.

1.3.1 Main Question

What underlying factor(s) account for the purchasing behavior among men?

1.3.2 Sub Questions

In order to answer the main research question, I have distinguished two sub questions:

How is the purchasing behavior differentiated among gender?

In order to answer my first sub question I have the intention to describe consumer behavior and gender and factors affecting consumer behavior, this with the intention on how gender have been related considering purchasing behavior. This, in turn, to receive the understanding on underlying factors for the purchasing behavior among men.

How is the purchasing behavior among men affected?

With my second sub question I have the intention to give an account for different factors affect consumer behavior and in turn how the purchasing behavior among men may occur when purchasing, in for instance a store.

1.4 Purpose

The purpose of this thesis is to receive a greater knowledge and understanding of the purchasing behavior among men. This I will obtain by:

- *Describing the consumer behavior and gender and how it is perceived within purchasing behavior.*
- *Analyzing how the purchasing behavior is differentiated among gender as well as how the purchasing behavior is affected among men.*
- *Conclude the impact on what underlying factor(s) account for purchasing behavior among men.*

1.5 Outline

This thesis has been initiated with an introduction framework that has introduced a description of the research problem in the thesis. This followed by a methodological framework which considers the methodological choices of this thesis; *2.1 Deductive Research Method, 2.2 Quantitative Research Method, 2.3 Reservations around Quantitative Research Method, 2.4Collection of data, 2.5Research Design, 2.6Validity and Reliability.* The theoretical framework addresses the theoretical platform this thesis is based in; *3.1 Consumer Behavior, 31.1 Purchase Decision Making, 3.2Consumer Behavior and Gender, 3.3Gender Differences, 3.3.1 Shopping for Identities, 3.4 Characteristics affecting Consumer Behavior, 3.5 Theoretical Synthesis.* The empirical framework presents the quantitative study I preformed through the collected data from the online surveys I conducted; *4. Empirical framework.* Furthermore this thesis is followed by an analytical chapter; *5.1Consumer Behavior and Gender,5.1.1 Purchasing Decision Making, 5.2 Gender Differences, 5.2.1 Characteristics affecting Consumer Behavior.* Finally I will present my conclusions regarding the research problems of this thesis; *6. Conclusion.*

2. METHODOLOGICAL FRAMEWORK

Within this framework I will give an account for the methodological choices made in this thesis. This will be explained through the choice of research method and research approach. Furthermore I will give an account for the choice of study; this through the choice of surveys which together with the collection of data will provide the basis for the empirical framework. Finally, I will give account for the validity and reliability around this thesis.

2.1   Deductive Research Method

The relation between theory and research consist of approaches and two of the main research approaches are the so called deductive research approach and inductive research approach. In turn, these approaches differ in terms as the theory in deductive research approach controls the research in contrast to the inductive research approach where the research controls the chosen theory (Bryman and Bell, 2005). Alvesson and Sköldberg (2005) further stresses that the deductive approach uses a general rule that is applied in individual cases and through the use of this general rule in all situations, this approach is seen as less risky.

A deductive research approach advocates that the theory develops a result from the research and according to Bryman and Bell (2005) this research approach is the most common perception regarding research methods within social sciences. Another aspect that defines the deductive research approach is that the process often followed a logical order. However, it does not always have to be the case, this as the view of the theory and literature a researcher has, may change as a result of the analysis from the collected data, but also as theoretical researches and ideas may have been published before the researcher conducted own results. Depending on which theory is most relevant may also be proved after the collection of data has been made (Bryman, 2002).

Based on this thesis research problem, the deductive method is the best suited method, this with the reason that I focused on specific theories within consumer and gender behavior, this with the purpose to further test the theories within an empirical frame but also for obtaining a greater understanding of scientific theories within the thesis. Based on the theoretical framework, I have conducted empirical studies, online surveys, with the purpose to test this theory on a smaller selection of the population, this with the expectation for my result to provide a basis for greater deductive researches. By using the deductive research method the theory has formed the research, however I have also returned to the theoretical framework and revised the theory, this as some of the theory and literature have become less relevant from the analysis from the collected data. Instead I have focused on using theories that have been more appropriate as well as providing a basis for answering the research question of the thesis.

2.2   Quantitative Research Method

A research strategy that emphasizes the quantification in the collection and analysis of data is a description of the quantitative research (Bryman, 2002, p. 35). This research relies on statistic genomic techniques as well as documenting social variation in terms of numerical categories, in order to summarize large amounts of data (Ruane, 2006, p.22). According to Bryman (2002, p. 78) the typical description of a quantitative study is the process which never or rarely is encountered in a "pure" form; instead this study can be seen as a starting point when addressing key ingredients in an approach as well as a picture of connections between them. Furthermore, Alvesson and Deetz (2000, p. 65) stresses that by transforming perceptions for quantifiable and structured categories, quantitative research is seeking to reduce the ambiguity and some of the typical methods that include in the quantitative research is tests, surveys, observations and experiments. The quantitative method is, in contrast to the qualitative method, constituted by the idea of social reality that is external and objective. As a research strategy, the quantitative method usually puts quantification considering collection and analysis of data as well as emphasis on words, which for instance can be seen as the quantitative method rather adds more importance and weight to how individuals perceive and interpret the social reality instead of focusing on specific scientific standard models (Bryman, 2002, p. 35).

Considering the structure of this thesis, I considered that the quantitative method was best suited, this mainly as the collection of data is based on online surveys, but also as this thesis is constituted by the idea of social reality that further consists of a reality that is external and objective (Alvesson and Deetz, 2000, p. 65) which is characterized by the quantitative method. During the writing of the thesis I considered that it was of great importance to focus on an empirical framework that was based on the quantification of collection of data consisting from online surveys. This with the reason to obtain information about the respondents' perception as well as the interpretation of the theme of this thesis; purchasing behavior among men. In order to receive this information I conducted an online survey with the topic of purchasing of clothes among women and men, this to further compile the different results against each other and achieve result on purchasing behavior among men. Another reason why I considered that quantitative method was most suited for this thesis as well for the answering of the research question, was to obtain a perception and interpretation of how respondents perceive purchases of clothing. This in order to receive results and create and overall picture of the collected data in order to answer the research question of the thesis.

2.3   Reservations around Quantitative Research Method

According to Alvesson and Deetz (2000, p. 12) a rule within research is to careful control statements before accepting them for different reasons. An essential part of any research project is the critical review of the shortcomings and mistakes as well as the evaluation within the research community. Another issue within research method, in this case quantitative method is the trust individuals have toward different issues and that in turn can be described by numbers. In turn this lead to a misuse of the information received (Holme and Solvang, 1997, p. 158).

A statistical study has the aim to increase knowledge and can be described as the systematic collection, analysis and interpretation of data and this supplement of knowledge can for instance expand old knowledge, to generate new knowledge or to test theoretical models to confirm, revise or reject them. Systematic collection of the data is one aspect that distinguishes quantitative surveys from other research and analyzing and interprets data is of a quantitative nature. Another aspect of quantitative research is the characteristic of static genomic studies that can on the one hand be generalized to other persons than those investigated and on the other hand generate knowledge (Sverke, 2004, p.22).

From the different reservations around the quantitative research method, as mentioned above, these aspects have been taken into consideration. I have also taken into account that 170 respondents from the online surveys is only a part from a population and this may have in turn created a limited access to information and in turn to a more limited generalization. I have also throughout the thesis taken this into consideration as it was not meant to generalize into a greater extent based on the research question in this thesis. Another important aspect throughout this thesis was to take into account objective perspectives in order to affect the credibility of this thesis. By having a subjective perspective, the interest for this research became greater and by adding the investigation and the surveys, an objective perspective, the opportunity for the credibility to be affected may have decreased.

2.4   Collection of Data

In this thesis I have chosen to collect data through surveys, this through the homepage kwiksurveys.com, which I found reliable as it was easy to find contact information, terms and conditions if any ambiguities appeared. In order to receive relevant data about purchasing behavior among men, I decided to conduct a survey about purchases of clothes that both women and men could answer this in turn to create a perspective and receive more knowledge about people purchases of clothes. While conducting my survey I had the intention to base my survey from the theme of the thesis as well as from the purpose and research question.

When constructing a survey, the questions and answers are often formulated with an underlying thought that may be obvious for the person constructing the questions and one general rule considering this is that people often do not understand the issues in the same way. Therefore it becomes important for the questionnaire to test the survey, before handling out the survey, this through making sample surveys, also called pilot study. Finding out whether respondent interpret and answers questions in the same way as the questionnaire is the purpose with a pilot study but also if the test respondents add different meaning to the questions (Ejlertsson, 2005, p. 35). To ensure the quality of my survey I first conducted a test survey with 3 persons where the length and content of the survey was evaluated, this as it was important to create an interesting survey in order to guaranty reliable and strong responds from the different respondents. After discussion and revised survey, together with supervisor Birgitta Olsson, I conducted a final version of my survey.

2.4.1   Sample

When selecting population and samples, individuals that are targeted for a survey are often called population and the most common method within a sample survey is by conducting a

random sample from the population. In order to speak about a population it becomes important that the made selection is representative of the population and this in turn requires that a random sample is drawn (Ejlertsson, 2005, p. 18ff.). Considering population, it becomes difficult to ask and send a survey to an entire demographic population; instead a selection of the population has to be made that may represent a part of the demographic population (Trost, 2012, p. 25).

The population I focused on, in my survey was men and women between the ages 20 to 61> in Sweden. The choice for the population between these ages is due to that I believe purchasing behavior may be seen as different compared to younger age, this as I believe that majority of individuals rely more on their parent's household until 20 years. However, I have taken into consideration that this may not be the case for all individuals until 19 years old, but in this thesis I found a greater interest to study individuals between 20 years to 61 > years. As I in my survey had the interest to receive knowledge about purchase behavior from different ages, I also had the interest to receive information about living status, income per month and occupation, this to receive an overall picture of how different people in different ages purchase clothes.

When collecting data it may be difficult to collect data from an entire population and therefore it may be more beneficial by using a set of sample or population. Collecting information through surveys, the data is often used to comment the entire population in a fair manner and in order to make these statements it becomes important to have a sense of static sampling. In other words, it requires that each of the selected part represent one part of the population in a way that the sample becomes a miniature of the population as they should represent all the others. In this thesis I have sampled my method through an "non-random" sampling, convenience sampling, that is based on choosing individuals or a population that is easy to reach and available for the researcher. This may for instance include individuals within the same circle of acquaintances or for instance people you have meet on the street (Trost, 2005, p. 31).

In my thesis I have collected information through online surveys and through convenience sampling by social media, Facebook, which I will mention later in this methodological chapter. By sending my online survey to acquaintances and friends on facebook as well as creating an "event" where I invited people to answer my survey, the convenience sampling is best suited for my choice of method, this for various reasons. One reason for performing convenience sample with my online surveys relies upon the saving of time, this as I had the opportunity to directly post out my survey on facebook and instead wait for individuals to respond. Another reason for using convenience sampling relies upon the simplicity and usefulness it may create where there may be restricted resources. However, there are also disadvantages with this sample which I have taken into consideration during the thesis. One disadvantage with convenience sampling is that the researcher has no control over who answered the survey as well as to which extent they are typical for the population. The researcher may in other words not generalize to the same extent as for instance with interviewing.

2.4.2 Choice of Questions

When conducting a survey, issues or questions that deal with the actual relationship in contrast matters of taste and attitudes. In other words, it becomes important for the founder of the survey to ask questions how things actually are and not how the respondent considers it to be (Trost, 2012, p. 65).

According to Ejlertsson (2005, p. 52) it is important to adapt the questions and language after the intended targeted group and if the survey is for instance aimed at a general public, the choice of words in the survey must be understood by individuals in general. A general rule in this case is to have a simple language without making it naïve or flattened (Ejlertsson, 2005, p. 52). Considering asking questions about attitudes and matter of taste, where responses such as "always" "often" lean towards defendant's attitude; there are two different directions in asking questions. The founder of the survey may either ask questions that are answered in an affirmative or negative way, or questions can be asked by the respondent to consider a number of declarative and in turn indicate to what extent the respondent agrees with the allegations (Trost, 2012, p. 69).

When conducting the questions for this thesis I focused on adapting the questions and language in my survey aimed for a general population so that the questions would not create confusion among the respondents. In order to create an interesting online survey I focused on conducting a variation of questions that were easy to answer and understand, this as I received feedback from the three piloting study I conducted first. The online survey that I conducted contained of 18 questions with the purpose to receive knowledge about purchases of clothes that both women and men could answer this in turn to create a perspective and receive more knowledge about people purchases of clothes, this with the intention to answer the research question and purpose of the thesis. In order to find answers to my research question I found it important to ask questions on how men and women purchase, how often they purchase as well as if they find service important within a store. But in order to receive a perspective for these questions I found it important to ask questions that according to Ejlertsson (2005, p.86) recognized in many survey, so-called background questions. These questions may be of character to give an background about the respondent and may include questions such as gender, education, occupation, age etcetera. In this thesis and with my survey I had the intention to receive knowledge how women and men between 20 years old to 61 years old and older, I found I relevant to ask questions about their age and gender. However, in order to strengthen my overall perspective about how the population purchases clothes, I also found it important to ask questions such as occupation, living status and income per month.

In order to collect the amount of data that was required, which were 150 surveys, I used social media such as facebook, where I both created an "event" and invited friends and people to answer my survey as well as sending messages where I presented my thesis and the purpose behind it. I copied the link and after one week I received 170 answers with empirical data which I further conducted to an empirical chapter.

2.4.3 Statistical Analysis

In order to receive a statistical result from a quantitative study one research process can be made through SPSS, which in turn has implication for the quality of the collected and analyzed data. Depending on the nature of the research there are many different ways of collecting data which might for instance perform on some objective criteria (Pallamt. 2005). In order to receive and present my results from the collected data from the online survey, in a correct manner I had the intention to do a statistical analysis in SPSS where I measured my data through a multiple regression analysis, where further the correlation and significance from the data could be presented. The purpose by using SPSS in this thesis is to explain that the data is not based on chance. In order to get a correlation between men and women in the study, I performed I "dummy variable" in SPSS and this variable is looking at the effect men ha in the regression analysis and in order to the data in SPSS to receive this information I transformed women=0 and men=1 and this mean that any number above 0 to 1 will show an effect that men purchase different from women.

2.5   Research Design

2.5.1   Surveys

One of the most frequently used methods within social research is surveys and this method can be used by different researchers, organizations etcetera. The aim with surveys is to explain or describe the opinions and characteristics of a population; this by using representative samples. Further, this method is characterized in different headings, where one heading, attitudinal survey, focus on the use of gaining data on attitudes and thereby moves away from the interest in material conditions of the population. One example would be the different opinions individuals have regarding social reality (May, 1997, p. 81 f.).

According to Bryman (2002, p. 145 ff.) surveys, unlike other methods, have respondents that both read and answers the questions. However, this may also tend to make the questions less open as well as the surveys tend to be shorter so that the respondent does not lose interest when answering the survey. Furthermore, one advantage of using survey questions is that it is cheaper while it also saves time, this in contrast to other methods. Another advantage by performing a survey is that they are quicker to administer, in other words, this means that there is a possibility to for instance send or distribute several surveys at the same time but also that surveys in general can be more easily to adapt after the respondents needs (Bryman, 2002, p. 147). Using survey questions, the anonymity with this method may be advantageous but it may also have a lower cost. The testing and developing of a theory is followed within the common process of a good survey research and this may further form a hypothesis. By choosing this method, it gives the respondents the possibility consider their responses for the questionnaires. It also increases the option to cover a wider geographical area. All surveys are to some extent explanatory in the sense that they explain how people's background is linked to their intentions and attitudes (May, 1997, p. 83 ff.).

In this thesis the most suitable research method is surveys, this with the reason to explain the characteristics and opinions of a population. By gaining data from surveys, it gives the respondents possibilities to both read and answer the questions I constructed as well as giving

the respondent time to answer the questions. Another reason for finding surveys most suitable for this thesis, is the interest of receiving statistical facts form a population in order to investigate purchasing behavior considering clothes and in turn how this purchasing behavior is among men, from the respondents answered the surveys.

2.5.2 Online Surveys

An effective way to implement and collect data is through online surveys and the distribution is among other things, inexpensive. In the market there are different internet services that can be used in order to create online surveys and one common form considering online surveys is to invite visitors to a website and the purpose with online surveys is in other words to ask questions to a population or a selection of a population (Hultåker, 2012, p.135).

The ability to create interactive surveys is one great advantage with online surveys, as the respondent may receive different questions depending on which answers previously were submitted. Within the questionnaire, the number of questions may therefore be limited in order to cover relevant questions (Hultåker, 2012, p. 140). According to Puleston (2011, p. 557) rates from online surveys have decreased in the last five years, leaving those not sufficiently replaced by other participants, which can be seen as an dramatic problem that is faced by market research. One reason for this decrease depends upon that people find it boring to answer online surveys and it is not only reflected in response rates, but also within the quality of data that is delivers by online surveys. In order to improve online survey, one easy and extremely valuable aspects is piloting and survey and by observing how questions are answered from test samples, guesswork may be eliminated in judging how the online surveys will do so. In other words, by having piloting online survey, it gives the creator of the survey an opportunity to correct mistakes as well as changing the framing of the questions and options refined and therefore receive increasing quality of feedback (Puleston, 2011, p. 559).

According to Manfreda et al. (2008, p. 79) the usefulness of whether web-surveys gain the same response rate in comparison to other modes of collecting survey data, one important question and one common perception is that the response rate from online surveys often are considerably lower. However, the usefulness of surveys does also have advantages and one advantage with using surveys is the flexibility surveys create, this as this method can be conducted in several formats and one of them is online survey. Another advantage by using online survey is the speed and timeliness and by using online surveys it may become time-efficient in the manner that the period it takes to get a survey into the field and for data collection may minimize. The global reach and speed on the internet, also allows access for interactions for diverse groups and respondents. Considering online surveys, this research may provide convenience by for instance as the respondent can answer a convenient time for themselves, as well as they can deposit their own time for answering the different questions. In other words, the respondent may answer an online survey when they want instead of being annoyed at an inconvenient time in for instance an interview (Evans and Mathur, 2005, p. 198 f.).

For the reasons mentioned above I found the online survey most suitable for this thesis, both due to the flexibility it created as well as the convenience for the respondents. As I had the intention to gather 150 questionnaires I found it most efficient to send out an online survey through convenient sampling and in turn get answers from a population from the social media, Facebook. Another reason for choosing online surveys is the costs savings for sending out at least 200 questionnaires as well as travelling costs for me as a researcher. By announcing my online survey on the internet I had the advantage to communicate through the internet, this has in turn also saved time both for me as a researcher but most important for the respondent. This in turn has also given the respondent as mentioned above their own time to answer the questions when they had the time to. By sending out the online survey on Facebook I also had the opportunity to reach and inform respondent within a greater geographical area within Sweden than if I would ask individuals in Helsingborg and therefore the opportunity to receive more respondents increased. However despite the advantages with online surveys, I have also taken into account the disadvantages throughout the thesis and one of the disadvantages is not to generalize to the same extent as if when conducting other methods. Another disadvantage is the ignorance and uncertainty of whom is actually answering the survey.

2.6   Validity and Reliability

According to Ruane (2006, p. 45) different knowledge may be adequate considering our need to receive knowledge about something and there are many ways to learn about reality. If we for instance have the interest to verify any statement or conclusion about the social reality, the method of the scientific knowledge becomes a distinct advantage.

An satisfactory level of reliability and validity van only be achieved through critical examination and the accuracy in the processing of material and regarding validity, it is dependent on the measurement that are conducted and if this is figured out in the specific issue. Considering reliability, this determines how measurements are conducted as well as how careful we are when processing information (Holme and Solvang, 1997, p. 163).

2.6.1   Internal Validity

The internal validity involves a determination of causality, a relationship between various conditions that affect each other (Yin, 2009). The internal validity is according to Bryman (2002) considered with issues of causality and it is whether a conclusion holds a causal relationship between two or several variables and if they are sustainable or not.

This thesis is based on a quantitative method where I conducted online surveys with the purpose to investigate consumer and gender behavior, this focused on purchasing behavior among men. This research has primarily been based on different theories and in turn from the results I received from my online surveys. During the writing of my thesis, I have taking into consideration that the result of my research may not be seen as a result for an entire population, however with the result of my research I have the intention to contribute to further researches and investigations.

