Economic Price Searching, Quality Seeking, Value Deriving Behavior of Women and Their Relationship with Demographics and Loyalty : An Empirical Study

Saswati Roy [1]
Kaushik Mandal [2]

Abstract

The relationship between shopping orientation and each of the demographic variables namely age, income, and education is well established for the general consumer. Similarly, brand loyalty is also well associated with different facets of shopping for them. Since there is not enough evidence of work to justify the above relationship specifically for women when literature has acknowledged that women are behaviorally different from men, we can consider this non-availability of empirical proof of the stated relationship in the case of women as one of the research gaps. As all the research pieces of evidence for the above-mentioned relationship were from developing nations, it unfolds another research gap. To mitigate both the gaps, we carried out a principal component analysis to identify shopping oriented facets for Indian women consumers and in the second stage tried to relate the same in isolation with the mentioned demographic variables (namely age, income, and education) and brand loyalty. The results revealed that Economic Price Searching Behavior (EPSB) was one of the shopping orientation facets significantly associated with age, income, and brand loyalty ; Quality Seeking Behavior (QSB) was another facet that was significantly associated with income and brand loyalty ; and Value Deriving Behavior (VDB), as the last facet, was significantly associated with income and brand loyalty.

Keywords : demographics, brand loyalty, shopping orientation, women consumers

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The present research examines the already empirically tested relationship between price, quality, and value (PQV) separately with the decision-making of the women consumers vis-a-vis purchasing. In fact, the relationship of price, quality, and value separately with consumer purchase decision have already been established, but there is a dearth of research studies on the women-specific understanding of the said relationship, though we all agree on the higher shopping orientation of women. Thus, the present research identified no establishment of the relationship between price, quality, and value (PQV) separately with the decision making of the women consumers as research gap and considering the objective of establishing the same in case of India where the shopping participatory nature of women is well known.

Further, to understand what has been summarized in the last paragraph, we may concentrate on authors namely Swani and Yoo (2010), Alfred (2013), Gaston-Breton (2011), Kukar-Kinney et al. (2012), and Agarwal et al. (2019) who identified price as an important antecedent for consumption and purchase either in terms of low price

search or with the quest for a high price perceived as a signal of quality. Pappu and Quester (2016) and Mokhlis and Salleh (2009) both pair of authors contributed to the literature by coining that consumers emphasizing quality-oriented purchasing remain loyal to their brands. Ismail et al. (2020) found that consumers' value-oriented behaviour contributed to purchase decisions through brand loyalty. Similarly, others opined that value is an important factor in consumer purchasing decisions (Sharma et al., 2013). Therefore, PQV is found to be a significant antecedent for consumer decision heuristics (Alhaddad, 2015). But it is limited to the consumer as a whole and ignored to unfold the relationship between PQV (in isolation) and purchase of women consumers.

There is enough evidence for the necessity of providing a focus on women consumers. According to Rajput et al. (2012), individuals may vary in their PQV oriented tendencies because of their upbringing and socialization. Since upbringing is different across gender, it may be understood that the shopping orientation of women, especially with PQV, may differ in reference to men. Shopping is enjoyment for women whereas it is essential for men (Kuruvilla et al., 2009). Rajput et al. (2012) opined that women are the most important consumers. Bakshi (2012) mentioned women as planned and involved shoppers. According to Williams and Paul (2014), education empowers women and has made them to have more influence on the household decision making. Rajput et al. (2012) stated that women controlled the family buying decisions for all types of consumer goods.

It is also important to note that these key factors are not independent of consumer physical and mental characteristics (Saleem et al., 2017). PQV - related behavior may vary across the demographic profile of the consumers (Akman & Rehan, 2014 ; Awan & Abbas, 2015).

Thus, as stated in the beginning paragraph, non - availability of studies vis-a-vis PQV and its related behaviour in the perspective of women has been found as an important research gap and thus the research problem has been decided on the same. Hence, it is expected that the present work has the potential to contribute to business, society, and augment theorizing in marketing.

Literature Review

Authors have claimed that shopping is a female activity (Kuruvilla et al., 2009). They love to shop, and shopping is a recreation and fun for them (Rajput et al., 2012). Women are more likely to shop for grocery items, clothing (Kuruvilla et al., 2009) ; whereas men take the responsibility to shop for specialized items like life insurance, cars, home maintenance, etc. (Banytė et al., 2015). Another interesting fact is found from the reviewed literature that male and female consumers perceive the shopping activity differently. Men perceive shopping as a task and want to accomplish it with minimum time and effort ; whereas, for women, shopping is something more than making purchases, it is an enjoyment for them (Kuruvilla et al., 2009). Williams and Paul (2014) also opined that shopping is enjoyed by women irrespective of age, income, and occupation. Researchers also denoted women as involved and planned shoppers. They spend more time in shopping compared to men as they search for more information acquisition about the products (Chiu et al., 2014). We have also observed few shreds of evidence from the past literature (reported in the previous section) that mentioned the orientation of women buyers toward PQV. Sharma et al. (2013) disclosed that price, quality, and brand were the three main considerations of female purchasing behavior.

