

# Men Vs Women: Changes In Customers' Shopping Behavior During Covid-19 Pandemic

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## Abstract

This study aims to find out whether COVID-19 pandemic affects customers' shopping behavior and whether the results differ depending on gender. In this study, a survey was conducted by distributing questionnaires to participants. A total of 20 female and 8 male English Education students taking Academic Writing class took part in this survey. Results of the study show that COVID-19 pandemic does have an impact on women's buying orientation, in which majority tend to prefer online shopping to offline shopping. On the other hand, there is no significant change regarding men's buying orientation. Results also suggest that women appear to be more tempted to shop during pandemic, whereas men mostly aren't influenced. These findings indicate that women's shopping behavior change quite drastically during COVID-19 pandemic, yet men's shopping behavior are rather the same prior to and during COVID-19 pandemic.

**Key words:** : Pandemic, Gender, Shopping Behavior

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## INTRODUCTION

"Men buy, women shop" is a quite known and widely circulated stereotype in our society (Febrian & Fadly, 2021a; Kuswanto et al., 2020; *Strategi Pengembangan Bisnis Usaha Mikro Kecil Menengah Keripik Pisang Dengan Pendekatan Business Model Kanvas*, 2020). As a matter of fact, this stereotype is actually true and has the evidence to support the validity (Ahluwalia, 2020; Alfiah & Damayanti, 2020; Sucipto & Bandung, 2016). Numerous studies have proven that women indeed love shopping much more than men and are claimed to gain enjoyment and satisfaction from shopping (Fitri et al., 2019; Michael, 2018; Nauvallia & Martini, 2020). Men and women approach shopping with different motives, perspectives, rationales, and considerations (Anggarini et al., 2021; Azwari, A, 2021; Bhara & Syahida, 2019). Men tend to have utilitarian motives when purchasing something, meanwhile women tend to be hedonic (Adiyanto & Febrianto, 2020; Azwari, A, 2021; Gita & Setyaningrum, 2018). Utilitarian motives can also be considered as rational approach, while hedonic motive is considered as emotional approach (Lina & Ahluwalia, 2021; Mardiani & Wardhana, 2018; Very & Pasha, 2021). Utilitarian motive is made up by considering convenience, choice, availability of information, lack of sociality, and cost saving, meanwhile hedonic motive is emerged when customer consider adventure, sociality, fashion, value and authority in purchasing items (Aldino et al., 2021; Ariesta, W., Aina, M., Uslan, S. K., & Aminatun, 2021; Guru et al., 2021). Other factors may also influence how customers behave such as environmental, social, psychological, etc (Fauzi & Lia Febria, 2021; Fauzi & Lina, 2020; Warsela et al., 2021).

The changes of environment can influence customer behavior quite massively (Fauzi & Lia Febria, 2021; Febrian et al., 2021; Febrian & Fadly, 2021b). Ever since COVID-19 pandemic spread all over Indonesia, quarantine and social distancing regulations have been implemented in order to lessen the spread (Aguss et al., 2021; Oktaviani, 2021; Rizki & Aguss, 2020). Many sectors including commerce sector are greatly affected by this. During

these circumstances, many people change their orientation towards online shopping since they do not have to go outside and it is claimed to be more effective and efficient than offline shopping (Ambarwati & Mandasari, 2021; Hendra Saputra & Pasha, 2021; Nabila et al., 2021). As the result, online shopping is mushrooming. Many stores altered to sell their goods through online platform and offer sales in limited time and for limited products to gain more customers, which turns out as a successful attempt because most women, who are naturally hedonic, are provoked to add the items to their carts or even buy them impulsively (Melyza & Aguss, 2021; Nani et al., 2021; Rachman & Pramana, 2020).

An associate professor of psychology at San Francisco State University in California, defined that circumstance as the scarcity impulse. He reckoned it is our survival instinct. The availability of goods can influence how customers behave because when we see something we want and it is in scarce, we eventually buy it even though we do not need it because we will likely not come across that item again (Nurkholis et al., 2021; Rusliyawati et al., 2020b; Setiawansyah et al., 2021). This instinct actually emerged back during the hunter and gatherer days. This is also related to why men buy and women shop. Back then, men are hunters and women are gatherers. Men would go to targeted places to hunt, and after getting their prey, they would go back home. On the other hand, women would go from one bush to another, gather fruits and other things, consider and compare the quality to make sure they get the best ones. These days, even though we are not going to shop for survival, we still have this scarcity instinct especially women. When women see a discount, for instance, a 50% off sales, their scarcity impulse is triggered. They will buy that item just because they think they will never get the chance to get that item at such a good price.