2.6.2 External validity

According to Yin (2009) the external validity implies that the results of a study can be generalized and furthermore it is stressed by Merriam (2009) that the extent to which the results are used in different situations. The external validity also involves that a study's results can be generalized, which in other words means that the result can be used in situations beyond the specific study. Nevertheless, there has been some criticism towards external validity of case studies, this as it is considered as a limitation and therefore the consequence of an individual case is due to a vague generalization (Yin, 2009).

As mentioned before, I have during this thesis taken into consideration that generalization from an online survey with 170 respondents is not possible in order to generalize for an entire population. I have taken this into consideration and thereby chosen not to generalize the results from my empirical framework.

2.6.3 Reliability

Reliability is based on the accuracy to minimize specific issues within a study (Yin, 2009; Kvale och Brinkmann, 2009). According to Merriam (2009) the degree of repeating a research discloses to the reliability and it is considered to be based on the assumption that repetition of studies will in turn lead to the same results and by indicating that reliability represents a given accuracy the result of this implementation will remain the same. This is also stressed by Bryman (2012, p.168) where reliability concern the question whether the result from one research remains the same if the research is redone or if the actual result is affected by temporary conditions.

As the empirical framework is based on a quantitative study, in this thesis, I have taken the reliability into consideration and with this thesis I have the expectation that further studies and researches receive similar results in future studies. During the thesis I sought to achieve high reliability, this by asking general questions in my survey, where I in other word choose to base the survey with the same question for both men and women, in order to receive relevant information for the research as well in order to achieve reliability. Another important aspect I have taken into consideration is that in addition to my subjective position, also take into account and hold an objective position, this in relation to the collected data from the empirical data, this in turn to receive an overall perspective on the theme of the thesis as well as increasing the credibility of the thesis.

3. THEORETICAL FRAMEWORK

In this theoretical chapter I will give an account for consumer behavior and decision making, consumer behavior and gender, but also for other theories within gender differences and characteristics affecting consumer behavior. Finally I will give an account for a theoretical synthesis in order to clarify the choice of theory.

3.1   Consumer Behavior

According to Solomon (1994, p.7) the study of the processes that are involved when individuals select, purchase, use, or dispose of products, or experiences to satisfy needs and desires is a ground that consumer behavior covers. The study of the process is also stressed by Kotler and Keller (2012, p. 173) which stresses that in order to understand consumer behavior, marketers must receive knowledge both about the reality and theory of consumer behavior, which in turn is influenced by cultural, social, and personal factors. Nevertheless, a marketing concept states that organizations exist in order to satisfy consumers' wants and needs and by understanding consumer behavior is good business, which can be satisfied to the extent that marketers receive knowledge about people or organizations that in turn will use these services and products trying to sell them and becoming better than their competitors (Solomon 1994, p. 7 f.).

Receiving response from consumers, it gives organizations the ultimate test of whether or not a marketing strategy will succeed. Consumer behavior also embraces about how our possessions influence the behavior about ourselves or each other, but also how having things may affect our lives (Salomon et al., 1999, p. xi). Consumers often get their need satisfied by usually face a broad array of products and services and by forming expectation of what the market offers and deliver, consumers will buy accordingly (Armstrong et al., 2009, p. 9). Considering the value of consumers, there are connections between an individual's behavior and values which assumes the consumer to act rationally. In other words, the behavior of a consumer may be predicted through the attitudes a consumer has. The value creates the attitude a consumer may have towards for instance saving or consumption (Lindén, 2009, p.13). As consumers often are exposed to more information than they are capable of, consumers may be perceived in a state of sensory overload and as the brain's capacity to process information is limited, consumer may become selective about what to pay attention to. The stage before entering a purchasing behavior is often referred to buyer behavior which can be describes as an interaction between consumers and producers at the time of purchase. As the consumer behavior is an ongoing process, the exchange between two of more people or organizations that give and receive something of value, is an essential part of marketing. On the other hand, the entire consumption process consists of an expanded view which includes issues that influence consumers before, during and after a purchase (Solomon, 1994, p. 7).

3.1.1 Purchase Decision Making

Studying negative consumption is another phenomenon that is important for the development of consumer behavior in this context to measure such negative consumption tendencies and there have been recognized three types of processes or purchase types. The first type occurs mostly when a consumer is unfamiliar with the stores layout, reminded of the need to buy if an item when seeing it on the shelf or if a consumer is under time pressure. This type is called unplanned buying. In contrast to unplanned buying is impulse buying which is described as a consumer's sudden urge to buy an item spontaneously. The third and last type refers to consumers' repetitive shopping, because of boredom, tension or anxiety and is referred as compulsive buying (Shoham and Brencic, 2003, p. 128).

Depending on the individual's unique cultural environment, history and learning experience, there are specific ways their needs can be satisfied. The form of consumption that is used to satisfy a need is also termed a want and the way each person goes about satisfying this need can differ. However, the distinction between a want and a need is important as it relates to issues of whether marketers are actually capable of creating needs (Solomon, 1994, p. 89). Nevertheless, the needs consumers have are real and in turn consumers have undeniable benefit from services or products that offer value (Engel et. al, 1995, p. 13).

Even though people do not necessarily intend to shop, they often do this as shopping for instance becomes a way to acquire needed products and services as well as creating social motives which are important when shopping (Solomon, 1994, p. 335). Furthermore, shopping may include different motives, such as social experience, interpersonal attraction, sharing of common interests, the thrill of the chase and instant status. Shopping as a social experience defines the shopping center or department store as a replacement to for instance traditional town square. Regarding interpersonal attraction, the shopping mall has for instance become a central "hangout" for teenagers, this as centers have become natural places to congregate. By sharing of common interests, stores may offer specialized goods that in turn may allow consumers to share interest to communicate and with an instant status some people savor the experience of being waited on, which every salesperson have knowledge about, this even though the consumer buys anything. Consumers have tools to verify companies' claims and seek out superior alternatives, this as they are better educated and informed than ever and the choices made by consumers tend to be value maximizes within the search cost, limited knowledge and income (Kotler and Keller, 2012, p. 146 ff.).

An interdependence between partners must be evident in order for a relationship to truly exist, in other words, a partner must define, redefine and collectively affect the relationship and it is easily accepted that the dynamics and relationship form is affected by consumers' actions (Fournier, 1998, p. 344). Furthermore, Solomon et al. (1999, p. 9) stresses that the identification of a need or desire is from consumers that purchase and disposes a product within the process of consumption. However, different consumers and people may in many cases be involved in this consumption process, this as for instance the user of a product and the purchase may be different persons. The purchase decision can affect consumers strongly depending on the situation consumers find themselves in and as not all the situations are

controllable; the normal process for making a purchase decision may not be performed by consumers. Consumers' choice and sources of information are combined effects of situation and individual factors on consumer behavior and are likely to vary regarding consumption situations and therefore it is important to consider this situation in the purchase decision process and in turn understand the nature or the situational variables (Barber et al. 2009, p. 147).

3.2   Consumer behavior and Gender

Within public policy and consumer psychology, consumer behavior is an important topic, this as there has been found an effect on gender where women is more likely to express their concern about consumption's impact, but also to act upon those concerns. Another research that has been made shows that women tend to be more agreeable than men (Luchs and Mooradian, 2011, p. 41). Gender has a long history in marketing and in turn an important variable within segmentation and purchasing behavior (Kuruvilla et al. 2009, p. 715). One factor affecting consumers' buying decision is gender and it has been found that men and women process information differently but also possessions of value material, purchasing different items for different reasons (Kotler and Keller, Å2012 p. 146 ff.).

One important component regarding a consumer's self-concept is sexual identity, this as people often conform their culture's expectations what those of their sex should do. The assumption from the society about proper roles of men and women is communicated in terms of the ideal behaviors that are stressed for each sex and in many society's females are taught to value communal goals, such as affiliation and the fostering of harmonious relations, while men are controlled by argentic goals, which stress self-assertion and mastery (Solomon, 1994, p. 300). In typical social situations, personal confidence relates to a person's ability to feel confident, while consumer's product knowledge or any type of uncertainty with purchasing decisions is concerned with purchase confidence. Consumer purchase confidence can also be seen as the extent where consumers feel assured and capable to marketplace decisions and behaviors. Purchase confidence reflects, on the other hand, consumers' subjective evaluations of their ability to generate positive experiences in the marketplace. How capable and assured consumers are about their purchase decisions and the importance of the purchase situation depends on the level of internal knowledge, and this consumers may use as either and personal source or impersonal source (Barber et al., 2009, p 417).

When moderating consumer's evaluative judgments, gender may be a key variable, this as research indicates that males and females prefer to process different types of ad claims but also as males and females may use significantly different processing strategies. These claims are very important as it can be described as the way marketers communicate with different target segments and is also becomes important for advertisers to receive knowledge about the gender processing differences in order to produce effective promotions for each segment. This can for instance be related to women that, in contrast to men, normally score better on linguistic tasks, while men often perform better than women on spatial orientation tasks (Darley and Smith, 1995, p. 41).

3.3   Gender Differences

Regarding purchase behavior, women are, in contrast to men more likely to plan their purchase, this attributed for three reasons where the first reason relies upon traditionally terms where women have been in charge of grocery shopping. The second reason, also due to women's traditional role, is that females, in contrast to men have greater knowledge about inventory levels when they go shopping. The last reason women tend to have more knowledge about stores and products, this also because of such traditions (Shoham and Brencic, 2003, p. 129). Consumer's personalities is another factor within consumer research that can be defined through product use, this as consumers can be defined in term of the meanings products have for them or their attitudes towards products or in terms of either the products they acquire or use (Sirgy, 1982, p. 287). Within consumer buying decision, gender is an under-researched factor that retailers consistently use as a means and it has been found that women and men process information differently, purchase different items for different reasons and relate to and value material possessions differently (Coley and Burgess, 2003, p. 282).

Regarding gender differences, consumption is more closely associated with women than with men, this as gender related to behavior has been based on not only on biological differences, but also on gender trait differences and this in turn have showed that there are personalities within purchasing that is associated with masculinity and femininity. Femininity has for instance been associated with relational and interdependent aspects such as considerateness, caring, sensitivity and responsibility, while masculinity has been associated with, independence, assertiveness and rationality. Covering gender differences have also led to a number of gender researches that found that gender identity may be a predictor of specific consumer attitudes (Barber et al., 2009, p. 417). According to Solomon (1994, p. 307) the definition society have of the male role is evolving from the traditional conception of the ideal man as aggressive, muscular and tough man that enjoys sports, this for instance as men are more allowed to be perceived as compassionate and to have close friendships with other men. Men and women are subjected to different social pressures, as well as occupy different social roles (Darley and Smith, 1995, p. 41).

Despite the availability of information, gender differences on accessing and information may vary and there are three different finding that emerge from this. The first finding relies upon that difference within gender within purchasing behavior have the possibility to change this as consideration is given to different purchase situations. When gender differences emerge within different purchase disputations it appears that males search for information is different, this as males are more likely to ask family, friend or for retail assistance for help despite their level of purchase confidence or level of knowledge. Furthermore, most important groups for men when purchasing are friends and family (Barber et al., 2009, p. 422).

The second finding relies upon the confidence and knowledge that along with gender shows differences that are unexpected, this as for instance men with low purchase confidence and knowledge about the purchase would search for assistance. However, men possessing self-assessed knowledge and high confidence would for instance be more willing to engage into interpersonal interaction. This leads to that gender are likely to have different strategies in

order to, not only search for information when they have demands but also depending on how knowledgeable and confident the consumer feel over the situation and the use of that particular strategy. The gender differences do, in other words, influence the knowledge about the product, purchase confidence as well as search behavior and how consumers relate to purchasing. The third finding relies upon the that women's purchasing behavior have a preference to reach out to family and friends, and the behavior often entails interpersonal affiliations that also reach out to other personal sources of information (Barber et al., 2009, p. 422).

3.3.1   Shopping for Identities

Men and women often differ in how they process information; women are often more engaged in detailed analysis of specific message content but women also exhibit greater sensitivity to the particulars of information when forming judgments. Men on the other hand, are taught to assert themselves and be independent thinkers. Men are also strongly guided tendencies toward self-efficacy and self-assertion, this as men tend to pursue goals as well as having personal consequences (Barber et al., 2009, p. 148).

A desire to be at one with others and the fostering of amicable relationship is on the other hand associated with women and their guidance by interpersonal affiliation. In turn, specific gender traits can be projected to products, when considering gender and product attributes and where they are deemed gender specific with people having either strong masculine or feminine identities that often are associated with products that appeal to that specific gender (Barber et al., 2009, p. 418).

3.4   Factors affecting Consumer Behavior

Cultural, personal, social and psychological characteristics is according to Kotler et al. (1996, p. 270) strongly influencing consumer purchases and in most situations, marketers must take these factors into account however, these factors are difficult to influence. Personal factor such as age, occupation, life-cycle stage lifestyle and economic circumstances is one factor affecting consumer behavior and gender. Regarding occupation, this factor affects the goods and services bought which marketers try to identify in order to receive knowledge about average interest in their products and services. Age and life-cycle stage is another factor affecting consumer behavior and this factor is based upon the change of goods and services people buy and change over their lifetimes. The economic circumstances define a person's economic situation and its effect on product choice. The last factor affecting consumer behavior when purchasing is the lifestyle. While individuals come from different cultures, this may also create different lifestyles that in turn can be seen as a pattern of living as expressed in his or her activities, opinions and interests. In turn, lifestyle profiles a individuals' interacting and pattern in the world (Kotler, et al., 1996, p. 270).

Despite the different factors affecting consumer behavior, the salesperson within a store is one of the most important in-store factor, this as the salesperson influence a consumers buying behavior. In other words, the salesperson has the possibility to communicate and exchange theory with consumers that stresses that every interaction involves an exchange of value. The

salesperson may offer a consumer offer expertise about the product which in turn facilitate a consumers shopping choice. However, the consumer may also, on the other hand, be reassured that the salesperson is a likable and admired person who have similar taste as the consumer but also that is seen as someone trustworthy (Solomon, 1994, p. 345).

3.5   Theoretical Synthesis

In order to receive a better understanding of the choice of the theories, I have developed a theoretical synthesis; this to clarify the theoretical framework the thesis is based on.

The theoretical framework begins with a presentation of consumer behavior where it is being presented how study of the processes that are involved when individuals select, purchase, use, or dispose of products, or experiences to satisfy needs and desires is a ground that consumer behavior covers a lot (Solomon, 1994, p. 7). It is also presented that consumers often get their need satisfied by usually face a broad array of products and services and by forming expectation of what the market offers deliver, consumers will buy accordingly (Armstrong et al., 2009, p. 9). This theory intends to provide an understanding for where how this behavior may occur and in turn consumer purchasing decision making.

Furthermore, the central theory for the theoretical framework is the consumer behavior and gender and gender differences that explain how the consumer behavior differ between women and men, but also how this robust gender effect on how men and women is affected by the consumption's impact men (Luchs and Mooradian, 2011, p. 41). It has been found that consumer's personalities is a factor that within consumer research can be defined through product use, this as consumers can be defined in term of the meanings products have for them or their attitudes towards products or in terms of either the products they acquire or use (Sirgy, 1982, p. 287). Regarding gender differences, consumption is more closely associated with women than with men, this as gender related to behavior has been based on not only on biological differences, but also on gender trait differences and this in turn have showed that there are personalities within purchasing that is associated with masculinity and femininity (Barber et al., 2009, p. 147).

In order to bring awareness to the research problem of this thesis as well as creating a starting point for a deeper analysis, it is important to put great emphasis on consumer behavior and gender. The theories in this thesis involve different aspects that in turn create a theoretical platform that contributes with a greater depth in the analysis of this thesis, this to further relate these aspects to the research question of the thesis. However, theory about purchasing behavior among men regarding shopping (in comparison to women) has not been researched to the same extent as the mentioned theory in this thesis and therefore I found an interest to further explore which factor(s) account for purchasing behavior among men and this I have the intention to find throughout the empirical framework in this thesis.

4. EMPIRICAL FRAMEWORK

Under my empirical framework I will give an account for the collected data I collected through online survey from 170 respondents. This I will give an account for through presenting each question with figures and diagrams.

4.1 Background information

In this thesis I have, as mentioned earlier, used a quantitative method, online surveys, this mainly through social media, facebook where I both sent out an invitation to friends and acquaintances through "messages" but also through an event I created and invited friends and acquaintances to participate in my online survey. In order to have the possibility to collect the valid data; which for this these where 150 surveys, I wrote a short covering letter where I presented my thesis and the purpose with the study. There after I sent out my survey to 250 potential respondents, which in other words, were respondents over 20 years old. Approximately after one week to contact the various respondents, I received 170 respondents for my research, where 50 percent of the respondents were women and 50 percent were men. In order to receive a general view of how respondents answered this online survey I have chosen to use a pie or figure from the webpage, *kwiksurveys.com*, which I will present in the appendix of this thesis. In this empirical framework, I have the intention to explain and present the collected data that I gathered from the survey, this with tables and figures in order to create a holistic perspective on how purchase of clothes between men and women are in relation to each other.
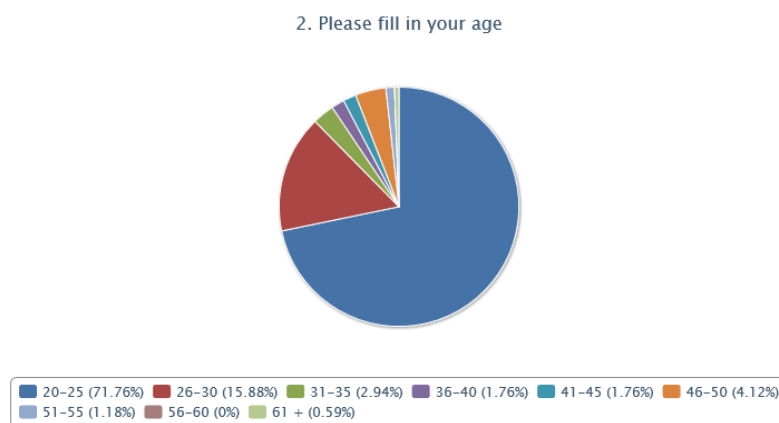
Question 2 - Please fill in your age

Figure 1- a description of the age of the respondents (Kwiksurveys.com, 2013-05-17).

Within my second question I had the interest to receive knowledge about the age from my respondents, this as I mainly had the interest to study women and men from 20 years old and older, but also to see if there is any correlation between age and purchase of clothes between women and men. Here it can be seen that the majority of men that answered my online survey were between the ages 20-25, which is a percentage of 62 percent between all the men and 31 percent from the entire study. Comparing to the females, it can be seen from the table that 69

women that answered the online survey were between 20-25 years old and represented 81 percent between the women and 40 percent for the entire study. This gives us the result that the majority in this study contained of men and females between 20-25 years old. In order to clarify this table I have chosen to conduct a figure that I have presented in the appendix in this thesis.
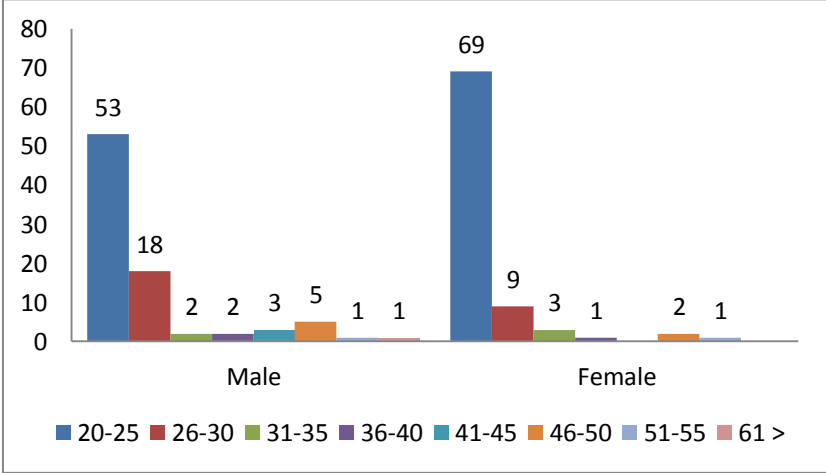

Figure 2 – a description of the age between the respondents.
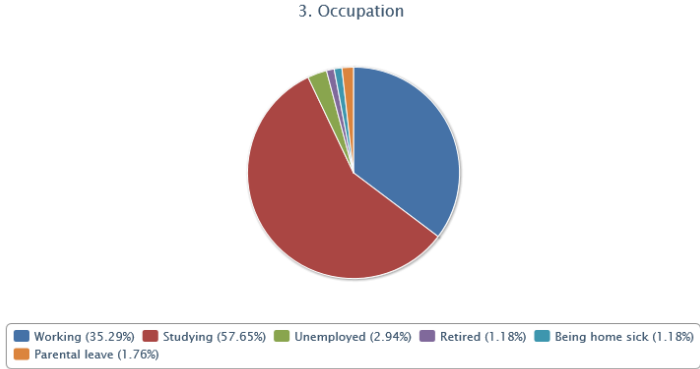
Question 3 – Occupation

Figure 3 – a chart describing the respondents occupation status
(Kwiksurveys.com, 2013-05-17).