Kuruvilla et al. (2009) found that women were economic purchasers. They purchased according to their household requirements, and the price factor played a prime role in their purchasing behaviour. Banytė et al. (2015) opined that compared to men, women were more price-oriented. Rajput et al. (2012) cited that women were the major purchasers of their families. Either they purchased as a consumer for their consumption or as a customer for their family. According to Mortimer (2013), young females were more price-conscious than the males. Williams and Paul (2014) opined that older women liked to avail themselves of more price discounts as compared to the younger ones. Goldsmith et al. (2010) found that the price orientation of female consumers was correlated

with their family income. Swani and Yoo (2010) found that female consumers who purchased high price products showed brand loyalty. On the contrary, women buyers who sought low price goods were switchers by nature.

Quality is also an important parameter in consumer purchasing decisions (Panigrahi et al., 2018). Quality-oriented people remain willing to purchase the same product, even if the price is high (Azeema et al., 2016). Musa et al. (2011) commented that consumers' age, income, and gender were the important factors of consumers' quality purchase. They further commented that women were the key decision-makers in their household purchases. Chi et al. (2009) opined that concern for quality was the key characteristic of women's nature.

Ismail et al. (2020) found that young people were more value-conscious. Ailawadi et al. (2001) opined that educated women were quality conscious. Matzler et al. (2006) mentioned that female consumers were more brand loyal than their male counterparts and were more committed to the brand.

Since the behavior of the female consumers is seen as different from their male counterparts in the literature, it raises a query, whether an association between variables (namely age, income, education, and brand loyalty) individually with 'shopping orientation' holds true for women or not. As all these research studies were conducted in the advanced Western markets, can it be the same in the context of India – an emerging nation ? In a nutshell, the present study aims to distinguish how female shopping behavior is different, and secondly, how the said orientation is relevant in India.

Research Gaps

It has been observed that since there is not enough evidence of work to justify the relationship (stated in the last section) with women, and usually, they are behaviorally different from men, we can consider the non-availability of empirical proof of the stated relationship with women only responses as one of the research gaps. It also unfolds another research gap, and that is the non-existence of research evidence employing the sample responses of developing nations.

Hence, the present research has been planned to mitigate these two research gaps by establishing an empirical relationship between 'shopping orientation' and either demographic or behavioral variables of women in the context of India. Hence, it is required to conceptualize the construct 'shopping orientation of women.' Alternatively, we need to explore the facets of shopping orientation. Therefore, in the present research, a two-stage research design has been framed. Stage one is to conceptualize the 'shopping orientation of women' construct by defining its latent facets. The next stage is for establishing the relationship between shopping orientation and each attribute of the female respondents.

Therefore, we identified different key issues relevant to unfold the shopping orientation of the women from the works of Alford and Biswas (2002) and Lichtenstein et al. (1993). Furthermore, for the second objective, we employed methods that enabled us to relate shopping orientation with the stated attributes of the Indian women respondents.

For the purpose of easy understanding, we decided to work in two sections ; where Section A deals with the method and results related to the identification of latent facets vis-à-vis women's shopping orientation and Section B uses the results derived in Section A and relates it scientifically with age, income, education, and brand loyalty of Indian women.

Research Methodology

Section A

A focus group study was carried out with five women and this group was moderated by one author. The purpose of this focus study was primarily to augment our understanding of women's shopping-related behavior, and secondly,

it was to frame relevant items to give further support to our research. One open-ended question was asked to the female respondents to know their buying behavior. Several issues emerged from this interview. Few participants mentioned that quality was their prime concern while purchasing. Some of them mentioned price and quality both were their prime concerns while purchasing. The participants also showed equal concern for the brand. These issues were further clubbed with the existing literature to frame the common issues.

Questionnaire Development

We also found similar issues in the works of Alford and Biswas (2002) and Lichtenstein et al. (1988, 1993) as consumer shopping orientation. With the help of these reviewed articles, we framed nine statements (refer to Table 1) to address the shopping behavior of female consumers which was included in the questionnaire. Nine statements were included in this section to study the same. Continuous scale ranging from *disagreeing* (1) to *agreeing* (7) was used as a measure for the said orientation.