## **LITERATURE REVIEW**

As we know that COVID-19 pandemic has a great impact towards many aspects in our lives. Technology also plays an important roles in which many activities have to be conducted online, one of which is buying and selling process (Andriadi, 2021; Choirunnisa & Mandasari, 2021; Maskar et al., 2021). The rise of online shop make it possible for us to divert our orientation towards online. It can be seen from the changes in customers' behavior. Customers' shopping preference has changed during COVID-19 pandemic as they depend more on online shopping to avoid going outside, and sellers, who see this new opportunity, attempt to sell their products through online platform and offer scads of discounts, becoming more approachable and affordable to appeal customers (Rusliyawati et al., 2020a; Samsudin et al., 2019; Windane & Lathifah, 2021). However, we need to take into account the role of gender. COVID-19 managed to drive quite a substantial change in women's shopping behavior, yet it did not significantly drive a change in men's shopping behavior.

As consumers begin to cope with the pandemic crisis, they respond to brand actions differently. According to psychological contract theory, consumers form psychological contracts with the brands they protect based on the implicit promises they believe the brand has made (Panggungrejo & Pringsewu, 2022; Yulianti et al., n.d.). It is possible that brands with high social responsibility positioning may be particularly subject to penalties by consumers if they are deemed to have betrayed their positioning promise during the pandemic (Mandasari & Aminatun, 2020). For example, in a recent special survey of 12,000 consumers worldwide, two-thirds of consumers reported their future purchasing decisions will be heavily influenced by how brands respond to the pandemic. The research was conducted in March during the first wave of the pandemic crisis. Findings show that a third of respondents have actively switched from brands based on what they perceive as an

inappropriate response to the crisis. Additionally, consumers around the world are changing purchase loyalty differently (Febriantini et al., 2021; Handayani & Aminatun, 2020; Yudha & Mandasari, 2021).

## METHOD

This research adopted qualitative approach as it explores men and women's shopping habits and behavior during COVID-19 pandemic. The research was conducted from October up to November 2020 involving 28 participants in which 20 participants are female and 8 participants are male. The participants were selected from English Education students who take Academic Writing class. Questionnaire and follow-up interview were used to collect the data (Fariyanto & Ulum, 2021; Nuraziza et al., 2021; Puspita et al., 2021). The questionnaire was used to see the difference of customers' shopping behavior prior to and during COVID-19 pandemic, while the follow-up interview was used to explore customers' perspective towards the changes made. Both were conducted through online. The questionnaire distributed to the participants consists of 4 questions. The questionnaire was developed and divided into two main sections. The first section compares customers' shopping preference prior to and during COVID-19 pandemic between men and women. The other section compares men and women's shopping desire during COVID-19 pandemic. This section uses 3 points Likert Scale ranging from 'agree', 'neutral', to 'disagree' which requires the respondents to indicate a degree of agreement or disagreement with a series of statements related to the stimulus. In this study, grocery shopping or basic necessities shopping is not included.

## RESULTS AND DISCUSSION

### 3.1 Demographics

In order to see the difference between men and women's shopping preference prior to and during COVID-19 pandemic, the participants are asked 2 questions. The result is shown on the table below.

**Table 3.1**  
**COMPARISON OF SHOPPING PREFERENCE OF MEN AND WOMEN PRIOR TO AND DURING COVID-19 PANDEMIC**

No.	Question	Male			Female		
		Offline	Online	Both	Offline	Online	Both
1.	Before the outbreak of COVID-19, did you prefer to shop through offline or online?	62.5%	25%	12.5%	40%	10%	50%
2.	During COVID-19 pandemic, do you prefer to shop through offline or online?	50%	37.5%	12.5%	15%	30%	55%

Based on the data above, it can be seen that there is no significant change regarding male participants' shopping preference before and during COVID-19. Most of male participants prefer offline shop before and during this pandemic. Only 12.5% of male participants or 1 person who changed his preference towards online shopping during this pandemic. On the other hand, most of female participants prefer both offline and online shopping before and during this pandemic. However, 25% of female participants or 5 people change their shopping preference from offline to either online with (an increase of 20%) or both offline and online (an increase of 5%). As in the following table 3.2, the difference between men and women's desire to shop during COVID-19 pandemic is presented.