In the third question I had the interest to know the occupation the respondents have and as seen in the table, 57,65 percent of the respondents were studying, whereas shown in the table, 58 were women and 40 men. The next biggest group of respondents was working, 35, 29 percent, however, in this case there were more men working, 39 men in contrast to women, 21 women. The lowest occupation were either retired or being home sick which represents 1,17 percent.
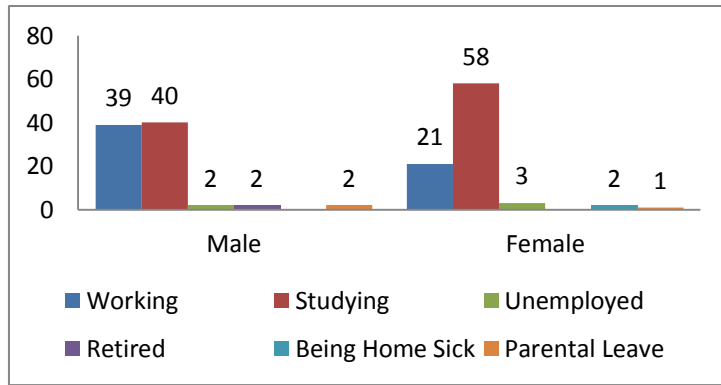
Figure 4 –a description of occupation status.

Question 4 - Living Status

4. Living Status

Alone (40.59%) With a Partner (36.47%) Apart (5.88%) With both parents (10.59%)
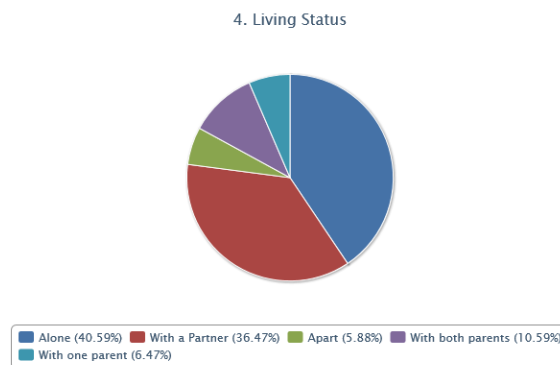With one parent (6.47%)

Figure 5 - a description of the living status
(Kwiksurveys.com, 2013-05-17).

Within question 4 the question I asked was the living status the respective respondent had and according to the table the 69 respondents in a grand total lived alone, this as the amount was almost the same between women, 34 respondents, and men, 35 respondents (male had one more respondent than female). From the table it can also be seen that the lowest number were respondents living apart, which contained six men and four women (5,8 percent).
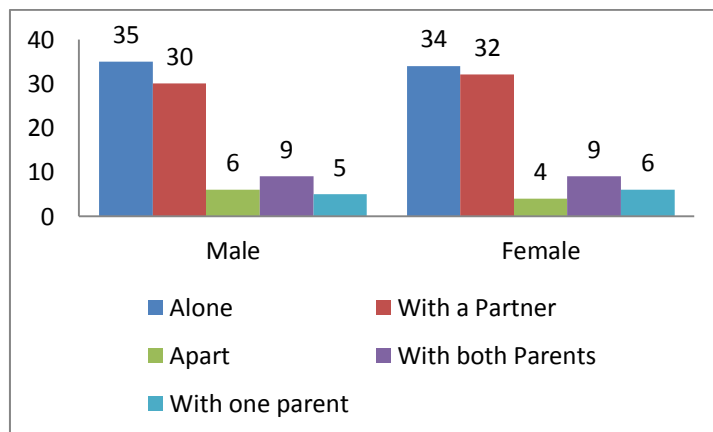

Alone With a Partner
Apart With both Parents
With one parent

Figure 6 –a description of the respondents living status.

Chart 5 - What is your Income per month excluding tax? (with income I mean salary, csn, income from unemployment allowance, income from own business, educational allowance etcetera.)
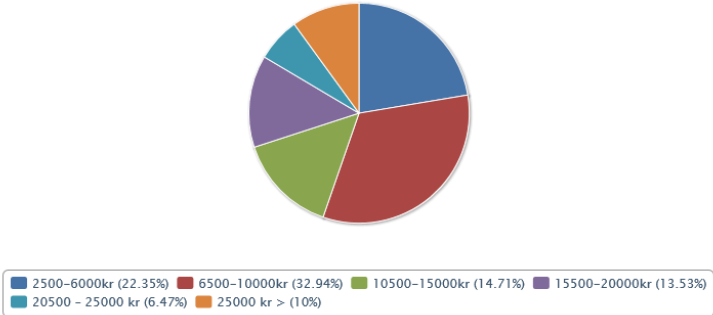

Figure 7 - a description on the respondents income per month
(Kwiksurveys.com, 2013-05-17).

Within the fifth question I had the interest to receive knowledge about the income per month every respondent had and it can be seen that the majority of respondent with 32,94 percent had an income between 6500-10000 swedish kr. In this choice 37 women (21,7 percent) have an income between 6500-10000 swedish kr, while 19 men (11,1 percent) have an income between this category. However, looking only at men, this is also were most men, 22,3 percent have their income. Looking at the answers, the second answer most male respondents answered, were having an income between 2500-6000 swedish kr and 25000> Swedish kr, which represents 17,6 percent of each income between the male gender and 8,8 percent in grand total. Looking at the female category, the second answer most female respondents answered, were also having an income between 2500-6000 swedish kr, which represents 27 percent between female gender and 13,5 percent in grand total.
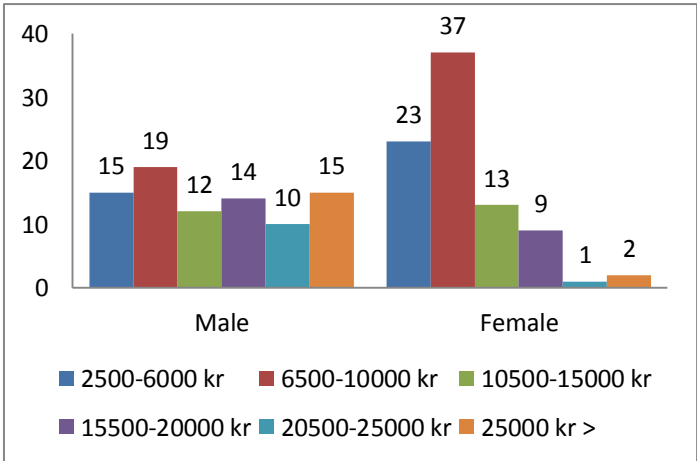

Figure 8 – a description on the income per month.

Question 6 - How often do You purchase clothes? (excluding underwear and socks)

6. How often do You purchase clothes ?(excluding underwear...

Every day (2.37%)   Every week (8.28%)   Every Month (43.2%)   Every other month (41.42%)
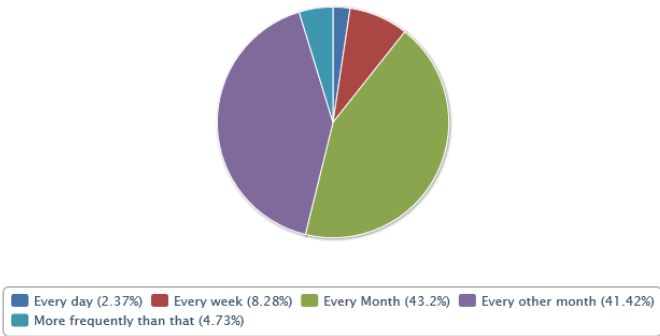More frequently than that (4.73%)

Figure 9 – a chart description on how often the respondents purchase clothes (Kwiksurveys.com, 2013-05-17).

The sixth table tells us how often the respondents purchase clothes and in grand total I only received 169 answers of total 170, this as one female did not answer the question. However, despite this, it can be seen that the more frequent time, for instance every month and every other month, the more answers I received from males and females. 35,2 percent of the male respondents purchase clothes every month, the percentage only among men, and 17,7 percentage in grand total, while it among females were 51,1 percent, the percentage only among female and 25,4 percent in total grand. The choice who received lest votes from both males and females where if they purchased every day, with a grand total of 2,3 percent.
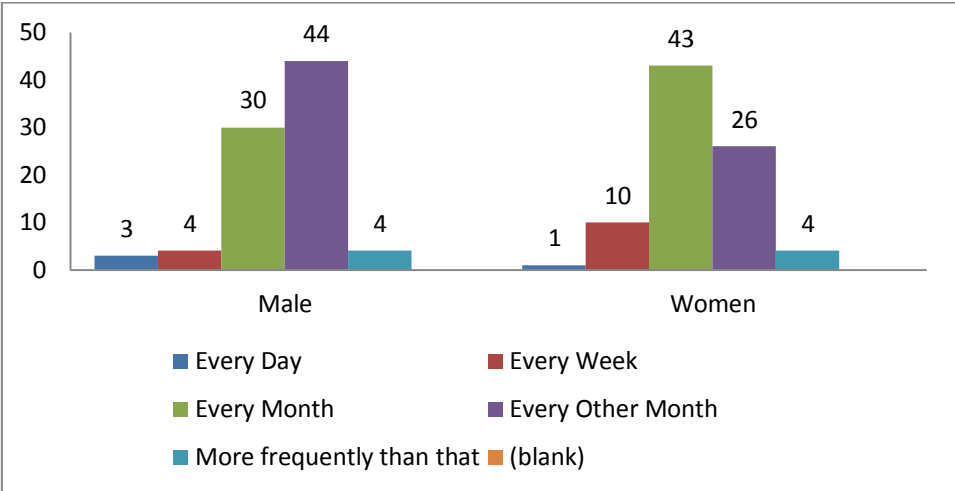

Figure 10 – a description on how often the respondents purchased clothes.

Question 7 - When did You last purchase clothes? (excluding underwear and socks)
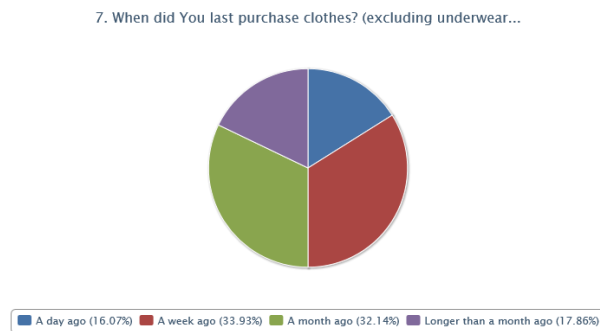
Figure 11 - a chart describing when the respondents last purchased clothes (Kwiksurveys.com, 2013-05-17).

Despite the seldom purchase of clothes; 16 percent of grand total of the respondents purchased the day before they answered the survey, while 33,9 percent of grand total purchased a week before they answered the survey. From the table it can be seen that the choice with the most votes from males where that they purchased clothes a month ago, this with a percentage of 19,6 percent in grand total and 39,2 percent only among men.
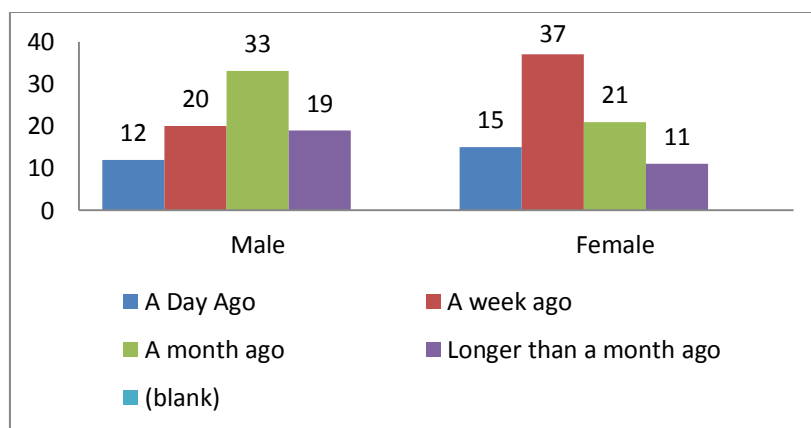
Figure 12 – a description on when the respondents purchased clothes.

Question 8 - How much money do You spend on clothes per month (on average)?

Figure 13- a chart describing the amount of money the respondents spend per month (Kwiksurveys.com, 2013-05-17)

35,29 percent in grand total of the respondent spend on average between 0-499 swedish kr on clothes every month, and seen from the table 37 females, a percentage of 43,5 percent among

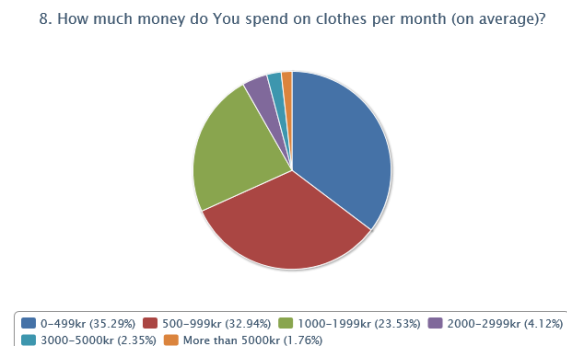females and 21,7 percent in grand total spend on average 0-499 swedish kr on clothes every month. Within this choice, males represent 13,5 percent in grand total and 27 percent among men that spend 0-499 swedish kr on clothes every month. The difference between males and females is that more females spend less money on clothes per month, than men seen from the table, whereas more men spend more money than females, every month. In fact, men spend in percentage 2,9 percent in grand total between 2000-2999 kr on clothes every month, 2,3 percent males spend 3000-5000 swedish kr and 1,7 percent males spend more than 5000 swedish kr on clothes, in grand total, every month.
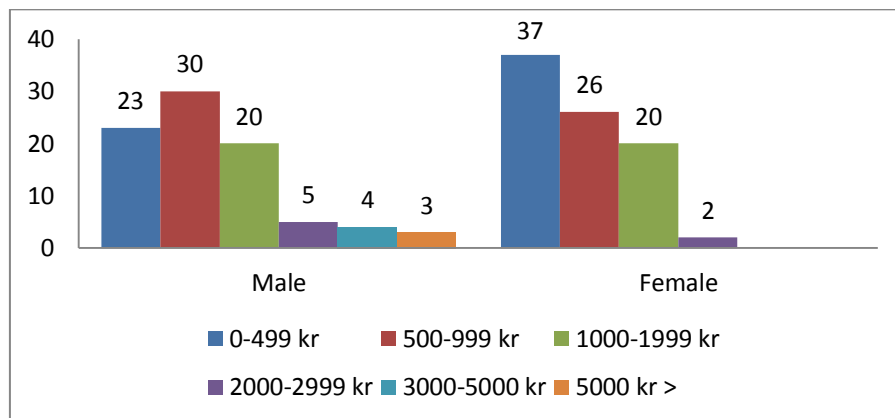

Figure 14 – a description on how much money the respondents spend on clothes per month.

Question 9 - On a scale from1 (not so much) to 5(a lot) what do You believe has an influence on your purchase of clothes? (excluding underwear and socks)

In question nine, I had the interest to find out what the respondents believed there is as an influence on their purchase of clothes, this through a scale 1 to 5, where 1 represented not so much and 5 a lot. Throughout the different choices in the tables it can be seen form the tables that female and males have quite the same opinions.

Looking at the first choice, "*I take advice from my friends*" the majority of respondents among males did not take so much advice from friends, in other words, 33,7 percent among men and 16,6 percent in grand total did not take much advice from friends. In the case of females, 23 females, 29,1 percent among females and 14,7 percent in grand total, did not take advice from friends. However, the majority of women, 29 females chose 3 in the scale 1 to 5 which represents, 38,1 percent among women and 18,5 percent in grand total, that take more advice from friends than men. In the second choice, "*I take advice from my family*", it can be seen form the table that the majority of male and females even here did not take much advice from family, where 39,4 percent in grand total answered this. Even looking separately between females and males it can be seen that 35 respondents of male, 44,8 percent among men and 22,2 percent in grand total do not take much advice from family. Female, on the other hand, represent 27 females here, 34,1 percent among females and 17,1 percent in grand total do not take advice from family.
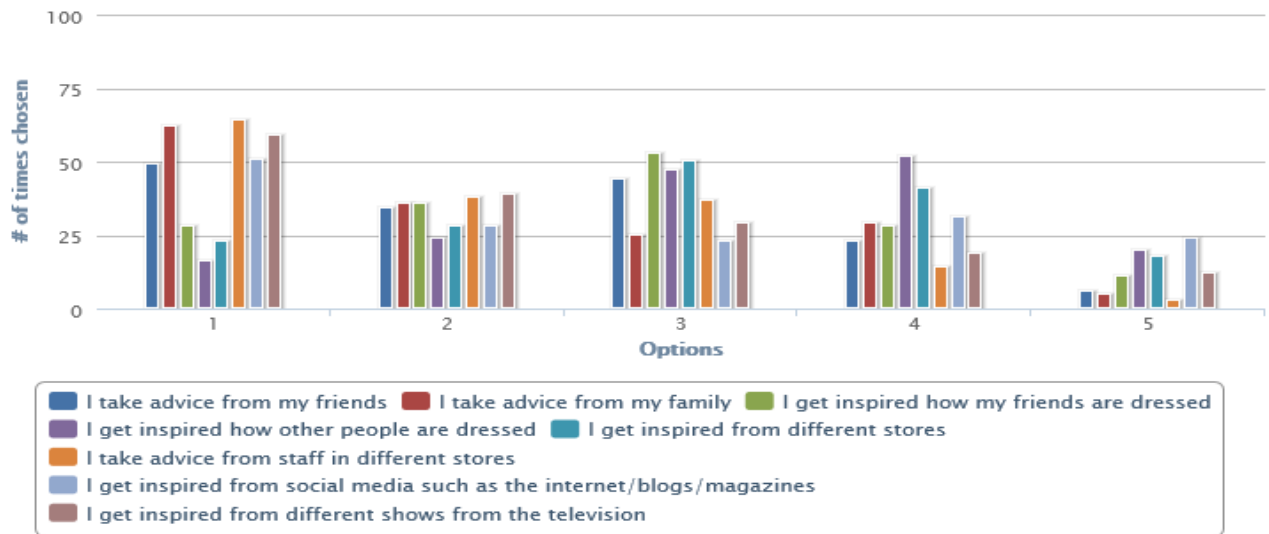
Figure 15 - a description on what the respondents believe has an influence on their purchase of clothes.

In the third choice, *"I get inspired how my friends are dressed"*, it can be seen form the table that the majority of male and females get more inspired on how their friends get dressed, this as 33,9 percent in grand total get inspired. Looking at only men, 28 respondents, 36,3 percent among men and 17,9 percent in grand total, get inspired on how their friends get dressed. Women on the other hand, are also in the middle between the scale 1 to 5 and represent 31,6 percent among only female and 16 percent in grand total get inspired on how their friends get dressed. Even though I got more answers from females in this choice, it was very even between males and females. Looking at the fourth choice, *"I get inspired how other people are dressed"*, the majority of respondents among men and women are more closely to get inspired on how other people get dressed than that they do not get inspired at all. In other words, both 26 men and women get very inspired by how other people get dressed, this in a percentage of 32,7 percent. 33,3 percent only among men and 16,3 percent in grand total, men get very inspired on how other people get dressed, while 32 percent only among female and 16,3 percent in grand total, female get very inspired on how other people get dressed.

In the fifth choice *"I get inspired from different stores"*, both men and women chose 3 in the scale 1 to 5 which represents 31,2 percent in grand total, regarding that the respondents get inspired from different stores when purchasing clothes. However, this choice was only a majority among men, where 27 respondents, 33,7 percent only among men and 16,8 percent in grand total get inspired from different stores. Regarding the female respondents, the majority of women chose 4 in the scale 1 to 5 and it represents 35 percent only among women and 17,5 percent in grand total who get inspires from different stores regarding purchase of clothes. In the sixth choice *"I take advice from staff from different stores"*, the majority together for men and females do not take advice from staff from different stores when purchasing clothes, this as a grand total of 64 respondents, 41 percent answered this. This choice is also the majority among female, where 41 respondents, 53,2 percent only among women and 26,2 percent in total grand do not take advice from staff from different store. The majority among men on the other hand, chose 3 in the scale between 1 to 5 which mean that

they take more advice from staff in different stores than women, this can be seen through that 34,1 percent only among men and 17,3 percent in grand total take advice from staff in different stores when purchasing clothes.