   We reviewed the studies of Matzler et al. (2006), Srivastava (2019), and Dwivedi (2015) to understand the cue of brand loyalty and found length (duration) of brand usage as one of the effective measures of brand loyalty (Dwivedi, 2015). So, in the questionnaire, the brand loyalty of female consumers was measured by evaluating since how long they had been using their present brand.

   The demographics section including age, education, and household income was also added in the research questionnaire to analyze its impact on shopping orientation. Though the study with demographics and brand loyalty was carried out in the next phase of research (Section B), the work is being addressed before hand due to the non-feasibility of conducting the survey in a later phase from the cost perspective.

Sample Selection

A pre-existing list of 415 residential complexes was selected from the website of Kolkata Yellow Pages for the city of Kolkata and surroundings (including North 24 PGS and South 24 PGS). Out of these, 10 were randomly selected and approached through their housing authority. Due to non-response, it was not possible to carry out the survey in six housing complexes and finally, four flat complexes were selected for the study. For the convergence with present research, women respondents were approached in the said complexes, that is, 123, 154, 164, 178 respondents consecutively in the aforementioned complexes, that is, 619 in totality. Due to non-cooperation, finally, 55, 45, 47, and 58 female respondents from the said housing societies showed their eagerness for the interviews. The language of the questionnaire was English. For the respondents who felt a problem in understanding the questionnaire, necessary support was given to them. Finally, 205 sample responses were collected by us, representing the response rate of 33.11%. The study was conducted in 2019.

Analysis and Results

Principal Component Analysis (PCA)

To identify the major dimensions of women's shopping orientation, we decided to conduct PCA as it helps in data reduction and is used to identify a small set of underlying variables or latent dimensions from a large number of data set. Before conducting PCA, we performed the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. The KMO measure (0.623 > 0.6) indicates the adequacy of the sample size. Bartlett's test of sphericity ($\chi^2 = 563.581$, $df = 36$, $p < 0.000$) indicates that the variables are significantly correlated and hence can be grouped. In PCA, the varimax rotational method is selected to factor in the nine shopping-related statements. The aforementioned method was selected by us as it is the most popular orthogonal factor rotation to frame a

Table 1. *Principal Component Analysis*

Items		Factor		
		Factor 1 : EPSB	Factor 2 : QSB	Factor 3 : VDB
V1	I am willing to give extra effort to find lower prices.	0.821		
V2	I always check prices at the different grocery stores and shopping malls to be sure that I would get the best value for the money I spend.	0.862		
V3	When I shop, I usually compare the 'price per unit' information for brands I normally buy.	0.763		
V4	I always purchase branded products to ensure the quality.		0.634	
V5	I hunt from one store to another to get my desired quality product.		0.489	
V6	I never compromise with quality for the sake of price.		0.806	
V7	I am very much concerned about the low prices, but I am equally concerned about product quality.		0.766	
V8	I will shop at more than one store to take advantage of low prices.			0.813
V9	I always judge for value per price for different brands.			0.634
	Percentage of variance explained	30.88	22.02	13.34
	Composite reliability	0.829	0.774	0.691

simplified factor structure (Hair et al., 2009). To measure the internal consistency, the composite reliability test was performed instead of Cronbach's alpha as it is a better method for reliability estimation (Peterson & Kim, 2013).

The results of PCA are shown in Table 1. Three factors are extracted which collectively explain 66.24% of the variance. The dimension reduction technique seeks to identify items with shared variance. Communality score allows one to measure the ratio of an item's unique variance to its shared variance. It is advisable to consider the items with a communality value of more than 0.4 to avoid multicollinearity and to be consistent with factor loading (Hair et al., 2009). Communality values (more than 0.4) are found in the range for all the variables. The table shows that the factors are significantly correlated with variables with factor loadings 0.5 or higher. Results of the PCA yield three shopping orientation factors for the female consumers. The factors are named by examining the underlying common traits of their loaded variables. The table shows that the values of composite reliability vary from 0.691 to 0.829 and that are considered to be good for the reliability of a construct.

Factor Naming

Factor 1 comprises of three variables. Out of the variables included in Factor 1, V2-variable has the highest loading. Factor 1 accounts for 30.88% of the variance. Factor 1 states the price-sensitive nature of the consumer and is named as Economic Price Searching Behavior (EPSB). In Factor 2, the V6 variable has the highest loading and it consists of the other three variables. Factor 2 accounts for 22.02% of the variance, which states about consumer's quality seeking nature so it is named as Quality Seeking Behavior (QSB). Factor 3 accounts for 13.34% of the variance. It consists of two variables out of which V8 variable is having the highest loading. Factor 3 states that consumers emphasized both price and quality and is given a name as Value Deriving Behavior (VDB).

