Does gender influence shopping behavior?
Gender and Shopping Habits

In a world where personalization is paramount, every shopper attribute matters. We know that shoppers want a unique experience tailored to their needs and preferences, but in the latest Retail Perceptions survey “Does gender influence shopping behavior?” both genders are clear in that what they demand from retailers is not so different from each other. When it comes to what, how and why they buy, shoppers’ behaviors are intertwined, yet still distinct. With lines blurring, the opportunity for retailers lies in creating an experience that delights all shoppers.

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Focus on the in-person experience first:

For retailers with an in-store and an online presence, all shoppers say that the two most important factors in choosing where to shop are price and a clean store.

The availability of product samples, friendly and knowledgeable associates, and a positive checkout experience all ranked higher for both genders than the store’s ability to have a seamless online experience.
The profile of shoppers today:
From technology to timing, male and female shoppers do have some notable differences

More male shoppers will:
- Try competing brands for products they like
- Sign up for retailer apps
- Read all product information before purchasing
- Sign up for loyalty cards

More female shoppers will:
- Make an impulse purchase
- Invite others to shop with them
- Shop for leisure

⚠️ 25% of men purchase products marketed toward the opposite gender for their own use

⚠️ 46% of women purchase products marketed toward the opposite gender for their own use

For online shoppers, nearly 10% of men shop through a retailer’s app—only 2% of women shop on a retailer’s app.

44% of men who use mobile wallets—have left a retailer without making a purchase because the retailer didn’t accept that payment option. Only 34% of women have done the same.
The Human Connection...

The impact associates within a store have on shoppers is nearly identical for both genders

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<tr>
<th></th>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td>Have purchased a product that they hadn’t heard of before because a store associate recommended it</td>
<td>55%</td>
<td>52%</td>
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<tr>
<td>Would rather learn about a product from a store associate rather than research it themselves</td>
<td>39%</td>
<td>37%</td>
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<tr>
<td>Have stopped shopping at a retailer because of a bad experience with a store associate</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Have purchased additional items because a store associate recommended it</td>
<td>67%</td>
<td>64%</td>
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...Versus the Connection to Technology

80% of women and 77% of men who download retailer apps, use them while they shop in the store

44% of men feel that receiving mobile alerts from the store they are shopping in during shopping trips would improve their in-store experience—that number drops slightly to 39% for women

56% of females and 60% of males would prefer to communicate with a retailer through a store associate rather than with a mobile device.
Utilizing mobile wallets may help increase your bottom line. Results from our Retail Perceptions report showed that 62 percent of men and 58 percent of women who currently use mobile wallets would spend more at a retailer that accepts them. Although many products are marketed specifically toward men or women, our survey found that 46 percent of women purchase products marketed toward the opposite gender for their own use while only 25 percent of men do so. Over 62 percent of women purchase these products because they believe the quality to be better, 60 percent purchase them because they prefer the design or color, and 55 percent because it’s cheaper than the female alternative. Products marketed toward a specific gender may appeal to the opposite gender – be strategic on where you place items that can be used by both males and females.

Opportunities for Retailers and CPGs

Despite our differences, men and women generally find much in common with one another when it comes to the retail experience. Whether it’s through an associate or a store-specific app, there are a number of ways retailers and CPGs can effectively enhance customer engagement almost equally between genders. Here are some options any store can explore in leveraging shopping preferences for men and women.

1. **Don’t Forget Your Associates**
   Our latest Retail Perceptions report found that technology doesn’t measure up to a real experience with another person. Results showed that 56 percent of females – and 60 percent of males – would prefer a store communicate with them via store associates than via mobile device. Not only do shoppers prefer a human connection, but that connection can have significant contributions to your bottom line. According to our survey, 64 percent of men and 67 percent of women have purchased additional products because a store associate recommended it.

2. **Speak Your Customers’ Language**
   A staggering 80 percent of women and 77 percent of men who download retailer apps use them while they shop in-store. For retailers, this means that their shoppers are engaged and opening more lines of communication. It’s a perfect opportunity to offer personalized deals and discounts, and improve the shopper experience.

3. **Social Media Matters**
   Both men and women say the top reasons they follow their favorite retailers on social media are to get product information and to enter competitions. Retailers can use social media to communicate with shoppers – regardless of gender – at any time. It’s a great way to share product information or details about upcoming special events.

4. **Welcome Mobile Wallets**
   Utilizing mobile wallets may help increase your bottom line. Results from our Retail Perceptions report showed that 62 percent of men and 58 percent of women who currently use mobile wallets would spend more at a retailer that accepts them.

5. **Cater to Gender Benders**
   Although many products are marketed specifically toward men or women, our survey found that 46 percent of women purchase products marketed toward the opposite gender for their own use – while only 25 percent of men do so. Over 62 percent of women purchase these products because they believe the quality to be better, 60 percent purchase them because they prefer the design or color, and 55 percent because it’s cheaper than the female alternative. Products marketed toward a specific gender may appeal to the opposite gender – be strategic on where you place items that can be used by both males and females.

For more information on connecting with shoppers in meaningful, results-driven ways, visit InteractionsMarketing.com.
Interactions is the global leader in innovative retail solutions including product demonstrations, event marketing, consumer insights and merchandising services.

Interactions works with the world’s leading retailers and CPGs to execute in-store merchandising programs and approximately 3 million events every year.

We offer integrated sales and marketing programs that engage shoppers in-store and outdoor, and provide insights into shopper behavior and customer service that enable retailers and brands to make smarter business decisions and drive significant sales increases.

Founded in 1988, the company has offices around the globe and operates in North America, Europe, South Africa, Australia and Asia.

For more information, visit interactionsmarketing.com.

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