In the seventh choice, *"I get inspired from social media such as the internet/blogs/magazines",* both men and women chose 1 in the scale 1 to 5 which represents 32,4 percent in grand total, do not get inspires by social media when purchasing clothes. 38,4 percent among only the men and 19,1 percent men in grand total do not get inspired by social media, while 26,5 percent among only women and 13,3 percent women in grand total do not get inspired by social media. In the last choice of this question, *"I get inspired from different shows from the television",* the majority, women together with men, 59 respondents answered the first choice in the scale 1 to 5 which represents 37,3 percent in total grand. The majority of males, 34 males chose in this question 1 in the scale 1 to 5, which represents 42,5 percent among only men and 21,5 percent in grand total. The choice that got second most answers from male was 2 from the scale 1 to 5 which represents 23,7 percent among only men and 12 percent in grand total. Regarding females, the majority also chose 1 in the scale 1 to 5, which represents 32 percent only among women and 15,8 percent females in grand total., do not get inspired by social media when purchasing clothes. The choice that got second most answers from females was also 2 from the scale 1 to 5, which represents 25,6 percent only among women and 12,6 percent females in grand total, that do not get that inspired from social media when purchasing clothes.

Question 10 - Do You plan your purchase before entering a store?

10. Do You plan your purchase before entering a store?

Yes (21.43%) ■ Sometimes (64.29%) ■ No (If no, please go to question 12) (14.29%)
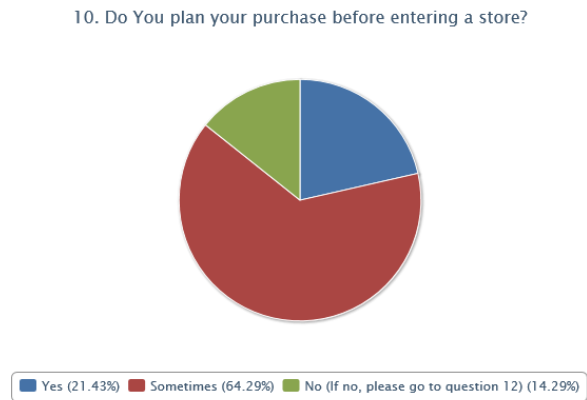
Figure 16 – a chart describing on how many of the respondents plan their purchase of clothes
(Kwiksurveys.com, 2013-05-17).

In question ten I had the interest to receive knowledge if the respondents plan their purchase before entering a store and here it can be seen that the majority of both women and men sometimes plan their purchase before entering a store. In fact, according to the table, 64,2 percent in grand total sometimes plan their purchase before entering a store. The majority of men did also chose, 46 respondents, this choice which represents 54,7 percent among only men and 27,3 percent men in grand total. Regarding females, the majority among women, 62 respondents, did also chose sometimes then planning their purchase before entering a store, which represents 73,8 percent only among women and 36,9 percent women in grand total.
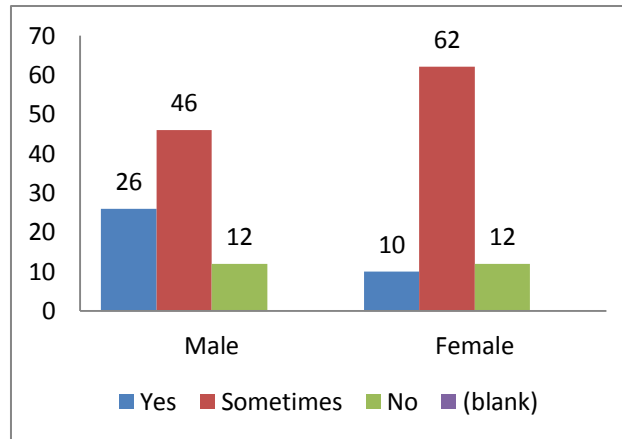
Figure 17 – a description on how many of the respondents plan their purchase of clothes.

**Question 11 - On a scale 1 (rarely) to 5 (often) how often do You plan your purchases of clothes?**
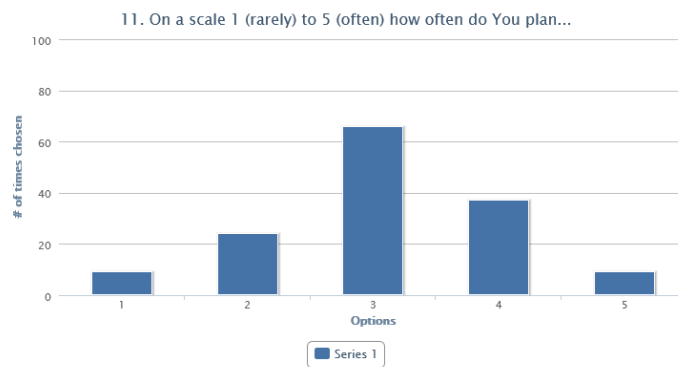
Figure 18 – a figure describing on how often respondents plan their purchase of clothes
(Kwiksurveys.com, 2013-05-17).

In question eleven I had the interest to receive information about how often every respondent plan their purchase of clothes and from the tables it can be seen that from an total of 145 respondents, 66 respondents (45,55 percent) in grand total plan their purchase quite often. The total of men that answered the survey was 72 male respondents and the total of women that answered this survey was 73 female respondents. Looking at the male respondents, the majority that answered this question, chose 3 in the scale 1 to 5 which represents 32 male respondents, 44,4 percent among only men and 22 percent male respondent in grand total do often plan their purchases of clothes. The majority from the females also answered the choice 3 in the scale from 1 to 5, which represents 46,5 percent among only women and 23,4 percent female respondents in grand total do often plan their purchase of clothes.

Question 12 - When purchasing clothes, do You compare different stores (before deciding)?
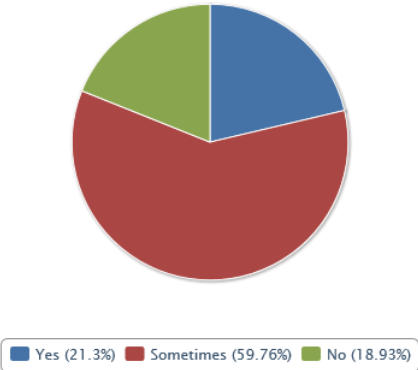
Figure 19- a chart describing if the respondents compare different stores when purchasing clothes (Kwiksurveys.com, 2013-05-17).

In question twelve I had the interest to know if the respondents compared different stores before deciding which stores to purchase clothes in. From the table it can be seen that 59,76 percent of the respondents sometimes compare stores before deciding in which to purchase clothes in.

These 59,76 percent represent 101 respondents where 52 respondents were males and 49 were females. In a total 84 males and 85 females answered this question in my survey, which in grand total represents 169 respondents. Even in this question the majority of men and women answered that they sometimes compare different stores before deciding which to purchase clothes in and regarding males, 52 respondents chose this answer which represents 61,9 percent only among men and 30,7 percent males in grand total that sometimes compare different stores before deciding where to purchase clothes. In contrast to the males, also the majority of females chose sometimes as their answer and this represents 57,6 percent only among females and 28,9 percent females in grand total in the study that sometimes compare different store before deciding where to purchase clothes.

Figure 20 – a description on how many of the respondents compare different stores.

Question 13 - What is important for You when purchasing clothes? (Please rate each different alternative on a scale from 1 to 5, were 1 is less important and 5 important)

In question 13, I had the interest to find what is important when purchasing clothes, this through a scale 1 to 5, where 1 represented less important and 5, important. Throughout the different choices in the tables it can be seen form the tables that female and males have quite the same opinions. In the first choice, *"Price",* the majority both among women and men find important with price when purchase as the grand total answered 4, with 56 respondents which represents a percentage of 34,3 percent in grand total. Looking only at men 28 respondents, the majority of the men, answered 4 which is a percentage of 34,1 percent among only men and 17 percent males in grand total that find price when purchasing clothes important. The majority of females, on the other hand, the majority of females chose 5 in the scale 1 to 5, which represents a percentage of 42,6 percent only among women and 21,3 percent females in grand total that find price when purchasing clothes very important.
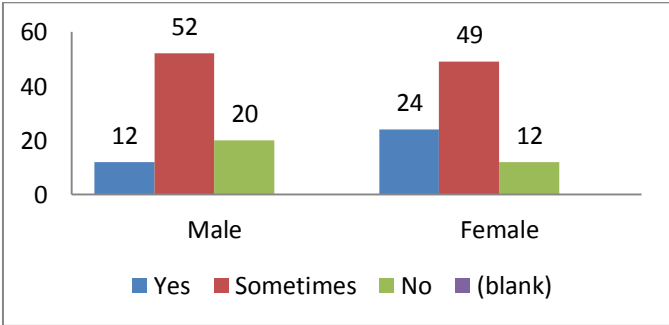

Figure 21- a description on what is important for the respondents when purchasing clothes (Kwiksurveys.com, 2013-05-17).

In the second choice, *"Fitting of the clothes",* it can be seen form the table that the majority of male and females even here thought that the fitting of the clothes is very important when purchasing clothes, where 63,1 percent in grand total answered this. Even looking separately between females and males it can be seen that 47 respondents of male, 58,7 percent only among men and 28,8 percent males in grand total think that fitting of the clothes is important when purchasing clothes. Looking at the female answer it can, on the other hand, be seen that 56 female respondents, 67,4 percent only among women and 34,3 percent female in a grand total found the fitting of the clothes very important when purchasing clothes. In the third choice, *"comfortable clothes",* it can be seen from the table that even here the majority of male and female find comfortable clothes quite important when purchasing clothes, this as the majority chose 4 in the scale 1 to 5, which represents a percentage of 36,8 percent. Looking at only men, 28 respondents, 34,5 percent only among men and 17,1 percent male in grand total chose 4 as their alternative in the scale 1 to 5, which means that they find comfortable clothes important when purchasing clothes. The majority of women, on the other hand, did also chose choice 4 in the scale 1 to 5 and represents 39 percent only among women and 19,6 percent women in grand total that found comfortable clothes important when purchasing clothes.

Even though I got more answers from females in this choice, it was very even between males and females.

Looking at the fourth choice, "*Quality*", the majority of respondents among men and women are find quality an important factor when purchasing clothes, this when looking at the grand total of women and men that represents 31 percent. Looking at the table more men found it more important with quality than women, this as the majority of men answered 4 in the scale 1 to 5 and this represents 34,5 percent only among men and 17 percent males in a grand total that find quality more important whens purchasing clothes. Regarding females, the majority, 30 female respondents, chose 3 in the scale 1 to 5, which means that they find quality important to some extent when purchasing clothes and this represents 36,1 percent only among women and 18,3 percent female in grand total. In the fifth choice, "*service from the personnel*", it can be seen from the table that the majority men and female together, 46 respondents, chose 2 in the scale 1 to 5 which means that they do not think service form the staff is very important when purchasing clothes, which can be seen in a percentage of 29,8 percent of the grand total. From the table it can also be seen here that male respondents, 24 male respondents, found service form personnel more important than the females respondents did, this as the majority of males chose 3 in the scale 1 to 5, which represents 30,7 percent only among men and 15,5 percent male respondents found this quite important. Looking at the female respondents, the majority 25 female respondents chose 2 in the scale 1 to 5 which means that they find service form the personnel less important and this represents a percentage of 32,8 percent only among women and 16,2 percent female in grand total.

In the sixth choice "*The atmosphere of the store*", the majority together for men and females, 47 respondents (29,7 percent), chose 3 in the scale 1 to 5, which in this context mean that they find the atmosphere quite important when purchasing clothes. This choice is also the majority among female, where 26 respondents, 33,3 percent only among women and 16,4 percent female in grand total think the atmosphere is quite important when purchasing clothes. The majority among men on the other hand, chose 1 and 2, 22 respondents each, in the scale between 1 to 5 which mean that they find the atmosphere of the store less important when purchasing clothes than women and this can be seen through that 27,5 percent only among men and 13,9 male respondents in grand total, in both choice 1 and 2 in the table. In the seventh choice, "*Design*", looking at the grand total for both men and women, 46 respondents (28 percent), the choice were 5 in the scale 1 to 5 which means the design when purchasing clothes is very important. However, looking at women and men separately it can be seen form the table that the majority of male respondents, 26 respondents, chose 4 in the scale 1 to 5, which represents 31,7 percent only among men and 15,8 percent male respondent in grand total that find design quite important when purchasing clothes. From the table it can also be seen that the majority of men found design when purchasing clothes more important than females, this as 24 female respondents chose 3 in the scale 1 to 5 and this represents 29,2 percent only among female and 14,6 percent female in grand total that find design quite important when purchasing clothes. In the eight choice, "*Fashion Brand*", in a general view, the majority of men and women together, 51 respondents, 31,8 percent in grand total did not find fashion brand important when purchasing clothes, this as the choice 1 got most answers

in the scale 1 to 5. However, looking only at females it can be seen from the table that the female respondents, 33 women, 41,2 percent only among women and 20,6 percent female in grand total, did not either find fashion brand important when purchasing clothes this as the most women chose 1 as their answer in the scale 1 to 5. Regarding male respondents the majority, 24 respondents, 30 percent only among men and 15 percent male in grand total, chose 2 as their choice in the scale 1 to 5 and therefore find it a bit more important with fashion brand when purchasing clothes, this in contrast to the female respondents.

In the last choice, *"Organic Clothes"*, 99 of the grand total respondents, 63 percent, did not find it important with organic clothes when purchasing clothes and this can also be seen when looking separately between women and males. In the table it can be seen that 54 male respondents did not find it important when purchasing clothes, this from a percentage of 69,2 percent only among men and 34,3 percent male in grand total, chose 1 in the scale 1 to 5. Looking in the table it can also be seen that the female respondents, 45 respondents, chose 1 in the scale 1 to 5 and this gives a percentage of 56,9 percent only among women and 28,6 percent female respondent in grand total do not find organic clothes important when purchasing clothes.

Question 14 - On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?
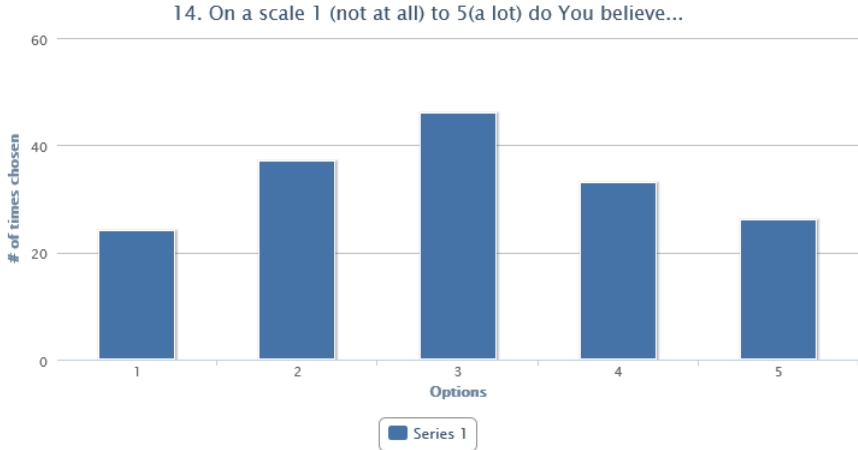
Figure 22 – a description if the respondents believe service affects their purchasing behavior (Kwiksurveys.com, 2013-05-17).

In question 14 I had the interest to receive information if the respondents believed service affected their purchasing behavior, this from a scale 1 to 5 where 1 represented not at all and 5 a lot. The majority that answered this survey chose the answer 3 in the scale 1 to 5 and contained of 45 respondents where 21 were male respondents and 24 female respondents and this presents a total of 27,4 percent of a grand total. 24 female respondents think that service have a some effect of their purchasing behavior, which represents 28,9 percent only among women and 14,6 percent females in a grand total. Regarding males, 21 respondents think that service have a some effect of their purchasing behavior, which presents 25,9 percent among only men and 12,8 percent males in grand total. However, looking at only men, the majority chose 4 which presents 28,3 percent only among men and 14 percent males in grand total that

believe service in a store has more effect on their purchasing behavior than the majority of females that chose 3 at their answer.

Question 15 - On a scale 1 to 5 (where 1 is less important and 5 important) what is important for You considering service staff?

Looking at the question 15, I had the interest to find what the respondents found important considering service staff, this through a scale 1 to 5, where 1 represented less important and 5, important. Throughout the different choices in the tables it can be seen form the tables that female and males have quite the same opinions.
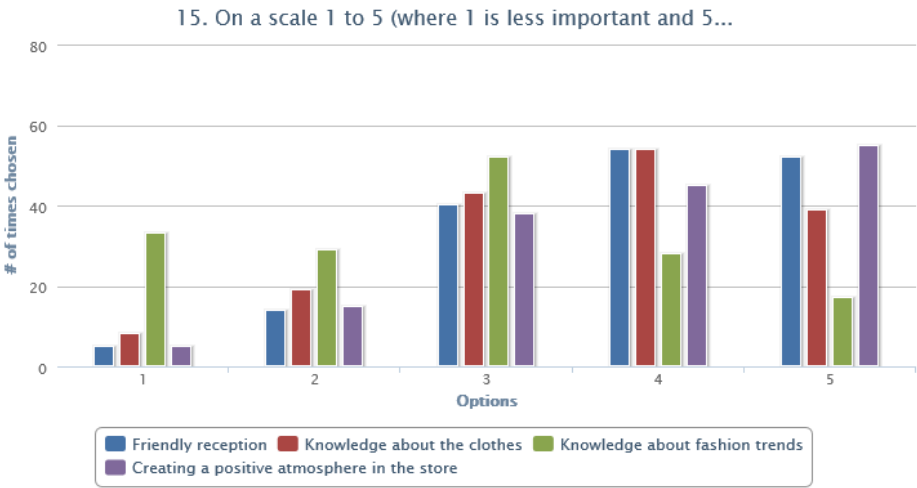
Figure 23 – a scale description on what the respondents find important and less important when purchasing clothes (Kwiksurveys.com, 2013-05-17).

In the first table, "*Friendly reception*", it can be seen that friendly reception is very important which both male and females think and it can be seen from that the most answered 4 and 5 from the scale 1 to 5. In a grand total of 52 respondents both in the choice 4 and 5, this present 31,9 percent that believe service among staff is important. The majority among men answered the choice 4, which were 30 respondent and that represents 36,5 percent only among men and 18,4 percent males in a grand total. The majority of females answered the choice 5, which were 29 respondents which in turn represents 35,8 percent among only women and17,7 percent females in grand total that find service among staff important. In the second choice, "*Knowledge about the clothes*", it can be seen form the table that the majority of male and females even here think that knowledge about the clothes is quite important, however not as important as having a friendly reception. In this choice 33,5 percent in grand total answered this. Even looking separately between females and males it can be seen that 25 respondents of male, 30,8 percent among men and 15,5 percent in grand total found it quite important for the service staff to have knowledge about the clothes. Female, on the other hand, represent 29 females here, 36, 2 percent among females and 18 percent in grand total also believes having knowledge about the clothes is important.

In the third choice, "*knowledge about fashion trends*", the majority of the respondents found it quite important for the service staff to have knowledge about the clothes, this can be seen as 52 respondents, 33,1 percent of the grand total thought this. Among male and female the

respondents thought the same and the most answers, 26 respondents, was the choice 3 in the scale 1 to 5, which for men represents 32,9 percent only among men and 16,5 percent males in grand total that thought this. 33,3 percent among the women thought that knowledge about clothes was important and it represents a grand total of 16,5 percent females. In the last choice, *"creating a positive atmosphere in the store",* the majority of the respondents, 54 answers of grand total, found it important for the service staff to create a positive atmosphere. 24 male respondents answered the choice 5 in the scale 1 to 5 and this represents that 31,1 percent among only men and 15,3 percent males in grand total, thought that a positive atmosphere is important. 30 female respondents, in contrast to men, which represents 37,9 percent only among women and 19,2 percent female respondents in grand total found it important for the service staff to create a positive atmosphere in the store.

Question 16 – Do You usually ask for help/advice?