Section B

Framing of Hypotheses

It can be inferred from Section A that three facets play a prime role in women's shopping behavior and that have been named considering the latent factors as Economic Price Searching Behavior (EPSB), Quality Seeking Behavior (QSB), and Value Deriving Behavior (VDB). In the present section, the second research objective is being addressed by us, that is, how the aforementioned shopping-related facets are demographically and behaviorally related to women consumers in the Indian context.

(1) EPSB and its Relationship with Consumers' Demographic and Behavioral Aspects : Researchers have opined that consumers search for lower prices for economic gain (Gaston - Breton, 2011). Alfred (2013) mentioned that consumers engaged in EPSB from a savings perspective. Gaston - Breton (2011) opined that consumers' EPSB varied according to their age. Rajput et al. (2012) also found a correlation between consumers' age and price sensitivity. Kuruvilla et al. (2009) found that women were economic buyers.

   Since similar work has not been found in terms of Indian women consumers, we have framed a hypothesis to mitigate the above-mentioned gap.

✥ **Ha1 :** EPSB and age of women are related.

   Researchers found that consumers' EPSB is related to income (Williams & Paul, 2014). Goldsmith et al. (2010) mentioned that consumers' price sensitivity decreased with an increase in their family income. Here also, this kind of relationship has possibly not been unfolded by researchers considering the sample responses of Indian women. Thus, we framed a hypothesis to cap the gap of existing literature.

✥ **Ha2 :** EPSB and income of women are related.

   Gaston-Breton (2011) found consumers' education to be a significant predictor of their price-oriented behavior. But identical research evidence for Indian women has not been found in the present literature survey. To overcome this gap of existing research, we have structured the hypothesis as under :

✥ **Ha3 :** EPSB and education of women are related.

   Esfahani and Jafarzadeh (2012) stated that brand loyal customers are less price sensitive. Swani and Yoo (2010) opined that women are brand loyal, and this is also not found in the perspective of Indian women. Hence, we have framed a hypothesis to mitigate the said gap as :

✥ **Ha4 :** EPSB and brand loyalty of women are related.

(2) QSB and its Relationship with Consumers' Demographic and Behavioral Aspects : QSB is the mental predisposition of the buyer to respond in a consistent way to quality-related aspects of products or services which they acquire through learning and this influences their behavior (Papanagiotou et al., 2013). Musa et al. (2011) found that consumers' quality purchase is related to their age. The aforementioned evidence revealed the relationship between consumers' age and their QSB but due to the non - availability of empirical evidence in the Indian women's context, the same cannot be inferred for Indian women and hence is considered as a research gap and we have proposed a hypothesis to address this research gap.

↳ **Ha5 :** QSB and age of women are related.

Goldsmith et al. (2010) stated that consumers' QSB is related to their income. Authors also got evidence that women's quality-seeking nature is related to their income (Musa et al., 2011). Similar research is not found in the Indian context, but we expect that a similar kind of relationship might be established for Indian women and hence have proposed the hypothesis as :

↳ **Ha6 :** QSB and income of women are related.

Goh and Wahid (2015) mentioned that consumers' purchasing behaviour is related to education. But the same cannot be evidenced for Indian educated women due to the non-availability of supporting literature. Thus, we have suggested a hypothesis to address the gap :

↳ **Ha7 :** QSB and education of women are related.

Chi et al. (2009) and Kim et al. (2008) stated that quality-conscious consumers are brand loyal. Similar research evidence has not been found for Indian women. To meet the research gap in the Indian context, we have proposed the empirical hypothesis as :

↳ **Ha8 :** QSB and brand loyalty of women are related.

(3) VDB and its Relation with Consumers' Demographic and Behavioral Aspects : Consumers who emphasize VDB are equally concerned about price and quality (Sharma et al., 2013). Consumers maintain a balance between price and quality, showing concern for value (Ismail et al., 2020). Researchers found that consumers' price and quality-oriented purchase was related to their age (Musa et al., 2011 ; Rajput et al., 2012). In the absence of this kind of evidence in the Indian context, we have proposed a hypothesis to cap the gap :

↳ **Ha9 :** VDB and age of women are related.