**Table 3.2**  
**COMPARISON OF SHOPPING DESIRE OF MEN AND WOMEN DURING COVID-19 PANDEMIC**

No.	Question	Male			Female		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	I waste more money to shop during the outbreak of COVID-19 pandemic.	25%	12.5%	62.5%	50%	30%	20%
2.	I feel more tempted to shop during COVID-19 pandemic.	12.5%	47.5%	50%	60%	30%	10%

More than half of male participants show disagreement to both statements above. On the contrary, about half of female participants agree with both statements. This result indicates that men indeed tend to have utilitarian motives when buying something, while women tend to have hedonic motives. Instead of buying what they need, women buy the goods they want and by doing that, they get satisfaction and enjoyment.

To see participants' perspectives and motives toward the changes in their shopping behavior, the researcher conducted a follow-up interview involving 4 participants, in which each gender group has 2 representatives. When asked why they prefer one particular type of shopping during COVID-19 pandemic, a female participant who changed her shopping orientation from offline to online shopping said:

For me, online shop is more effective in terms of time, cost, and practicality. There are tons of discounts offered. On top of that, I want to avoid being affected (by coronavirus) since the store will be packed up with lots of people. Conversely, a man participant show a high orientation towards offline shopping before and during COVID-19 pandemic, meaning that

he did not change his preference even after COVID-19 spread all over Indonesia and social distancing regulation is implemented. He claimed that:

I like to walk while looking for the items I want to buy. There is a thrilling sensation when I can directly choose the items I want to buy and see them in their real condition. Even though many online shops offer a lot of sales and discounts, I am not intrigued at all because I only shop when I need that item.

The next female participant elucidates that during this pandemic, she becomes even more extravagant. She stated:

I search for anything I can find on online platform from water dipper to cute umbrellas . . . There are so many discounts and I cannot help but purchase the goods offered. I order fast food almost every day and check out from Shopee almost every week. I even have 5 new clothes that I bought from March to October and I have not worn them at all due to this current circumstances.

Another male participant shared his thoughts about how COVID-19 pandemic does not affected his desire to shop more during this pandemic. He revealed that:

Well, I have no money to spend in the first place. COVID-19 pandemic has also affected my family's income these past months . . . I have to know my place not to be any more burden to my family during this pandemic, so I have no desire to waste money for the sake of shopping. All I am thinking of is how to gain more money to help my family.

The results from the tables above indicate that 5 person out of 20 female participants changed their preference towards online shopping or both offline and online shopping from offline shopping during COVID-19 pandemic. Compared to female participants, only 1 person out of 8 male participants changed his shopping preference. This result suggests that every 1 out of 4 women changed their preference while every 1 out of 8 men changed his preference. In conclusion, women are more likely to change their shopping preference during this pandemic than men are. Considering the result of the interview above, the reason they change their orientation towards online shopping is because online shop offers many discounts and it triggers women to favor online shopping even more. On the other hand, most male participants show no interest towards the discounts offered. It is because they only buy the things they need. Other variables such as their economic status also affect their desire to waste money to shop.

## **CONCLUSION**

Since its emergence in January 2020 in Indonesia, COVID-19 cases have been increasing rapidly and now many aspects of life are affected. We have to adjust ourselves in this kind of environment where we cannot go outside of to our heart's content. One of the aspect affected by this pandemic is our commerce sector. Most people now prefer to shop through online platform but some still stick to offline shop. Taking into account the gender of customers, the most preferred type of shop by women before COVID-19 pandemic is both offline and online, then followed by offline, and the last and the least preferred type is online. However, after the outbreak of COVID-19 in Indonesia, they prefer online shop to offline shop. On the other hand, the most preferred type of shop by men before and during COVID-19 does not change. They still prefer offline shop the most, then followed in sequence by online, and both offline and online.

The result of the second section is quite contradictory between men and women. More than half of men participants show disagreement with the statements that they waste more money during pandemic and are more tempted to shop during pandemic. On the contrary, more than half of women participants agree that they waste more money during pandemic and are more tempted to shop during pandemic. Thus, we can conclude that gender play an important role in the changes in customers' behavior during pandemic. Men tend to be more rational when buying something, while women tend to be more impulsive. Therefore, it is true that men use utilitarian motives, whilst women use hedonic motives when shopping.

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