16. Do You usually ask for help/advice?

Yes (15.88%) Sometimes (58.24%) No (25.88%)
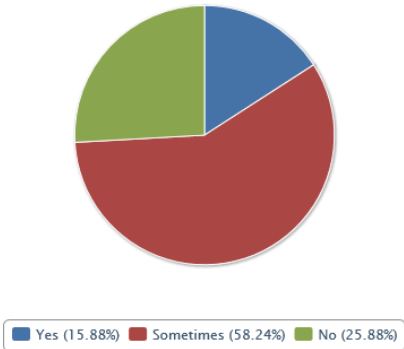
Figure 24 – a chart describing if the respondents ask for help when purchasing clothes (Kwiksurveys.com, 2013-05-17).

Regarding question 16, asking for help/advice is sometimes the majority of the respondents (99 respondents) do and this represents 58,24 percent of the grand total according to the pie. The grand total among females in this question is 85 and 85 among men which makes it a grand total of 170 respondents. In this question 50 male respondents ask sometimes for help, which makes is a percentage of 58,8 percent only among men and 29,4 percent males in grand total that sometimes asks for help/advice. In the case of females, 49 respondents sometimes asks for help/advice, which represents 57,6 percent only among female and 28,8 percent females in grand total.
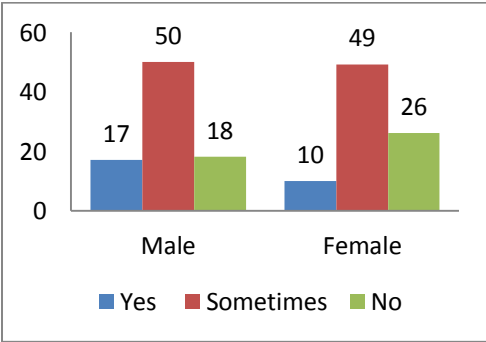
Figure 25 – a description on how many of the respondents ask for help or not when purchasing clothes.

Question 17 - Does the service also affect your returning to a store?

17. Does the service also affect your returning to a store?

Yes (51.18%)   Maybe (40%)   No (8.82%)
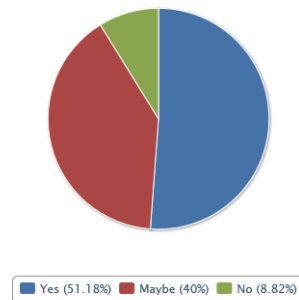
Figure 26 – a chart describing if service affect the respondents returning to a store
(Kwiksurveys.com, 2013-05-17).

In question 17 I had the interest to receive information if the service affect the returning to a store and according to the table, 51,18 percent of the respondents believe that their returning to a store is affected by the service. The grand total of male in this question is 88 and 82 females. 44 males respondents, 50 percent only among men and 25,8 percent males in grand total believes that the service also affect their returning to a store. For women, 43 respondents, 52,4 percent only among women and 25,2 percent females in grand total believes that the service also affect their returning to a store.
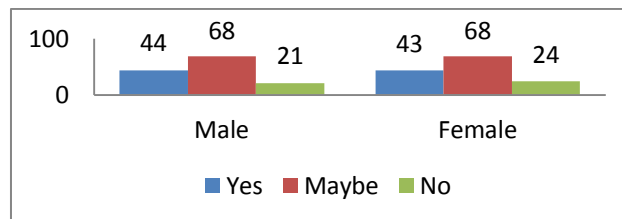
Figure 28 – a description on how many of the respondents believes that the service affects their returning to the store.

Question 18 - With whom do You usually purchase clothes?

18. With whom do You usually purchase clothes?

With friends (31.03%)   With family (17.62%)   With your partner (16.86%)   Alone (34.48%)
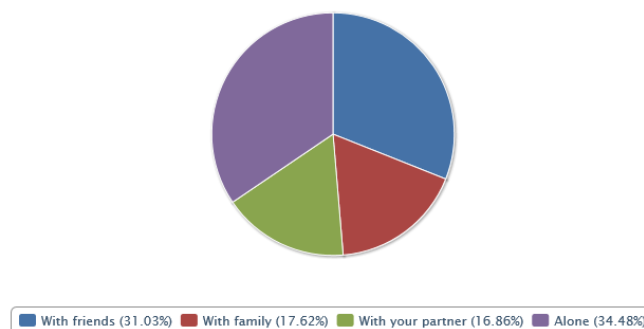
Figure 29 - a chart describing with whom the respondents usually purchase clothes
(Kwiksurveys.com, 2013-05-17).

Looking at the question 18, I had the interest to find out with whom the respondents usually purchase clothes with and from the table it can be seen that the majority purchase clothes alone with a percentage of 34,48 percent. Throughout the different tables the respondents, both women and men, could choose from the choice with most respondent was the choice *"Alone"*, where 48,8 percent of males and 51,1 percent of females usually purchase clothes alone.

In order to show that the collected data for the this thesis is not random collected, a correlation has been made that tells us from the table, that there is a correlation between men and women and how often they purchase of clothes.

Correlations

		womenmen	How often do You purchase clothes ?
womenmen	Pearson Correlation	1	,139
	Sig. (2-tailed)		,073
	N	168	167
How often do You purchase clothes ?	Pearson Correlation	,139	1
	Sig. (2-tailed)	,073	
	N	167	167

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,648	,219		16,645	,000
	womenmen	,291	,132	,182	2,202	,029
	Age	-,012	,055	-,022	-,221	,825
	Occupation	-,113	,086	-,121	-1,312	,191
	What is your Income per month excluding tax?	-,069	,052	-,136	-1,337	,183

a. Dependent Variable: How often do You purchase clothes ?

In order to receive information about purchasing behavior among men I had to depend my regression analysis on different variables and in this thesis I found four different variable important to analyze in contrast to constant the variable *"How often do You purchase clothes? (excluding underwear and socks)"*. The other four variables I used in the multiple regression

analysis are as seen in the table below, gender, age, occupation and income per month. This gives us the calculation:

Y (How often you purchase clothes) =Constant + Gender - Age – Occupation - Income → from the multiple regression analysis →

Y = 3,648 + 0,291(Gender) – 0,012 (Age) – 0,113(Occupation) -0,069(Income)

This equation is performed in order to show that depending on the bought clothes in turn depends on the different variables and the higher the number shown in the different variables, it determines if more clothes are purchased or not which is going to be discussed. Looking at the multiple regression analysis, it tells us that there is a difference between women and men and considering men; they less frequently they purchase clothes in relation to women. This will further be discussed in the analysis.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,012	4	1,253	1,986	,099[a]
	Residual	102,222	162	,631		
	Total	107,234	166			

a. Predictors: (Constant), What is your Income per month excluding tax? , Occupation, womenmen, Age

b. Dependent Variable: How often do You purchase clothes?

In the ANOVA table it can be seen that the significance show 0,099 and one explanation for this is when I spilt the regression analysis into its different factors, there was no significance because of the data set is limited. The factor age and occupation were insignificant because of inconsistencies with the different independent variables. However, looking at the factors, income and gender, the significance was slightly higher, this due to, that the different scales from the different independent variables were more consistent. Nevertheless, an overall significance increase could be achieved through as mentioned above greater data collection.

5. ANALYSIS

In the analytical framework of this thesis I have the intention to compile the theories that I presented in the theoretical framework, together with the collected data from the empirical framework, this to further analyze and answer the two sub-questions of the thesis. That is to analyze how the purchasing behavior is differentiated among gender and how the purchasing behavior among men is affected.

5.1 Consumer Behavior

Based on the theoretical framework mentioned in this thesis, it has been noted that consumer behavior is important as there has been found a robust gender effect in this behavior. In this part of the analysis I will examine the extent to how consumer behavior and purchasing behavior is differentiated among gender. This will be examined through the comparison of the collected data with the theories in order to answer the first sub-question of this thesis:

How is the purchasing behavior differentiated among gender?

Since previous research it can be stated that consumer behavior is an involved process among the selection, purchase, use of dispose of products among individuals, this to satisfy their needs of desires (Solomon, 1994, p. 7). This analytical part can be related to theories about the importance of consumer behavior and how this behavior has an impact considering gender behavior, when purchasing. I can relate this to theories about consumer behavior, consumer behavior and gender and purchase decision making.

5.1.1 Consumer Behavior and Gender

From previous research it has been stressed that gender is important considering purchasing behavior (Kuruvilla et al. 2009, p. 175) and it has also been stated that consumer behavior is vital considering gender as is has been found a robust effect, where for instance women tend to be more agreeable than men when purchasing, as well as women are more likely to express their concern about consumption's impact, but also to act upon those concerns (Luchs and Mooradian, 2011, p. 41). From previous research it can also be stated that consumer's purchase confidence depends on the knowledge or any type of uncertainty with purchasing decisions and this consumer purchase can be seen as the extent where consumers feel assured and capable to marketplace decisions and behaviors. Furthermore this purchase confidence reflects upon consumer's subjective evaluations and of their ability to generate positive experiences in the marketplace and depending on how capable and assured consumers are about their purchase decisions, depends on the level of internal knowledge (Barber et al., 2009, p 417).

In this thesis, the regression analysis is depended, as mentioned in the empirical framework, on different variables (gender, age, occupation and income per month) that I found important to analyze together with the dependent variable of this thesis *"How often do you purchase clothes?*(excluding underwear and socks)*"*. The findings in this study imply that from the

dependent variable used in the findings, the purchasing behavior is differentiated among gender, and this can be seen that the less frequent time of purchase of clothes, for instance every week, every month and every other month, the more answers received from both males and females. However in comparison to females, more males purchase clothes every month (17,7 percent in grand total) and every other month (26 percent in grand total) and in other words it can be said from the findings that males purchase clothes less frequently than females. Therefore their purchasing confidence may also be described as lower, maybe for instance as their decisions and behavior can be perceived more different than females when purchasing clothes. From the empirical findings the results imply that the less frequent a purchase of clothes is made, more men answered the different alternatives (every month or every other month) and therefore a differentiated purchasing behavior among gender can be seen. In comparison to the theory there can be seen similarities where for instance women tend to be more agreeable than men when purchasing, as well as women are more likely to express their concern about consumption's impact, but also to act upon those concerns (Luchs and Mooradian, 2011, p. 41). From the previous research it can also be implied that the study of the processes that are involved when individuals select, purchase, use, or dispose of products, or experiences to satisfy needs and desires is a ground that consumer behavior covers a lot (Solomon, 1994, p.7). This also implies that the wants individuals have, becomes demands when they are backed up by buying power and by give people their resources and wants, the products that become demanded are those added up to value and satisfaction (Armstrong et al., 2009, p. 7 ff.).

Another variable strengthening the dependent variable in if the purchasing behavior is differentiated among gender is the variable gender. From the empirical findings it can be seen from the study based on 170 respondents, 50 percent of the respondents were women and 50 percent were men. By receiving equal answers from female respondents and male respondents the opportunity increased to see a greater difference among how the purchasing behavior differs between the genders as well as how the purchasing behavior is among men. In comparison to the empirical findings, gender is also seen as a key variable according to the theoretical findings this as previous research indicated that males and females process different types of claims differently as well as females for instance use significantly different processing strategies. This can for instance be related to women that, in contrast to men, normally score better on linguistic tasks, while men often perform better than women on spatial orientation tasks when purchasing items (Darley and Smith, 1995, p. 41).

In the empirical findings it can be seen that from the dependent variable, *"How often do you purchase clothes?*(excluding underwear and socks)*"*, 85 respondents answered among the males, in contrast to the female respondents (84 respondents). The empirical findings are also made from a multiple regression analysis, whereas mentioned in the empirics, 0=women and 1=men, and the results here imply that there is a differentiated purchasing behavior among gender considering purchasing of clothes. From the equation below, it can be seen that the coefficient for gender is positive, +0,291, this signifies that when the other independent variables remain the same, it can be seen that Y for men will increase, +0,291(1), by a factor

of + 0,291. As mentioned in the empirical findings the equation for the multiple regression analysis is as follows;

$$Y = 3{,}648 + 0{,}291(Gender) - 0{,}012 (Age) - 0{,}113(Occupation) -0{,}069(Income)$$

In other words, Y is built up of the different variables mentioned in the equation. The higher the number Y results in, the less frequent you purchase clothes. Each independent variable has its own categorical value which for gender as mentioned is 0=women and 1=men. For the variable *age* the categorical value is 1 to 8 where 1=20-25, 2=26-30, 3=31-35, 4=36-40, 5= 41-45, 6=46-50, 7= 51-55 and 8= 61 and older. For the variable *occupation* the categorical value is 1 to 6, where 1=working, 2=studying, 3=unemployed, 4=retired, 5= being home sick, 6= parental leave. For the variable *Income per month* the categorical value is 1 to 6, where 1= 2500-6000 swedish kr, 2=6500-10000 swedish kr, 3=10500-15000 swedish kr, 4=15500-20000 swedish kr, 5=20500-25000 swedish kr, 6= 25000 > swedish kr.

In order to clarify the difference between the genders it can be assumed from a scenario looking for instance at two individuals, one male and one female with the same age, occupation and income. In this scenario the chosen categorical value is based on the most chosen answers which happened to be the same for both female and male. In this case for the age, the majority answered the categorical value 1 which represents 20-25 years old, for the occupation the categorical value represents 2 which represents studying and for the income per month the categorical value is 2 which represents 6500-10000 swedish kr. The scenario can be followed:

$$Females: Y = 3{,}648 + 0{,}291(0) - 0{,}012 (1) - 0{,}113(2) -0{,}069(2) \rightarrow Y= 3{,}272$$
$$Males: Y = 3{,}648 + 0{,}291(1) - 0{,}012 (1) - 0{,}113(2) -0{,}069(2) \rightarrow Y= 3{,}563$$

From the result of the scenario it can be seen that Y=3,272 for the females, while Y=3,563 for males and as mentioned above, the higher the number Y results is, the less frequent you purchase clothes. From these results it can therefore be seen that the purchasing behavior is differentiated among gender as males purchase less frequently than females. Compared to the empirical findings, previous research also implies when purchasing clothes consumer get their need satisfied by usually face a broad array of products and services and by forming expectation of what the market offers and deliver, consumers will buy accordingly (Armstrong et al., 2009, p. 9). Linked to the empirical findings it can be said that depending on gender and how often clothes are being purchased, depends on the one hand of what is mentioned in the theory, that there is a want and needs consumer has that becomes a demand which in turn creates a purchasing behavior among consumers. On the other hand the theoretical findings also strengthen the empirical result by stating that considering purchasing of for instance clothes, men are found to spend less time than women. Despite this, men tend to spend more money on purchasing than women, while it is suggested by research that women spend twice as longer time in a shop in comparison to men. One reason for this according to the theory is due to that men often see shopping as a mission and therefore they tend to shop what they want in a purposeful way (Kuruvilla et al. 2009, p. 716). However,

this is, as identified from the empirical findings different depending on gender, as it has been shown that males purchase less frequently than females and seen form the multiple regression analysis the different variables can affect the purchasing behavior and in this thesis these variables are age, occupation and income per month which are going to be analyzed below.

5.1.2   Factors affecting Consumer Behavior and Gender

According to the theories it has been stated that there are characteristics affecting consumer behavior and gender and one characteristic is personal factor which include age, occupation, life-cycle stage lifestyle and economic circumstances. Here it has been stressed that regarding occupation, this factor affects the goods and services bought by consumers, whereas age and life-cycle stage is another factor affecting consumer behavior and this factor is based upon the change of goods and services people buy and change over their lifetimes (Kotler, et al., 1996, p. 270). Relating to the empirical findings och multiple regression analysis, it can be implied that the variable age does not have statistical significance on how often males or females purchase clothes, this as the significance show 0,825 and therefore it is insignificant and will not be focused on in this section.

5.1.2.1 Occupation

Looking however at the other variables occupation and income per month, it can be seen from the empirical findings that there is significance and a differentiated purchasing behavior among gender when looking at the constant variable "how often do you purchase clothes?". Looking at the variable occupation, there is a slight significance, 0,191 which tells that there is a relationship between how often males and females purchase clothes. By looking at the figure 3 in the empirical findings it is said that the majority of men, 23,5 percent in grand total, were studying while the next biggest groups of respondents of men, 22,9 percent in grand total, was working. In the empirical findings on the variable occupation, the coefficient tells us that there is a negative coefficient, -0,113, and as mentioned in the empirical findings, the higher the number (to 0) results in from the different choices in the scale, it determines if more clothes are purchased or not. In order to clarify the variable occupation and the relation this variable have to the dependent variable "*how often do you purchase clothes?*", an equation below will be made. In order to find out if there is any relationship between how often males purchase clothes, the other variables will remain constant in both equations.

$$\textit{Male: Y = 3,648 + 0,291(1) – 0,012 (1) – \textbf{0,113(1)} -0,069(1)} \rightarrow \textit{Y= 3,745}$$
$$\textit{Male: Y = 3,648 + 0,291(1) – 0,012 (1) – \textbf{0,113(6)} -0,069(1)} \rightarrow \textit{Y = 3,18}$$

These two equations explain how occupation is differentiated among male, this by looking at the beginning and the end of the spectrum, in this case 1 which represents working and 6 representing parental leave. If you are at the end of the spectrum, the higher chosen value, in this case 1 to 6, the more frequently male purchase clothes. From the results in the equation it can be said that males that have occupation status "parental leave", shop more frequently than males having occupation "working". However, in order to see that there is a differentiation among gender a similar equation on occupation among female will be made below.

*Female: Y = 3,648 + 0,291(0) – 0,012 (1) – **0,113(1)** -0,069(1) →Y=3,454*
*Female: Y = 3,648 + 0,291(0) – 0,012 (1) – **0,113(6)** -0,069(1) → Y=2,889*

From the equation made it can be seen that females with the occupation "parental leave" also here shop more frequently than females with the occupation "working". Comparing these results from the equations to the results from the equations of male gender, it can be seen in that regarding occupation "working", males purchase clothes less frequently than females. There is also a differentiation in the purchase behavior when purchasing clothes in the occupation "parental leave", where even here females purchase clothes more frequently than males. This can also be strengthen by looking at the table in figure six which presents that male purchase less frequently than women, this as for instance 17,7 percent of male respondents purchase clothes every month, while 25,5 percent of the female respondents purchase clothes every month. Therefore it can in other words be seen that there is a differentiated purchase behavior among men and women within this variable.

5.1.2.2 Economical Factor

Another factor mentioned in the theories is the economic circumstances that define a person's economic situation and its effect on product choice (Kotler et al., 1996, p. 270). From the empirical findings the last variable used in the multiple regression analysis is the income per month. From this variable it can be found that there is slight significance between income per month (0,183) and the dependent variable on *"how often you purchase clothes?"*. Looking at the figure 5 in the empirical findings it tells us that the majority of the respondents in general had an income between 6500-10000 Swedish kr. Looking at only men, the majority 22,3 percent that their income between 6500-10000 swedish kr. Looking at the answers in the figure 5 it can also be see that the second answer most male respondents answered, were having an income between 2500-6000 swedish kr and 25000> Swedish kr, which represents 8,8 percent of each income in grand total. The findings from the multiple regression analysis also tells us that consumers with a higher income purchase more frequently than consumers with lower income and this can be strengthen by focus on the beginning 1,which represent 2500-6000 swedish kr and the end 6, which represent 25000 > swedish kr, in the scale. In similarity to the equations under variable occupation, different equations will also be done below in order to clarify if the variable income per month has an effect on the dependent variable *"how often do you purchase clothes?"* as well as if there is a differentiated purchasing behavior among the gender.

*Male: Y = 3,648 + 0,291(1) – 0,012 (1) – 0,113(1) **-0,069(1)** →Y= 3,745*
*Male: Y = 3,648 + 0,291(1) – 0,012 (1) – 0,113(1) **-0,069(6)** → Y= 3,4*

These two equations explain how income per month is differentiated among male, and as mentioned above the variables have been looked upon, from the beginning (1) and the end (6) of the scale. From the results in the equations it can be said that the higher the income males have the more frequently they purchase clothes. However, in order to see that there is a differentiation among gender a similar equation on income per month among female will be made below.

*Female: Y = 3,648 + 0,291(0) – 0,012 (1) – 0,113(1) **-0,069(1)** →Y= 3,454*
*Female: Y = 3,648 + 0,291(0) – 0,012 (1) – 0,113(1) **-0,069(6)** → Y= 3,109*

From the equation made on the variable "income per month" it can also be seen here that females shop more frequently the greater income they have and comparing these results from the results from the equations of male gender, it tells us that there is a differentiation among male and female, this as females shop more frequently than men the higher income they have. Therefore it can in other words be seen that there is a differentiated purchase behavior among men and women within this variable.