According to Musa et al. (2011), consumers' income is an important factor in their purchase decision. However, similar kind of research is neither found for female consumers nor in the Indian context, and hence we have suggested the proposed hypothesis in the Indian female consumers' context :

↳ **Ha10 :** VDB and income of women are related.

Consumers' age is found to have a relationship with their purchase orientation (Deshwal, 2016) but similarly, the identical inference is not found for the Indian women's context. Thus, to address the above-mentioned gap, we have proposed the hypothesis in this context :

↳ **Ha11 :** VDB and education of women are related.

According to Ismail et al. (2020), consumers' VDB is related to their brand loyalty. Here also, a similar kind of relationship has not been inferred in the Indian female consumers' context. To meet the said gap, we have suggested the research hypothesis in this context as :

↳ **Ha12 :** VDB and brand loyalty of women are related.

Statistical Method Used in Section B

We have observed three latent factors namely (a) EPSB, (b) QSB, and (c) VDB. There are three items under Factor 1 and we observed and recorded responses on each item from 205 sample respondents. We computed scores for the factor 'EPSB' for each respondent by taking the average of the items to score under it. Similarly, this has been done for the other two factors 'QSB' and 'VDB.' Then we classified each quantitative factor score into quantitative grade high (5.1–7), Medium (3.1–5), and Low (1–3). We did this conversion because to test our hypotheses, we need to understand the association between a group of attributes namely age, income, education, and with each EPSB, QSB, and VDB, and for that, we need to carry out chi-square testing (a non - parametric way of measuring the association between a pair of attributes). Furthermore, to understand the strength of association between the said attributes, we have measured the same with Cramer's V and contingency coefficient.

Table 2. *Chi - Square Test*

Factors / Attributes	Derived χ^2 Value (Degree of Freedom)	χ^2 Table Value	*p*-value	Acceptance/Rejection of Hypotheses
EPSB – Age	12.3273 (6) [Sig @10% level]	10.64 ($df = 6, p < 0.1$)	p - value <0.1	Ha1 Accepted
EPSB – Income	3.03271 (1) [Sig @10% level]	2.7 ($df = 1, p < 0.1$)	p - value <0.1	Ha2 Accepted
EPSB – Education	9.3626 (6) Insignificant	NA	NA	Ha3 Rejected
EPSB – Brand Loyalty	10.5036 (4) [Sig @ 5% level]	9.448 ($df = 4, p < 0.05$)	p - value < 0.05	Ha4 Accepted
QSB – Age	4.5386 (3) Insignificant	NA	NA	Ha5 Rejected
QSB – Income	2.9144 (1) [Sig @10% level]	2.7 ($df = 1, p < 0.1$)	p - value <0.1	Ha6 Accepted
QSB – Education	2.6380 (3) Insignificant	NA	NA	Ha7 Rejected
QSB – Brand Loyalty	41.5913 (1) [Sig @1% level]	6.63 ($df = 1, p < 0.01$)	$p < 0.01$	Ha8 Accepted
VDB – Age	6.2566 (6) Insignificant	NA	NA	Ha9 Rejected
VDB – Income	13.8503 (6) [Sig @ 5% level]	12.592 ($df = 6, p < 0.05$)	p - value < 0.05	Ha10 Accepted
VDB – Education	8.5747 (6) Insignificant	NA	NA	Ha11 Rejected
VDB – Brand Loyalty	42.5303 (1) [Sig @1% level]	6.63 ($df = 1, p < 0.01$)	$p < 0.01$	Ha12 Accepted

Testing of Hypotheses

The Ha1 is accepted as the chi-square test is found to be significant for the relationship between age and EPSB ($\chi^2 = 12.32$, $df = 6$, $p < 0.1$). The results also prove Ha2 as it shows that income is significantly related to EPSB ($\chi^2 = 3.03$, $df = 1$, $p < 0.1$). The Ha3 is rejected as the results show that education is not significantly related to EPSB. Brand loyalty is also found to be significantly related to EPSB (Ha4 : $\chi^2 = 10.5$, $df = 4$, $p < 0.05$) ; whereas, in QSB, Ha6 and Ha8 are accepted as results signify its relation with income ($\chi^2 = 2.91$, $df = 1$, $p < 0.1$) and brand loyalty ($\chi^2 = 41.59$, $df = 1$, $p < 0.01$). Ha5 and Ha7 are nullified. The results find that QSB is insignificantly related to age and education.

For VDB, hypotheses Ha10 and Ha12 are accepted. The results signify its relation with income ($\chi^2 = 13.85$, $df = 6$, $p < 0.05$) and brand loyalty ($\chi^2 = 42.53$, $df = 1$, $p < 0.01$). The results reject Ha9 and Ha11 as no significant relationship is found for age and education with VDB.