5.1.2.3 Other Factors

Looking at the empirical findings there are also other factors, in comparison from the theories that are affecting consumer behavior and gender and one figure that for instance showed affection was the findings from figure 14 – *"On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?"*. The findings from this study imply that service is a quite important factor regarding purchasing behavior and as the purchasing behavior is a part of an individual's consumer behavior, this in turn may also be affected. The findings imply that the majority of men think service affects their purchasing behavior more than for instance females this as 14 percent in grand total found this important. Therefore it can be stated that the purchasing behavior regarding service may be seen as one factor differentiated among gender. In other words it can be said that by having a consumer behavior, male consumer may change this behavior into a purchasing behavior, in this case regarding clothes, if the serve towards them is good and by creating a good service this in turn may also affect a consumer's returning to a store; this from the figure 17 – *"Does the service also affect your returning to a store?"* and from this figure it can be stated that, both women and males find the service as a driven factor regarding returning to a store, where 51,18 percent of the believed their returning to a store is affected by the service. The grand total of male in this question is 88 and 82 females. 44 males respondents, 50 percent only among men and 25,8 percent males in grand total believes that the service also affect their returning to a store. For women, 43 respondents, 52,4 percent only among women and 25,2 percent females in grand total believes that the service also affect their returning to a store.

Despite the different factors affecting consumer behavior, previous research imply that the salesperson within a store is one of the most important in-store factor, this as the salesperson influence a consumers buying behavior. In other words, the salesperson has the possibility to communicate and exchange theory with consumers that stresses that every interaction involves an exchange of value. The salesperson may offer a consumer offer expertise about the product which in turn facilitate a consumers shopping choice. However, the consumer may also, on the other hand, be reassured that the salesperson is a likable and admired person who have similar taste as the consumer but also that is seen as someone trustworthy (Solomon, 1994, p. 345). I comparison to the empirical findings, when asking the question *"On a scale 1 to 5 (where 1 is less important and 5 important) what is important for You considering service staff?"* it can be seen that throughout the different choices in the tables

female and males have quite the same opinions. Regarding the results from the first figure *"Friendly reception"*, the results tells that friendly reception is very important which both females and males believed, this seen through the majority that answered 4 and 5 from the scale 1 to 5, where 1 represented less important and 5 represented important, where both choices in the scale present 31,9 percent. However, looking at the differentiation between male and females, males (18,4 percent in grand total) found it slightly less important than women did regarding friendly reception among staff when purchasing clothes. One reason for this may depend upon what previous research stated, that men often see shopping as a mission where they to shop what they want in a purposeful way (Kuruvilla et al. 2009, p. 716), and therefore this service is not as quite important as for females.

Within this figure, it can also be implied from the empirical findings that the choice *"knowledge about fashion trends",* is perceived as quite important for staff to have knowledge about, however it is not as important as the choice mentioned above. Among male and female the respondents thought the same and the most answers, 26 respondents, was the choice 3 in the scale 1 to 5, which for represents 16,5 percent males and 16,5 percent of females in grand total. Furthermore looking at the results from the second most answered choice, there can be seen differences between male and females regarding the importance for staff to have knowledge about fashions trends. The findings imply that 10,8 percent of the males in grand total found it important for staff to have this knowledge, while 11,46 percent of the females found it less important. As mentioned above, men often see shopping as a mission and in order for them to facilitate their purchasing behavior, receiving knowledge and great service from personnel may in turn increase the purchasing behavior among men and in turn make them buy more. By letting other having knowledge in for instance fashion trends, males do not have to research this information before and therefore still see shopping as a mission and instead for instance get positive surprised about the service from the personnel. Women on the other hand, as previous research stated, have a greater demand to get informed about their shopping and for instance fashions trends, and may therefore not have as greater demand to receive this kind of service men purchasing clothes.

5.2 Gender Differences

In this part of the analysis and analysis on how purchasing behavior among men is affected, this by comparing the empirical findings with previous research in order to answer the second sub-question of this thesis:

How is the purchasing behavior among men affected?

In previous research it has been stated that by segmenting consumers and try to target the products and services to their specific needs the purchasing behavior gets easy to identify (Luchs and Mooradian, 2011, p. 41). From previous research it has also been stated that when purchasing, men are less likely to visit frequent stores than women, this as men find shopping a less interesting activity. In contrast to men, women find shopping more positive this due to the pleasure and satisfaction women feel after shopping, this in comparison to men that may

find it less dissatisfying or irritating. This satisfaction may ground from the more positive attitude women have towards browsing, associating buying with leisure and social interaction. Men on the other hand, tend to see shopping as work and therefore want to accomplish this task faster (Kuruvilla et al. 2009, p. 715). Relating to the empirical findings it can be seen from question nine - *"On a scale from1 (not so much) to 5(a lot) what do You believe has an influence on your purchase of clothes? (excluding underwear and socks)"* that from some of the choices answered, the purchasing behavior among men is more affected than the other choices mentioned in this question. Looking at for instance, *"I take advice from my friends"* , the majority of males did not take much advice from their friends (16,6 percent of male in grand total), in contrast to females (18,5 percent in grand total) take found it more important to take advice from friends regarding purchase of clothes. Seen from the empirical findings under the choice *"I get inspired how other people are dressed",* the majority of respondents among men and women were more closely to get inspired on how other people get dressed than that they do not get inspired at all. In other words, both 26 men and women get very inspired by how other people get dressed, this in a percentage of 32,7 percent in grand total. 16,3 percent of males in grand total got very inspired on how people get dressed, which is also the same for the females. From the empirical findings there can be seen similarities with the previous research and by for instance taking advice from friends when purchasing clothes this may also create a positive attitude and in turn purchasing clothes may be more satisfying and therefore this behavior among women may become greater in comparison to the purchasing behavior among men.

As mentioned in above in this analytical framework, service among staff is an important factor for the male respondents when purchasing clothes. Looking at the choice in figure nine *"I take advice from staff from different stores",* the majority together for men and females do not take advice from staff from different stores when purchasing clothes, this as a grand total of 64 respondents, 41 percent answered this. However, among the majority of men, they chose 3 in the scale between 1 to 5, which meant that they take more advice from staff in different stores than women; this can be seen through that 17,3 percent of males in grand total take advice from staff in different stores when purchasing clothes. By not finding this choice as important, other factor may be taken into consideration in order to create a positive purchasing behavior among men, where one factor may as mentioned above, having a friendly reception as well as having knowledge about the fashion trends.

In the last choice question nine, *"I get inspired from different shows from the television",* the majority, women together with men, 59 respondents answered 1 in the scale 1 to 5 which represents 37,3 percent in total grand. This means in other words that neither men nor women get inspired from different shows from the television when purchasing clothes. The majority of males, 34 males chose 1 in the scale 1 to 5, which represents 42,5 percent among only men and 21,5 percent in grand total. From this it can be said that the purchasing behavior among men does not get as affected to, for instance, the same extant that males get inspired how other people are dressed.

When asking the question "*On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?",* the results from the empirical findings showed that the majority that answered this survey chose the answer 3 in the scale 1 to 5 and contained of 45 respondents where 21 were male respondents and 24 female respondents and this presents a total of 27,4 percent of a grand total. However, looking at only men, the majority chose 4 which presents 14 percent males in grand total that believe service in a store has more effect on their purchasing behavior than the majority of females that chose 3 at their answer. A similarity from previous research that can be dependent on these choices may be that the personality a consumer has is defined through their product use, this as consumers can be defined in term of the meanings products have for them or their attitudes towards products or in terms of either the products they acquire or use (Sirgy, 1982, p. 287). If men tend to see shopping as work instead of seeing shopping as positive, it can be said that the purchasing behavior indirectly may be less affected by the different choices and therefore the interest from, for instance getting inspired from different show from television remains quite low. Another similarity with previous research is that, according to Coley and Burgess (2003, p. 282), within consumer buying decision, gender is an under-researched factor that retailers consistently use as a means and it has been found that women and men process information differently, purchase different items for different reasons and relate to and value material possessions differently.

6. CONCLUSION

In the conclusion I have the intention to present the result of the thesis as well as answer the sub-questions, which are the basis for my main question in this thesis. Further I will give an account for the limitations in this thesis and provide suggestions to further research.

6.1 Response of the main question of the thesis

Since previous research it has been shown that purchasing decision and consumer decision making often is perceived as the manner of an individual's perception, and it is necessary to develop purchase categories, this as all purchasing behavior are different. The shopping behavior among genders has indicated strong differences and in turn has led to gender stereotypes. However in this thesis an research about gender and purchasing behavior (shopping) among men has been studied. Thereby, this thesis is based on the main question:

> ***What underlying factor(s) account for the purchasing behavior among men?***

In order to answer the main question, the thesis have two sub-questions that are intended to be answered first, this to in turn answer the main question in the convenient way for this thesis. The two sub-questions were; *How is the purchasing behavior differentiated among gender? and How is the purchasing behavior among men affected?*

6.1.1   Sub-question I
> ***How is the purchasing behavior differentiated among gender?***

Regarding the first sub-question of the thesis, there are clear signs on how the purchasing behavior is differentiated among gender, this mainly through the analytical framework that in turn is based on the empirical findings and the theoretical perspectives in this thesis.

From the analysis it can be concluded that the purchasing behavior among gender is differentiated through different factors, this by for instance looking at the multiple regression analysis. The dependent variable "*How often do you purchase clothes?*" together with the other variables gender, age, occupation and income per month, can in this thesis be demonstrated as important variables in order to see how the purchasing behavior among gender is differentiated. The findings in the analytical study imply that from the dependent variable, "*How often do you purchase clothes?*", it can be concluded that males purchase clothes less frequent as the majority of the respondents purchase clothes every month and every other month. One reason for this differentiation may depend upon that when purchasing clothes, a need is often satisfied and this reason may something males have less interest to satisfy. Consumers have want and needs that in turn becomes a demand that creates a purchasing behavior, but by not having this great interest, this purchasing behavior among men may only occur sometimes in comparison to females that find this satisfaction and demand greater. Therefore it can also be concluded that when purchasing clothes, men spend less time for this activity as it is rather seen as a mission than a satisfying need.

Another factor strengthening the dependent variable is gender and from the 170 respondents received from the surveys the conclusion can be made that this variable is important in this research in order to, on the one hand clarify the difference among males and females regarding purchase of clothes, but on the other hand also strengthen the other variables (age, occupation and income per month) to see if how the purchasing behavior is differentiated among gender. By receiving equal answers from female respondents and male respondents the opportunity increased to see a greater difference among how the purchasing behavior differs between the genders as well as how the purchasing behavior is among men.

One interesting finding I found from the multiple regression analysis is that age does not have statistical significance on how often males or females purchase clothes, which I from the beginning of the research thought had an impact and therefore the conclusion can be made that this variable does not differentiate the purchasing behavior among gender. However, looking at the other variables, occupation and income per month, the conclusion from the analysis can be made that there is significance and a differentiated purchasing behavior among gender when looking at the constant variable *"how often do you purchase clothes?"*.

From the analysis it can be concluded that the variable occupation, it can be seen from the equations that males having the occupation status "parental leave", shop more frequently than males having occupation "working". One reason for this can be due to that having parental leave, it gives the male more free time to perform different, such as shopping, in contrast to a working male, that may having a more stressful living and therefore also less time to go and purchase clothes.

$$\text{Male: } Y = 3{,}648 + 0{,}291(1) - 0{,}012\,(1) - \mathbf{0{,}113(1)}\ \text{-}0{,}069(1) \rightarrow Y = 3{,}745$$
$$\text{Male: } Y = 3{,}648 + 0{,}291(1) - 0{,}012\,(1) - \mathbf{0{,}113(6)}\ \text{-}0{,}069(1) \rightarrow Y = 3{,}18$$

In comparison to this variable, it can be concluded that the variable *"income per month"*, show a slight significance between income per month (0,183) and the dependent variable on *"how often you purchase clothes?"* and therefore it can be said that there is a differentiation on the purchasing behavior among gender. Looking at the equations it can be concluded that the higher the income males have the more frequently they purchase clothes. With a higher income, males still tend to purchase clothes less than females and one reason for this may be that females as mention in the other variables purchase clothes more often than males. However the difference is not that great which can be seen in the selected text and this depends upon that even if males shop less frequently, they spend more money on what they want when purchasing clothes.

$$\text{Male: } Y = 3{,}648 + 0{,}291(1) - 0{,}012\,(1) - 0{,}113(1)\ \mathbf{\text{-}0{,}069(1)} \rightarrow Y = 3{,}745$$
$$\mathbf{\text{Male: } Y = 3{,}648 + 0{,}291(1) - 0{,}012\,(1) - 0{,}113(1)\ \text{-}0{,}069(6) \rightarrow Y = 3{,}4}$$

$$\text{Female: } Y = 3{,}648 + 0{,}291(0) - 0{,}012\,(1) - 0{,}113(1)\ \mathbf{\text{-}0{,}069(1)} \rightarrow Y = 3{,}454$$
$$\mathbf{\text{Female: } Y = 3{,}648 + 0{,}291(0) - 0{,}012\,(1) - 0{,}113(1)\ \text{-}0{,}069(6) \rightarrow Y = 3{,}109}$$

Despite these variables, it can be concluded from the analysis that there are also other factors that differentiate the purchasing behavior among gender. For instance from the question *"On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?"*, it

can be concluded that service is an important factor regarding purchasing behavior, this as purchasing behavior in turn in a part of an individual's consumer behavior which can also be affected. In comparison to the females, the majority of males think service affects their purchasing behavior more than for instance females this as 14 percent in grand total found this important. It can, in other words be concluded that depending on the service in store towards males, their consumer behavior, needs and wants may turn into demands and therefore into a purchasing behavior. By creating a good service this in turn may also affect a consumer's returning to a store; this from the figure 17 – *"Does the service also affect your returning to a store?"*. From this figure it can be concluded that service is an driven factor for males to return to a store and purchase clothes, this as 25,8 percent males in grand total believed that the service also affect their returning to a store.

6.1.2   Sub-question II
How is the purchasing behavior among men affected?
The second sub-question of the thesis analyzes how purchasing behavior among men is affected, this as it from previous research can be concluded that regarding purchase, men are likely to visit fewer stores than women, this as men find shopping a less interesting activity. In other words, previous research has stated that women find shopping more positive this due to the pleasure and satisfaction women feel after shopping, this in comparison to men that may find it less dissatisfying or irritating.

From the analysis of this thesis it can be concluded that from question nine *"On a scale from1 (not so much) to 5(a lot) what do You believe has an influence on your purchase of clothes? (excluding underwear and socks)"*, getting inspired how other people are dressed is one factor affecting the purchasing behavior among men, regarding purchase of clothes, this as the majority of males (16,3 percent in grand total) got very inspired on how people get dressed. However, regarding taking advice from friends the majority of the males on the other hand, did not take much advice from their friends (16,6 percent of male in grand total) and therefore it can be concluded that this factor does not have appositive effect on the purchasing behavior among men. This can also be concluded from that the majority of males do not find it as important to take advice from staff from different stores when purchasing clothes, this as only 17,3 percent of males in grand total take advice from staff in different stores when purchasing clothes. By not finding this choice as important, other factor may be taken into consideration in order to create a positive purchasing behavior among men, where one factor may as mentioned above, having a friendly reception as well as having knowledge about the fashion trends. From the question nine it can be concluded that there are similarities with the previous research, by taking more advice from friends when purchasing clothes this may also create a positive attitude and in turn purchasing clothes may be more satisfying and therefore this behavior among women may become greater in comparison to the purchasing behavior among men.

From the analysis it can also be concluded from the question *"On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?",* service is as mentioned

above, an important factor affecting the purchasing behavior among men, this as the majority of males chose 4 which in the scale 1 to 5 and this presents 14 percent males in grand total. Furthermore it can be concluded that depending on this choice grounds from the personality a consumer has is defined through their product use this as consumers are described to be defined in term of the meanings products have for them or their attitudes towards products or in terms of either the products they acquire or use. If men tend to see shopping as work instead of as positive activity, the conclusion can be made that their purchasing behavior indirectly may be less affected by the different choices and therefore the interest from, for instance getting inspired from different show from television remains quite low.

6.1.3   Main Question of the thesis

By the acquisition from the two sub-questions I have the intention to answer the main question of this thesis;

What underlying factor(s) account for the purchasing behavior among men?

From the different variables and questions in the online survey it can be stated that there is a differentiation among gender regarding purchasing behavior as well as that there are different factor(s) affecting the purchasing behavior among men. From the analysis and from the conclusion from the two sub-questions in this thesis, it can be concluded that the variables gender, occupation and income per month are important variable in order to see how often males and females purchase clothes. By having these variables as a base it also concludes and further shows which other factor(s) account for the purchasing behavior among men. From this it can be concluded that the needs and wants consumers have can be created from a satisfaction of purchasing clothes, but it has to become as a demand in order for the consumer to create a purchasing behavior and regarding males this satisfaction does not occur as often as for females. Therefore it can be stated that as mentioned above, men spend less time for this activity as it is rather seen as a mission than a satisfying need. In other words, males purchasing confidence may therefore also be described as lower, this for instance as their decisions and behavior can be perceived more different than females when purchasing clothes.

However, in order to create a greater purchasing behavior among men, other factors from the variables may be necessary to address. One factor may for instance be the service that is being held from the personnel in a store. As the purchasing behavior is a part of an individual's consumer behavior, it can be concluded that depending on the service in store towards males, their consumer behavior, needs and wants may turn into demands and therefore into a purchasing behavior, this as mentioned above 14 percent of males in grand total believes service is vital when purchasing clothes. In order to create a good service another factor is vital not only for consumer but as well for the store and this is the salesperson. Depending on how the salesperson acts upon its customers, that will in turn also affect the consumer behavior and in turn purchasing behavior. And by looking at the question 17 it can be concluded that service is a driven factor for males to return to a store. Looking at factors as friendly reception in a store from the staff and the importance for the staff to have knowledge

about the clothes, these can be concluded as important factors for males when purchasing clothes. One reason is that as men often see shopping as a mission where they to shop what they want in a purposeful way, the friendly reception together with service becomes important for males regarding a purchase and in order for the salesperson to attract a males consumer, the advantage of having knowledge about fashion trends may be greater and in turn create a positive purchasing behavior for the male customer. Receiving knowledge and great service from personnel may, in other words increase the purchasing behavior among men and in turn make them buy more. By letting other having knowledge in for instance fashion trends, males do not have to research this information before and therefore still see shopping as a mission and instead for instance get positive surprised about the service from the personnel. In other words it can be said that the service, salesperson as well as factors as friendly reception, positive atmosphere and knowledge about the clothes goes "hand in hand" to create a purchasing behavior among men.

6.2 Limitations

This thesis is based upon a quantitative study where the research ground from an online survey from 170 respondents. Therefore the limitations on having this research based from a population from the social media, facebook is taken into consideration. I have also taken in to that a generalization from this amount of respondent is not possible and thereby I have not generalized the results from my empirical framework.

Another limitation made in this thesis is that the research was limited to purchase of clothes, which was my purpose to study. With the limited data of only receiving different answers regarding purchase of clothes, I have also taken the consideration not to generalize upon other categories regarding purchasing.

6.3 Suggestions to Further Research

To the extent to further research among this research problem, I recommend further research within the subject of the thesis as this area of research has created a greater interest to research within. One interesting suggestion to further research is would be if the occupation matter when purchasing clothes and if individuals that for instance work, purchase more clothes than unemployed individuals. Another suggestion to further research would be to research more deeply upon how the decision-making process affect the purchasing of clothes among men. However, in order to receive this research I believe that a greater empirical research has to be made in order to have the possibility to generalize upon a greater population.

7. REFERENCES

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APPENDIX

Questionnaire

Hi,

My name is Silvija and I am writing my master's thesis about purchases of clothing. The purpose with this study is to receive knowledge about your shopping experience considering clothes. This questionnaire is anonymous. I would appreciate if you had the time to fill out a small questionnaire. Thanks in advance!