Strength of Association

With the help of the chi-square test, we can infer that EPSB is significantly related to age, income, and brand loyalty ; QSB is significantly related to income and brand loyalty ; and VDB is significantly associated with income and brand loyalty. But with the help of the chi-square test only, we are not able to measure the strength of the above-mentioned significant relations (Table 2). Hence, to measure the strength of association, we have employed Cramer's *V* and coefficient of contingency (COC). In Table 3, we have presented the strength of association with the help of Cramer's *V* and COC.

The values of Cramer's *V*, COC (> 0) indicate the strength of the relation. We have classified the Cramer's *V* and COC score value in quantitative grade high (0.401 and above), medium (0.151– 0.4), and weak (0.15 and below). According to Cramer's *V* score value, the strength of the relation of EPSB and income and QSB and income is weak ; whereas, the brand loyalty relations with VDB and QSB are high. The relations of EPSB and age ; EPSB and brand loyalty ; and VDB and income are found to have medium strength. According to the COC score value, EPSB's relations with age, income, brand loyalty, and income relations with QSB and VDB are of medium strength. The brand loyalty relations with QSB and VDB are found to have high strength.

Table 3. *Describing the Strength of Association Between Variables /Attributes*

Comparing Variables/ Attributes	Cramer's *V*	Level of Strength	Coefficient of Contingency	Level of Strength
EPSB and Age	0.238	M	0.28	M
EPSB and Income	0.122	W	0.171	M
EPSB and Brand Loyalty	0.160	M	0.270	M
QSB and Income	0.119	W	0.167	M
QSB and Brand Loyalty	0.45	H	0.581	H
VDB and Income	0.183	M	0.299	M
VDB and Brand Loyalty	0.455	H	0.586	H

Note. H - High ; M - Medium ; W-Weak.

Discussion

The main focus of our study is to explore the shopping orientation of women consumers. The study identifies three

Table 4. *Model Support from Literature*

Variables Facets	Age	Income	Brand Loyalty	Source (Research Place)
EPSB	✓	✓		Gaston-Breton (2011) (Spain)
	✓			Rajput et al. (2012) (India)
		✓		Williams & Paul (2014) (United States)
			✓	Matzler et al. (2006) (Austria)
QSB		✓		Musa et al. (2011) (Malaysia)
		✓		Wesley et al. (2006) (United States)
			✓	Kim et al. (2008) (United States)
			✓	Chi et al. (2009) (Taiwan, China)
VDB			✓	Ismail et al. (2020) (Malaysia)

Table 5. *Comparison of Female Shopping Orientation with Mainstream Shopping Orientation*

Attribute – Facet Relationship	General Shopper	Female Shoppers (Findings from Present Paper)
Age – EPSB	**(+)ve** (Gaston-Breton, 2011 ; Rajput et al., 2012)	
	(X) (Munnukka, 2005)	**(+)ve**
Income – EPSB	**(+)ve** (Moye et al., 2003 ; Williams & Paul, 2014)	**(+)ve**
Education – EPSB	**(+)ve** (Gaston-Breton, 2011)	
	(X) (Ailawadi et al., 2001)	**(X)**
Brand Loyalty – EPSB	**(+)ve** (Matzler et al., 2006)	
	(–)ve (Esfahani et al., 2012)	**(+)ve**
Age – QSB	**(X)** (Ailawadi et al., 2001)	
	(+)ve (Musa et al., 2011)	**(X)**
Income – QSB	**(+)ve** (Musa et al., 2011)	**(+)ve**
Education – QSB	**(X)** (Summers et al.,1992)	
	(+)ve (Ailawadi et al.,2001)	**(X)**
Brand Loyalty –QSB	**(+)ve** (Chi et al., 2009 ; Kim et al., 2008)	**(+)ve**
Age – VDB	N.E.	**(X)**
Income – VDB	N.E.	**(+)ve**
Education – VDB	N.E.	**(X)**
Brand Loyalty – VDB	**(+)ve** (Ismail et al., 2020)	**(+)ve**

Note. [(+)ve -positive relation, (–)ve- negative relation, (X)- no relation, N.E.- No evidence].

facets of women's shopping orientation namely EPSB, QSB, and VDB. We further study the impact of the demographic and behavioral variables on the said facets and find some interesting results. From the results, we find that Ha1 is an accepted hypothesis that concludes that EPSB has a strong association with age. Similar results were obtained in the previous studies (Gaston-Breton, 2011 ; Rajput et al., 2012). However, our findings are contradictory to the results obtained by Munnukka (2005). The results also lead to the acceptance of Ha2. The accepted Ha2 reveals that EPSB is also related to income. Williams and Paul (2014) and Moye and Kincade (2003)
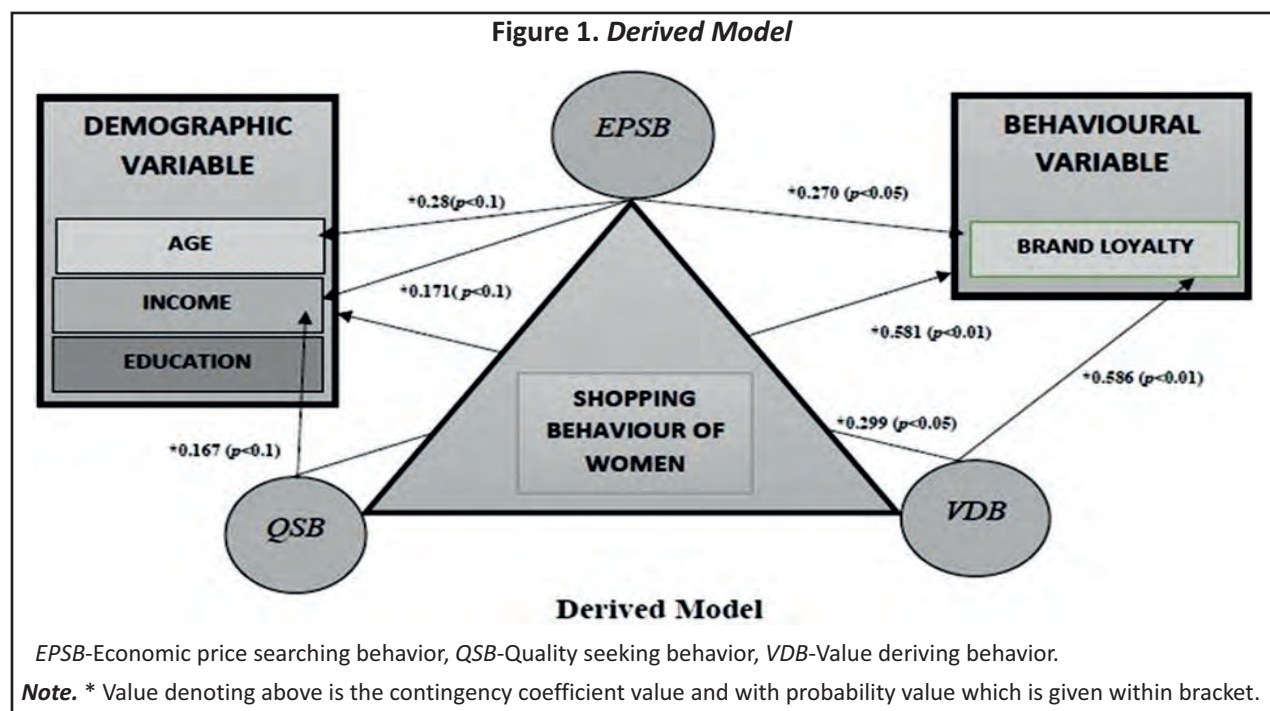
in their work found that women's EPSB was related to income. Ha3 is rejected, revealing an insignificant relationship between EPSB and education. We got supporting outcomes in the work of Ailawadi et al. (2001) and contradictory conclusions in the work of Gaston - Breton (2011). The analysis also portrays a strong relationship between consumer's EPSB and brand loyalty (Ha4), which is also supported and contradicted by past literature. Esfahani et al. (2012) in their research opined that price-conscious people were less brand loyal ; whereas, Matzler et al. (2006) proved that consumers' EPSB was related to brand loyalty.

In the present research, Ha5 is not accepted, which leads to the inference that the QSB of female consumers is age-independent. We got supporting evidence in the work of Ailawadi et al. (2001) but got contradictory evidence from the work of Musa et al. (2011) for women consumers (refer to Table 4 & 5). The results also reveal that female consumers' QSB is highly related to income and brand loyalty (Ha6 and Ha8). We also got identical results from past research (Kim et al., 2008 ; Musa et al., 2011). The results reject Ha7, indicating consumers' QSB is education independent. We got a similar result in the work of Summers et al. (1992) for women consumers, but received varying results in the work of Ailawadi et al. (2001) (refer to Table 4).