1. Please fill in your gender:

Male   Female

2. Age:

20-25   26-30

31-35   36-40

41-45   46-50

51-55   56-60

61 +

3. Employment:

Working
Studying
Retired
Being Home Sick
Parental Leave

4. Living Status:

Alone
With Partner
Apart
With both parents
With one parent

5. **Income per month excluding tax?** (income I mean salary, csn, income from unemployment allowance, income from own business, educational allowance etcetera.)
2500-6000kr

6500-10000kr

10500-15000kr

15500-20000kr

20500 – 25000 kr

25000 kr >

6. **How often do You purchase clothes ?(excluding underwear and socks)**
Every week

Every Month

Every other month

More frequently than that

7. **When did You last purchase clothes? (excluding underwear and socks)**
A day ago

A week ago

A month ago

Longer than a month ago

8. **How much money do You spend on clothes per month (on average)?**
0-99kr

100-499kr

499-999kr

1000-1999kr

2000-2999kr

3000-5000kr

More than 5000 kr

9. **On a scale 1(not so much) to 5(a lot) what do You believe has an influence on your purchase of clothes? (excluding underwear and socks)**

I take advice from my friends
1   2   3   4   5

I take advice from my family
1   2   3   4   5

I get inspired how my friends are dressed
1   2   3   4   5

I get inspired how other people are dressed
1   2   3   4   5

I get inspired from different stores
1   2   3   4   5

I take advice from staff in different stores
1   2   3   4   5

I get inspired from social media such as the internet/blogs/magazines
1   2   3   4   5

I get inspired from different shows from the television
1   2   3   4   5

10. Do You plan your purchase before entering a store?
   Yes
   Sometimes
   No (If No, please go to question 12)

11. On a scale 1 (rarely) to 5 (often) how often do You plan your purchases of clothes?
   1   2   3   4   5

12. When purchasing clothes, do You compare different stores (before deciding)?
   Yes
   Sometimes
   No

**13. What is important for You when purchasing clothes? (Please rate each different
   alternative on a scale from 1 to 5, were 1 is less important and 5 important)**

Price

| 1 | 2 | 3 | 4 | 5 |

Fitting of the clothes

| 1 | 2 | 3 | 4 | 5 |

Comfortable clothes

| 1 | 2 | 3 | 4 | 5 |

Quality

| 1 | 2 | 3 | 4 | 5 |

Service from the personnel

| 1 | 2 | 3 | 4 | 5 |

The atmosphere of the store

| 1 | 2 | 3 | 4 | 5 |

Design

| 1 | 2 | 3 | 4 | 5 |

Fashion Brand

| 1 | 2 | 3 | 4 | 5 |

Unique clothes

| 1 | 2 | 3 | 4 | 5 |

Organic clothes

| 1 | 2 | 3 | 4 | 5 |

14. On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?

| 1 | 2 | 3 | 4 | 5 |

15. On a scale 1 to 5 (1 is less important and 5 important) what is important for You considering service staff?

Friendly reception

| 1 | 2 | 3 | 4 | 5 |

Knowledge about the clothes

| 1 | 2 | 3 | 4 | 5 |

Knowledge about fashion trends

| 1 | 2 | 3 | 4 | 5 |

Having a positive atmosphere

| 1 | 2 | 3 | 4 | 5 |

16. Do You usually ask the for help/advice?

Always
Sometimes
Never

17. Does the service also affect your returning to a store?
  Yes
  Maybe
  No

18. With whom do You usually purchase clothes?
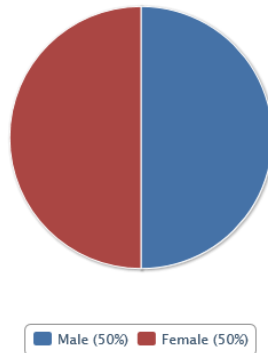 With friends
  With my family
  With you partner
  Alone

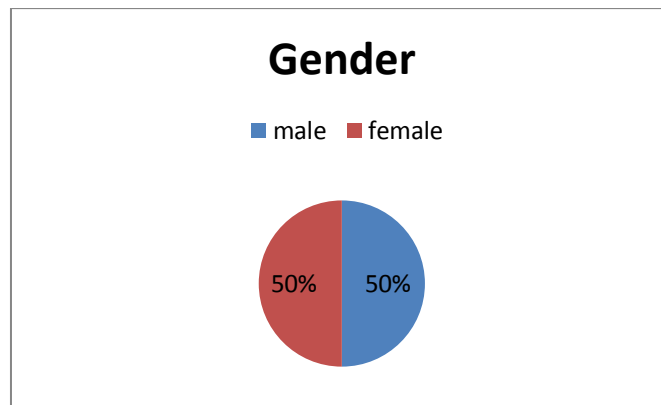**Thank You for your participation!**

APPENDIX 2

Online Survey with answers

Question 1 - Please fill in your gender

1. Please fill in your gender

Male (50%) Female (50%)

(Figure from Kwiksurveys.com, 2013-05-17)

Gender

■ male ■ female

50% 50%

Question 2 - Please fill in your age

2. Please fill in your age

20-25 (71.76%) 26-30 (15.88%) 31-35 (2.94%) 36-40 (1.76%) 41-45 (1.76%) 46-50 (4.12%)
51-55 (1.18%) 56-60 (0%) 61 + (0.59%)
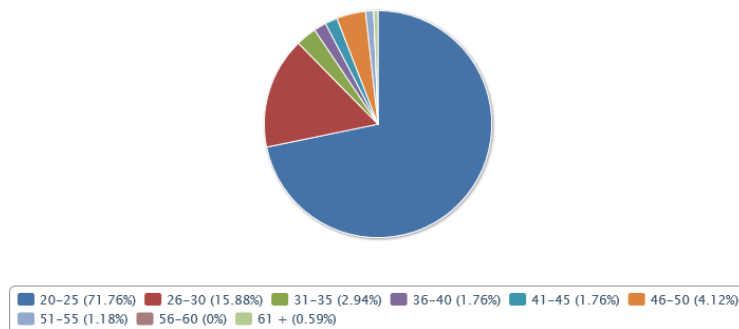
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q2	Years								Grand
Gender	20-25	26-30	31-35	36-40	41-45	46-50	51-55	61 >	Total
Male	53	18	2	2	3	5	1	1	85
Female	69	9	3	1		2	1		85
Grand Total	122	27	5	3	3	7	2	1	170

Question 3 - Occupation

3. Occupation

Working (35.29%) Studying (57.65%) Unemployed (2.94%) Retired (1.18%) Being home sick (1.18%)
Parental leave (1.76%)
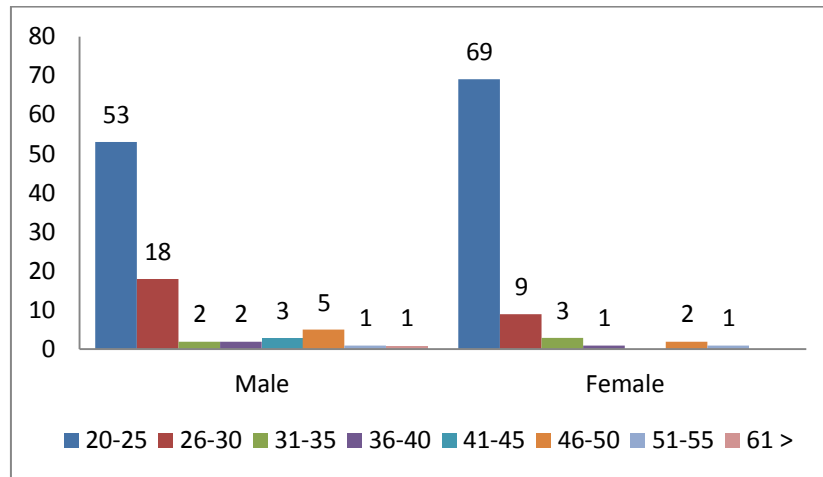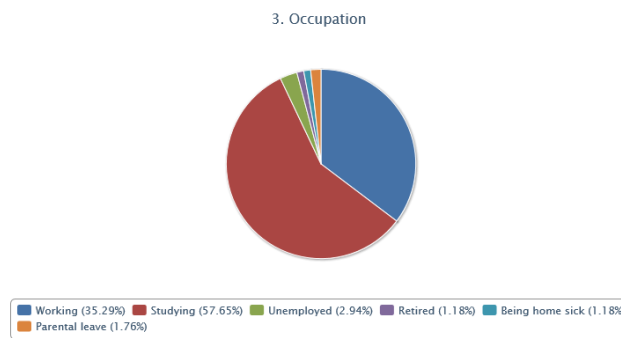
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q3	Occupation				Being Home	Parental	Grand
Gender	Working	Studying	Unemployed	Retired	Sick	Leave	Total
Male	39	40	2	2		2	85
Female	21	58	3		2	1	85
Grand Total	60	98	5	2	2	3	170

Question 4 - Living Status

4. Living Status

Alone (40.59%) ■ With a Partner (36.47%) ■ Apart (5.88%) ■ With both parents (10.59%)
With one parent (6.47%)
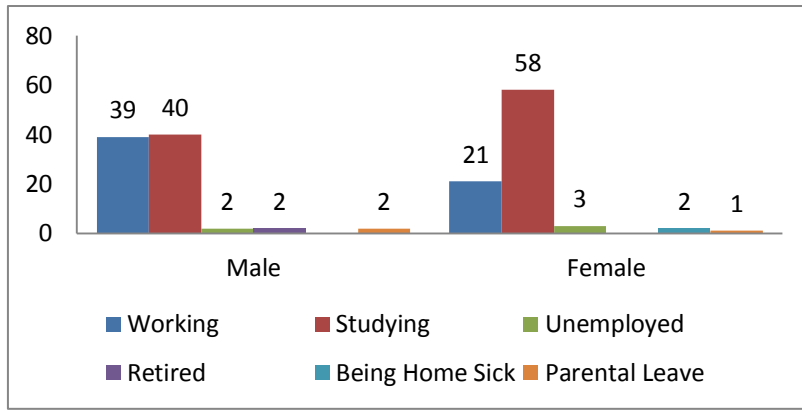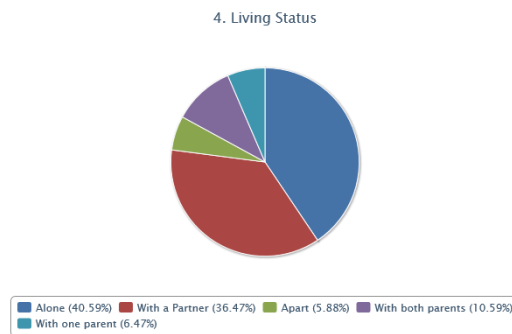
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q4	Living Status					
Gender	Alone	With a Partner	Apart	With both Parents	With one parent	Grand Total
Male	35	30	6	9	5	85
Female	34	32	4	9	6	85
Grand Total	69	62	10	18	11	170
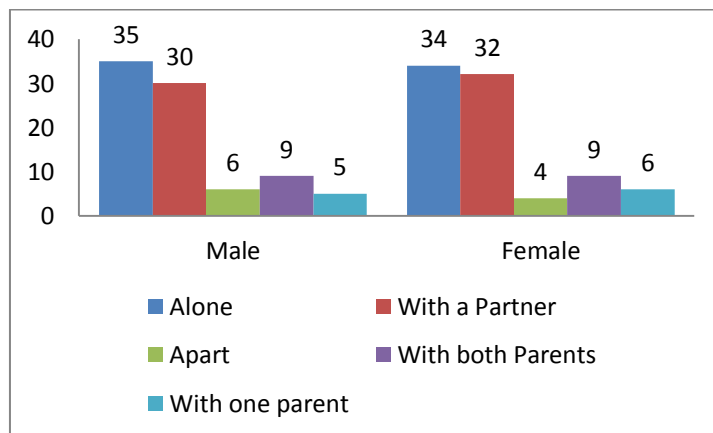
Question 5 - What is your Income per month excluding tax? (with income I mean salary, csn, income from unemployment allowance, income from own business, educational allowance etcetera.)

5. What is your Income per month excluding tax? (with income...

2500–6000kr (22.35%) 6500–10000kr (32.94%) 10500–15000kr (14.71%) 15500–20000kr (13.53%)
20500 – 25000 kr (6.47%) 25000 kr > (10%)
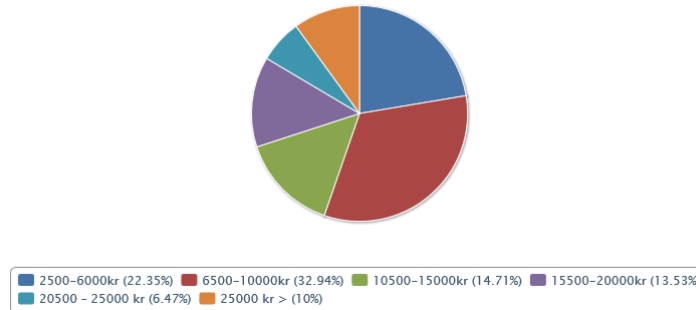
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q5	Income in Kr.						
Gender	2500-6000 kr	6500-10000 kr	10500-15000 kr	15500-20000 kr	20500-25000 kr	25000 kr >	Grand Total
Male	15	19	12	14	10	15	85
Female	23	37	13	9	1	2	85
Grand Total	38	56	25	23	11	17	170
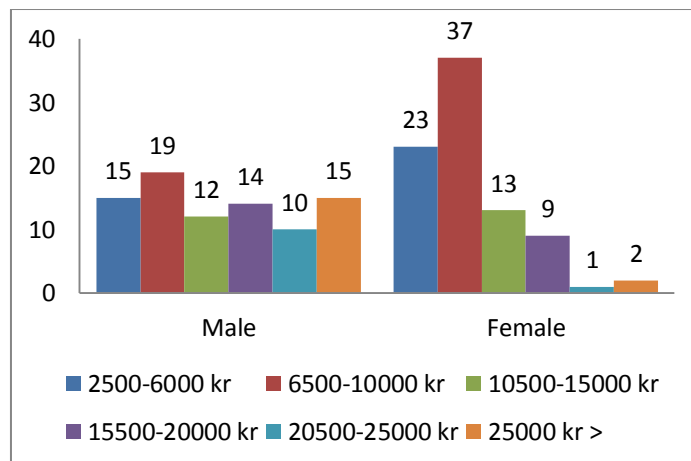
Question 6 - How often do You purchase clothes?(excluding underwear and socks)

6. How often do You purchase clothes ?(excluding underwear...

Every day (2.37%) Every week (8.28%) Every Month (43.2%) Every other month (41.42%)
More frequently than that (4.73%)
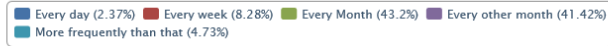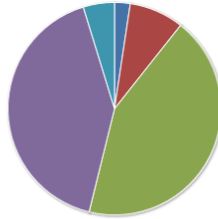
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q6						
Gender	Every Day	Every Week	Every Month	Every Other Month	More frequently than that	Grand Total
Male	3	4	30	44	4	85
Women	1	10	43	26	4	84
Grand Total	4	14	73	70	8	169
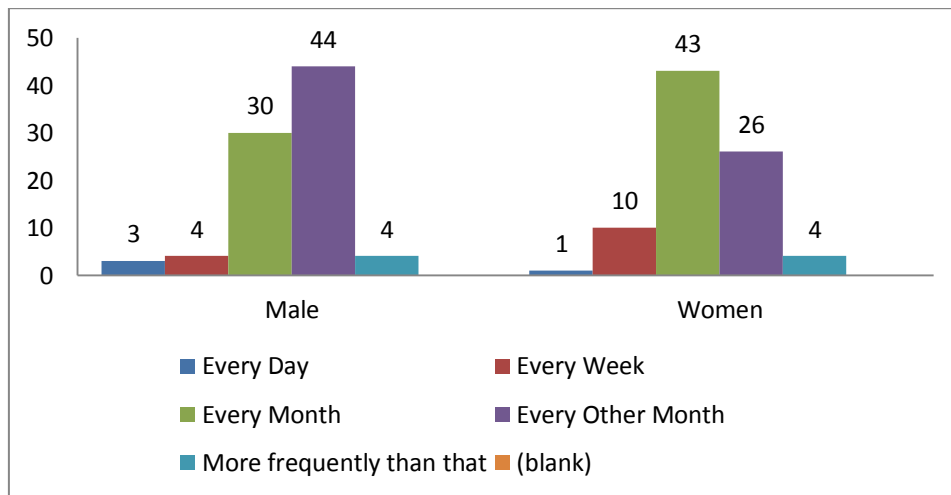
Question 7 - When did You last purchase clothes? (excluding underwear and socks)
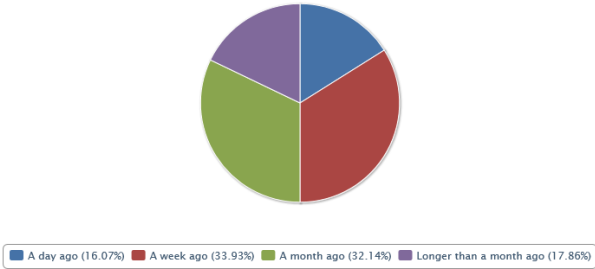
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q7					
Gender	A Day Ago	A week ago	A month ago	Longer than a month ago	Grand Total
Male	12	20	33	19	84
Female	15	37	21	11	84
Grand Total	27	57	54	30	168
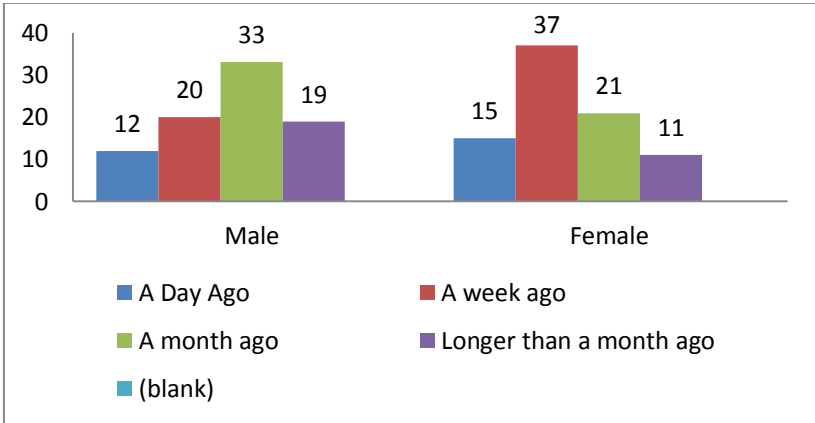
Question 8 - How much money do You spend on clothes per month (on average)?
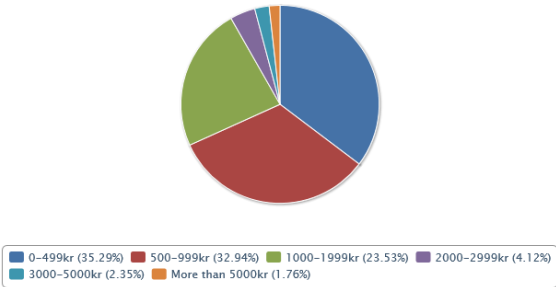
(Figure from Kwiksurveys.com, 2013-05-17)

| Count of Q8 | | 500-999 | 1000-1999 | 2000-2999 | 3000-5000 | 5000 kr | Grand |
Gender	0-499 kr	kr	kr	kr	kr	>	Total
Male	23	30	20	5	4	3	85
Female	37	26	20	2			85
Grand Total	**60**	**56**	**40**	**7**	**4**	**3**	**170**
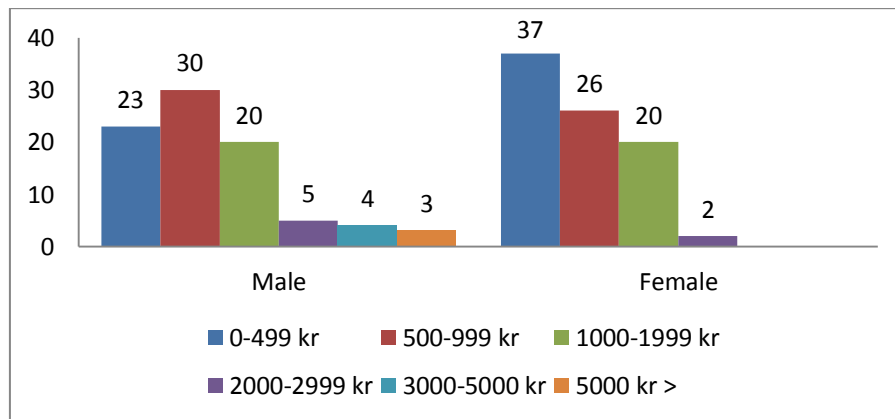
Question 9 - On a scale from1 (not so much) to 5(a lot) what do You believe has an influence on your purchase of clothes? (excluding underwear and socks)
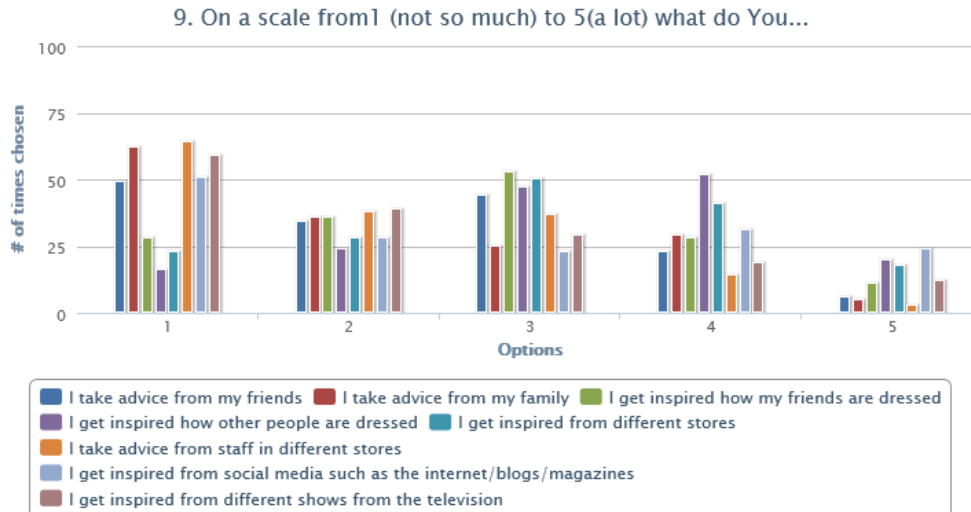
(Figure from Kwiksurveys.com, 2013-05-17)

| Count of Q9-1 | I take advice from my friends | | | | | | Grand |
Gender	1 - not so much	2	3	4	5 - a lot	(blank)	Total
Male	26	21	15	10	5		77
Female	23	13	29	13	1		79
Grand Total	**49**	**34**	**44**	**23**	**6**		**156**