For the VDB, it is found to have a strong relationship with income and brand loyalty (Ha10 and Ha12) and from which we can conclude that women consumers belonging to the upper-income class showed VDB and vice versa. Similarly, female consumers showing high VDB were brand loyal. Our results are also validated by past literature (Ismail et al., 2020) (refer to Tables 4 & 5). The present research analysis finds that VDB of women consumers is age-independent as Ha9 and Ha11 are rejected. We did not get much support for the same from past research.

Derived Model

After testing the hypotheses and deriving the strength of association, we get a relationship model between two groups of variables (Figure 1). The first group comprises of demographic and behavioral variables and the second

Figure 1. *Derived Model*

EPSB-Economic price searching behavior, *QSB*-Quality seeking behavior, *VDB*-Value deriving behavior.

Note. * Value denoting above is the contingency coefficient value and with probability value which is given within bracket.

group comprises of EPSB, QSB, and VDB. These relationships, which are also significant statistically, explain women's shopping orientation.

The model can be stated as a validated model as the relationship between the facets and variables (demographic and behavioral) is already well established in Asian, European, and North American contexts. The relationship between EPSB and its successor variables (age, income, brand loyalty) is already established in the Asian, European, and North American contexts (refer to Table 4). We got empirical evidence for the relationship between QSB and income in North American countries ; whereas, the relationship between QSB and brand loyalty is well established by Asian and North American researchers. We also got empirical evidence for the relationship between VDB and brand loyalty in the Asian context, which also strengthens the validation of the model.

Managerial and Theoretical Implications

Marketers are always worried about brand switching since the brand switch is much costly for the marketers. From the basic understandings related to marketing, we know that maintaining an existing customer is less expensive in comparison with searching for a new customer. Hence, understanding one avenue to make customers brand loyal is good and value-oriented learning for a marketer. Especially, marketers are more interested in women consumers and their reason for becoming brand loyal since women's footfall in retail outlets is more than that of their male counterparts. Moreover, women who do not even visit the retail outlets may have more influence in decision making for their family. The present research is marked special as it identifies related facets that influence more on the brand loyalty of the women. This work would help the marketers to earn more sustainability of the business in the long run and become an enabler of the short-term goal of profit. This work would help to operate a business to fetch sustainable business revenue, and that leads to employment generation in direct and indirect ways. Successful and prospering business has to expand its operations and generate employment for the firm. On the other way around, some businesses, while they expand, add new channel partners and they also contribute towards generating employment in society.

Conclusion

This research augments the existing literature by adding a new model related to the shopping orientation of women. This work would help the readers and researchers to understand three facets of the shopping orientation of women namely EPSB, QSB, and VDB. It is a new understanding especially for the context of India since no such previous work has been carried out on the stated issue. Moreover, this research has also established the nature of the relationship between three facets (namely EPSB, QSB, and VDB) and two variables (namely age and income). This is in the context of India which is one of the emerging and BRIC nations and global investment is eyeing on the business environment of the same.

Limitations of the Study and Scope for Further Research

This research is suffering from a minor limitation. The said limitation is related to a smaller geographic area (Kolkata Municipal Area) from where the sample responses were collected. Definitely, if the responses were chosen from other areas of West Bengal, the results would be stronger and more convincing. There are at least two future scopes of the present research. This research is product-independent. So, there is a scope to reexamine the model for FMCG, consumer durables, and service products like insurance. Since consumer choice heuristics are different for all these product and service categories, there may be a smaller variation of the model. This research has been carried out on women. Some future research studies may be carried out on males with reference to exclusive products for male consumers.

Authors' Contribution

This empirical paper is the result of the teamwork of both authors. Dr. Kaushik Mandal made a significant contribution in developing and planning the empirical research for the said paper. Saswati Roy played an important role in the execution of that planning under the guidance of Dr. Mandal. The introduction of the research was contributed by Dr. Mandal. Ms. Roy surveyed the vast literature to map the research gap. The methodology and the questionnaire were designed by Dr. Mandal, and both the authors made a notable contribution in the execution of the methods. Numerical computation was done by Ms. Roy under the supervision of Dr. Mandal.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this manuscript.

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About the Authors

Saswati Roy is a part-time Doctoral Student of marketing in the Department of Management Studies, National Institute of Technology, Durgapur, West Bengal, India. She has done her post graduation in business administration. She has one publication to her credit.

Dr. Kaushik Mandal is an Associate Professor of marketing in the Department of Management Studies, National Institute of Technology, Durgapur, West Bengal, India. He has been serving academics for more than 20 years. He has published more than 20 indexed international publications.