Count of Q9-2	I take advice from my family					
Gender	1 – not so much	2	3	4	5 – a lot	Grand Total
Male	35	20	7	14	2	78
Female	27	16	18	15	3	79
Grand Total	**62**	**36**	**25**	**29**	**5**	**157**

Count of Q9-3	I get inspired how my friends are dressed					
Gender	1- Not so much	2	3	4	5- a lot	Grand Total
Male	12	18	28	14	5	77
Female	16	18	25	14	6	79
Grand Total	**28**	**36**	**53**	**28**	**11**	**156**

Count of Q9-4	I get inspired how other people are dressed					
Gender	1 – not so much	2	3	4	5 – a lot	Grand Total
Male	10	12	21	26	9	78
Female	6	12	26	26	11	81
Grand Total	**16**	**24**	**47**	**52**	**20**	**159**

Count of Q9-5	I get inspired from different stores					
Gender	1 –not so much	2	3	4	5 – a lot	Grand Total
Male	12	17	27	13	11	80
Female	11	11	23	28	7	80
Grand Total	**23**	**28**	**50**	**41**	**18**	**160**

Count of Q9-6	I take advice from staff in different stores					
Gender	1- Not such so much	2	3	4	5 –a lot	Grand Total
Male	23	22	27	6	1	79
Female	41	16	10	8	2	77
Grand Total	**64**	**38**	**37**	**14**	**3**	**156**

Count of Q9-7	I get inspired from social media such as the internet/blogs/magazines						
Gender	1- not so much	2	3	4	5 - a lot	(blank)	Grand Total
Male	30	19	8	13	8		78
Female	21	9	15	18	16		79
Grand Total	**51**	**28**	**23**	**31**	**24**		**157**

Count of Q9-8	I get inspired from different shows from the television					Grand Total
Gender	1 - not so much	2	3	4	5 - a lot	
Male	34	19	13	7	7	80
Female	25	20	16	12	5	78
Grand Total	59	39	29	19	12	158

Question 10 - Do You plan your purchase before entering a store?

10. Do You plan your purchase before entering a store?
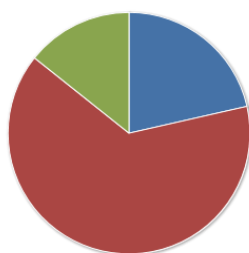
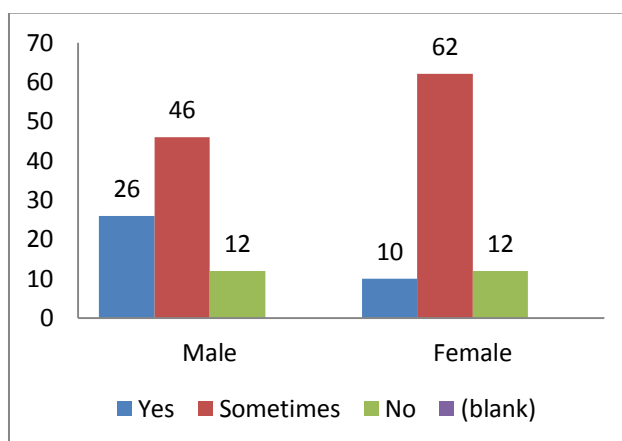Yes (21.43%) Sometimes (64.29%) No (If no, please go to question 12) (14.29%)

(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q10	Column Labels				Grand Total
Gender	Yes	Sometimes	No	(blank)	
Male	26	46	12		84
Female	10	62	12		84
Grand Total	36	108	24		168

Question 11 - On a scale 1 (rarely) to 5 (often) how often do You plan your purchases of clothes?
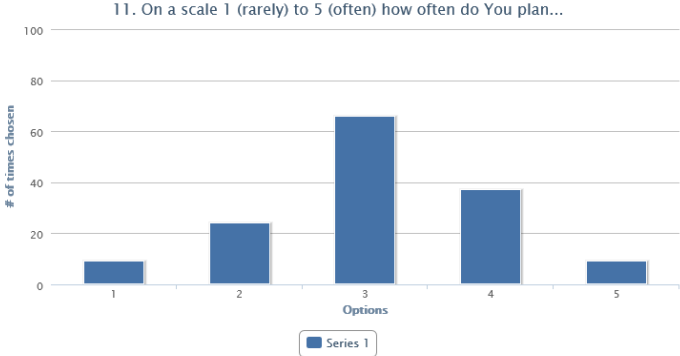
(Figure from Kwiksurveys.com, 2013-05-17)

Scale	1	2	3	4	5
Gender	1	1	1	1	1
Male	6	6	32	23	5
Female	3	18	34	14	4
Grand Total	9	24	66	37	9

Question 12 - When purchasing clothes, do You compare different stores (before deciding)?
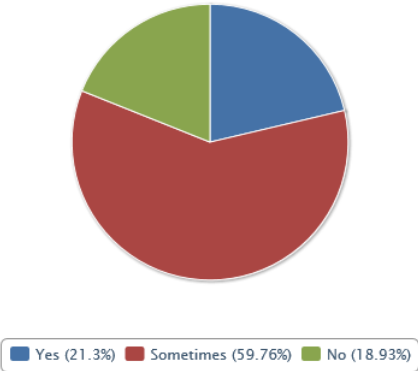
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q12			
Gender	Yes	Sometimes	No
Male	12	52	20
Female	24	49	12
Grand Total	36	101	32
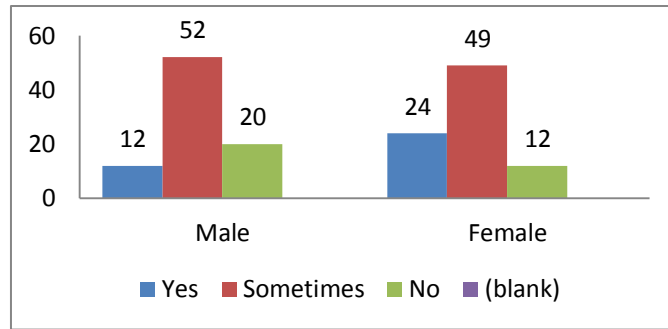
Question 13 - What is important for You when purchasing clothes? (Please rate each different alternative on a scale from 1 to 5, were 1 is less important and 5 important)

(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q13-1	Price					
Gender	1- less important	2	3	4	5- important	Grand Total
Male	4	12	23	28	15	82
Female	3	5	11	28	35	82
Grand Total	7	17	34	56	50	164

Count of Q13-2	Fitting of the clothes					
Gender	1	2	3	4	5	Grand Total
Male	1	3	6	23	47	80
Female	2		1	24	56	83
Grand Total	3	3	7	47	103	163

Count of Q13-3	Comfortable clothes					
Gender	1	2	3	4	5	Grand Total
Male	3	6	25	28	19	81
Female	2	6	20	32	22	82
Grand Total	5	12	45	60	41	163

Count of Q13-4	Quality					
Gender	1	2	3	4	5	Grand Total
Male	2	8	19	28	24	81
Female		10	30	23	20	83
Grand Total	2	18	49	51	44	164

Count of Q13-5	Service from the personnel					
Gender	1	2	3	4	5	Grand Total
Male	21	21	24	6	6	78
Female	20	25	16	7	8	76
Grand Total	41	46	40	13	14	154

Count of Q13-6	The atmosphere of the store					
Gender	1	2	3	4	5	Grand Total
Male	22	22	21	12	3	80
Female	11	21	26	14	6	78
Grand Total	33	43	47	26	9	158

Count of Q13-7	Design					
Gender	1	2	3	4	5	Grand Total
Male	5	8	18	26	25	82
Female	9	9	24	19	21	82
Grand Total	14	17	42	45	46	164

Count of Q13-8	Fashion Brand					
Gender	1	2	3	4	5	Grand Total
Male	18	24	18	10	10	80
Female	33	21	16	4	6	80
Grand Total	51	45	34	14	16	160

Count of Q13-9	Organic clothes					
Gender	1	2	3	4	5	Grand Total
Male	54	15	5	2	2	78
Female	45	21	12	1		79
Grand Total	99	36	17	3	2	157

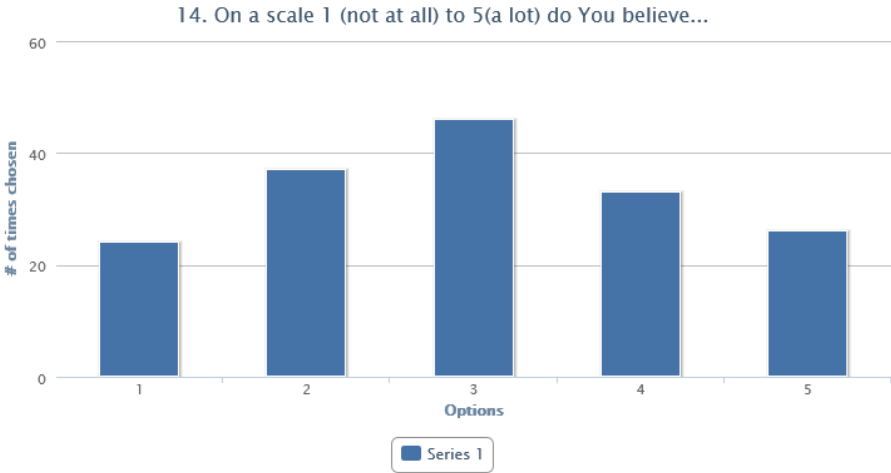Question 14 - On a scale 1 (not at all) to 5(a lot) do You believe service affects your purchasing behavior?

Figure from Kwiksurveys.com, 2013-05-17)

Count of Q14-1	Column Labels						
Gender	1	2	3	4	5	(blank)	Grand Total
Male	8	20	21	23	9		81
Female	16	17	24	10	16		83
Grand Total	24	37	45	33	25		164

Question 15 - On a scale 1 to 5 (where 1 is less important and 5 important) what is important for You considering service staff?
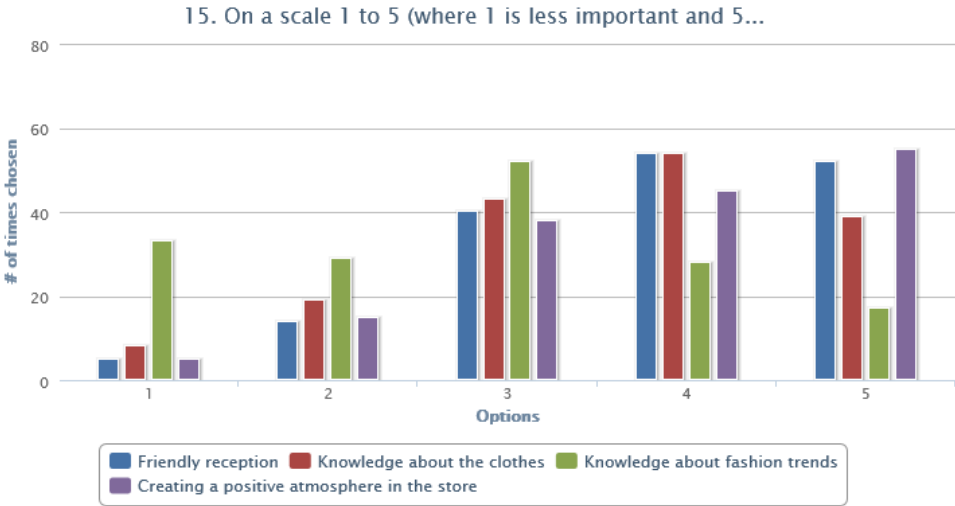
(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q15-1	Friendly reception						
Gender	1	2	3	4	5	(blank)	Grand Total
Male	3	9	17	30	23		82
Female	2	5	23	22	29		81
Grand Total	5	14	40	52	52		163

Count of Q15-2	Knowledge about the clothes						
Gender	1	2	3	4	5	(blank)	Grand Total
Male	3	9	25	25	19		81
Female	5	10	16	29	20		80
Grand Total	8	19	41	54	39		161

Count of Q15-3	Knowledge about fashion trends						
Gender	1	2	3	4	5	(blank)	Grand Total
Male	15	14	26	17	7		79
Female	18	14	26	10	10		78
Grand Total	33	28	52	27	17		157

Count of Q15-4	Creating a positive atmosphere in the store						
Gender	1	2	3	4	5	(blank)	Grand Total
Male	2	10	20	21	24		77
Female	3	4	18	24	30		79
Grand Total	5	14	38	45	54		156

Question 16 - Do You usually ask for help/advice?

16. Do You usually ask for help/advice?

Yes (15.88%)   Sometimes (58.24%)   No (25.88%)
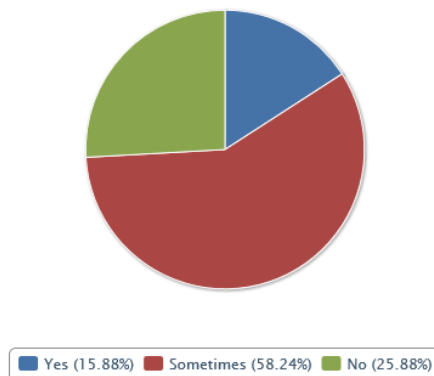
(Figure from Kwiksurveys.com, 2013-05-17)

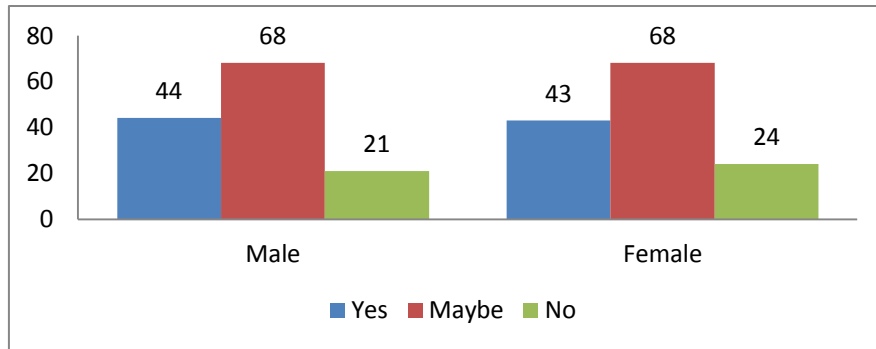| Count of Q16 Gender	Yes	Sometimes	No
Male	17	50	18
Female	10	49	26
Grand Total	**27**	**99**	**44**
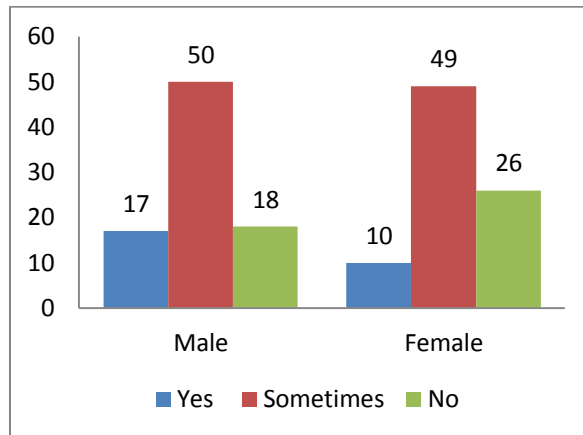
Question 17 - Does the service also affect your returning to a store?

17. Does the service also affect your returning to a store?

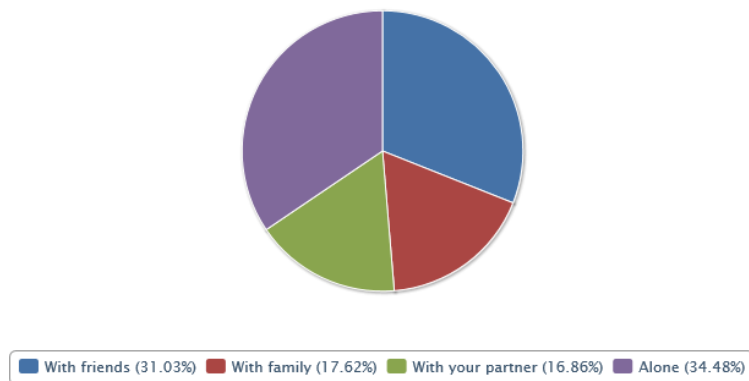Yes (51.18%)   Maybe (40%)   No (8.82%)
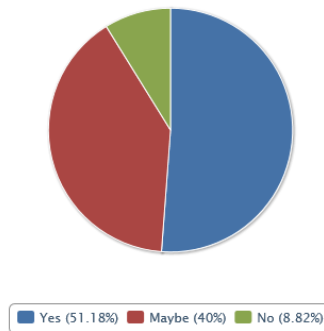
(Figure from Kwiksurveys.com, 2013-05-17)

Sum of Q17 Gender	Yes	Maybe	No
Male	44	36	8
Female	43	32	7
Grand Total	**87**	**68**	**15**

Question 18 - With whom do You usually purchase clothes?

18. With whom do You usually purchase clothes?

■ With friends (31.03%)　■ With family (17.62%)　■ With your partner (16.86%)　■ Alone (34.48%)

(Figure from Kwiksurveys.com, 2013-05-17)

Count of Q18-1 Gender	With friends 1	(blank)	Grand Total
Male	39		39
Female	42		42
Grand Total	81		81

Count of Q18-2 Gender	With family 1	(blank)	Grand Total
Male	14		14
Female	31		31
Grand Total	45		45

Count of Q18-3 Gender	With Partner 1	(blank)	Grand Total
Male	27		27
Female	16		16
Grand Total	43		43

Count of Q18-4	With Partner		
Gender	1	(blank)	Grand Total
Male	44		44
Female	46		46
Grand Total	**90**		**90**

APPENDIX 3

SPSS Statistics

In order to receive and present my results from the collected data from the online survey, in a correct manner I had the intention to do a statistical analysis in SPSS where I measured my data through a multiple regression analysis, where further the correlation and significance from the data could be presented. The purpose by using SPSS in this thesis is to explain that the data is not based on chance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,216[a]	,047	,023	,794	,047	1,986	4	162	,099

a. Predictors: (Constant), What is your Income per month excluding tax? , Occupation, womenmen, Age

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,012	4	1,253	1,986	,099[a]
	Residual	102,222	162	,631		
	Total	107,234	166			

a. Predictors: (Constant), What is your Income per month excluding tax? , Occupation, womenmen, Age

b. Dependent Variable: How often do You purchase clothes ?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,648	,219		16,645	,000
	womenmen	,291	,132	,182	2,202	,029
	Age	-,012	,055	-,022	-,221	,825
	Occupation	-,113	,086	-,121	-1,312	,191
	What is your Income per month excluding tax?	-,069	,052	-,136	-1,337	,183

a. Dependent Variable: How often do You purchase clothes ?

Correlations

		womenmen	How often do You purchase clothes ?
womenmen	Pearson Correlation	1	,139
	Sig. (2-tailed)		,073
	N	168	167
How often do You purchase clothes ?	Pearson Correlation	,139	1
	Sig. (2-tailed)	,073	
	N	167	167