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# **Identifying the personality types of women shoppers and their influence on retail store in Puducherry supermarkets**

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### **Abstract**

Personality is often a good predictor of one's consumer behaviour. A personality is the computation of an individual's traits, which on the other hand make him unique. This also includes a person's level of confidence, innovativeness, self-sufficiency, friendliness, emotional intelligence, and assertiveness. Early attempts at understanding consumer behaviour relied mainly on psychoanalytic theory, which stated that the human personality system consists of the id, ego and superego. This research paper focusses on different personalities of women shoppers and further their influence towards supermarkets. This paper focusses on primary data.

**Keywords:** Women shoppers, Behaviour, Shopping style, psychoanalytic theory

### **1. Introduction**

The subject matter of consumer shopping behaviour has been focused over individuals and the aspects that have an impact on their decisions to spend their income on consumption-related items. The conception and conjecture of consumer shopping behaviour have pinched upon various disciplines as psychology, sociology, social psychology, cultural anthropology, and economics.

Personality is often a good predictor of one's consumer behaviour. A personality is the computation of an individual's traits, which on the other hand make him unique. This also includes a person's level of confidence, innovativeness, self-sufficiency, friendliness, emotional intelligence, and assertiveness. Early attempts at understanding consumer behaviour relied mainly on psychoanalytic theory, which stated that the human personality system consists of the id, ego and superego. Freudian theory was considered to be the foundation for this application, and created the scope of motivation research. Socio-psychological theory identifies the association between the individual and society. The theory says that social rather than biological instincts are the most important factors in building personality, and that our behaviours are motivated to meet those needs.

In the retailing scenario, shopping behaviour is defined as "the actions people engage in when choose, purchase and use the products so as to satisfy their needs and desires". The total conjecture and idea of shopping has undergone an attention by drawing change in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India.

Women are considered to be the potential customers in the world as they are in command of almost eighty percent of the household spending. According to Laermans (1993)<sup>[7]</sup>, "Women were redefined as proficient shoppers and their performance of their traditional roles was thoroughly 'commodified' or redefined in terms of commodities." Shopping behaviour covers the fundamental influences and motives for purchase of these shoppers. The factors like economic, cultural, technological and political factors influence the retail shopper behaviour. Goswami and Mishra (2009)<sup>[5]</sup> noted that the dimensions that are significant for grocery store choice are: price-conscious, product assortment, behaviour of the store staff, cleanliness, quality, deals, promotions, ease of shopping, location/distance, in-store specialty, store signage/ambience, parking, expenditure, number of times shopping and so on. This article aims to identify the personality profiles of the women shoppers who do their shopping at the organised retail stores and also study the retail store factors that have an influence over the shopping behaviour of these personality types.

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## Review of Literature

Crosby and Grossbart (1984)<sup>[3]</sup> made a report stating that low correlation between measures of personality traits and discrete instances of consumer behaviour in many past research works. Sproles and Kendall (1986)<sup>[6]</sup> believed that consumer decision-making style is a mental orientation which characterizes how consumer approaching process of making purchasing choices is. The study also admitted that a consumer may have different consumer styles for each product category because some flexibility in consumer styles is likely to occur just as individual personality is flexible. Arnould, Prize and Zinkhan (2002)<sup>[1]</sup> indicated personality as the distinctive and enduring patterns of thoughts, emotions, and behaviours that characterized each individual's adaptation to the situations of his or her life. They also revealed that personality traits only explain about 10 percent of the variation in consumers' purchase, product preference.

## Objective Of the Study

- To analyze the influence of retail store attributes on the personality types of the women shoppers

## Research Methodology

The study is based on descriptive research method. The personality scale was adapted "A Short Rating Scale as a Potential Measure of Pattern a Behaviour" developed by R.W. Bortner (1969)<sup>[2]</sup>. This scale contains seven questions to identify the consumers' personality. The aim of this scale is to identify whether personality of the women respondents are influenced by the organized retail store factors. An eight-point semantic differential scale was used to measure the type A and type B personality of the respondents. The scale consisted of 14 questions divided into two parts based on 8 point semantic differential scale method. The respondents were asked to circle any number from 1- 8. The scores are totaled and it is multiplied by 3. Based on the result of the total score the respondents with points less than 100 are considered to be Type B and the respondents with points above 100 are considered to be Type A personality.

The table 1 illustrates the personality profiles of the shoppers.

**Table 1:** Personality Profiles

Type A	Type B
Always on the move	Not concentrated about time
Walk, eat and speak rapidly	Always patient
Competitive	Doesn't brag
Measures success by quantity	Plays for fun, not to win
Always impatient	Relaxes without guilt
Constantly feels under time pressure	Has no pressing deadlines
Does two things at the same time	Mild mannered
Aggressive	Never in a hurry

**Source:** Adapted from R.W.Bortner, "A Short Rating Scale as a Potential Measure of Pattern Behaviour", Journal of Chronic Diseases, Vol. 22, 1966, pp. 87-91.

Using the scale, the personality profiles of the women shoppers are identified. Based on the results the respondents were administered with a questionnaire containing the factors that influence the shoppers. The aim of this questionnaire is to identify whether personality of the women respondents are influenced by the organized retail store factors. The study was pilot tested and the detailed research was carried on 470 respondents. The sample size was determined using the mean and standard deviation values of the retail scale (Ramprabha, 2013) from the pilot study. The respondents were selected using mall intercept sampling. Purpose of the study was explained to the respondents and the response was identified by the researcher on personal interview method. Personal interviews were done whereby questionnaires were administered to the selected sample in order to extract detailed information on the topic and clarify complex questions. The secondary data were collected through books, journals, magazines and from internet sources. The research instrument is then analyzed using independent sample t-Test.

## Analysis and Interpretation

**Table 2:** Mean, Standard Deviation of Retail Factors on Personality of the Respondents

Retail Factors	Type of personality	N	Mean	SD	t value	Sig
Atmospherics	Type A	240	3.84	.79	9.73	<0.001**
	Type B	230	3.05	.94		
Layout	Type A	240	3.76	.86	9.36	<0.001**
	Type B	230	2.96	.98		
Merchandise	Type A	240	3.71	.81	10.99	<0.001**
	Type B	230	2.82	.93		
Social	Type A	240	3.77	1.02	11.79	<0.001**
	Type B	230	2.63	1.05		
Price/promotions	Type A	240	3.89	.77	13.47	<0.001**
	Type B	230	2.80	.98		
Service	Type A	240	3.99	.79	13.25	<0.001**
	Type B	230	2.91	.97		
Staff	Type A	240	3.94	.85	13.82	<0.001**
	Type B	230	2.71	1.06		

**Source:** Primary data; \*5 percent level; \*\*1 percent level

From the table 2 it is interpreted that the respondents who are type A personality are highly influenced by the store atmospherics factors as seen from the mean value 3.84 and the respondents of type B personality are less influenced by

the store atmospherics factors with a mean value 3.05. The mean value varies from 3.84 to 3.05 which indicate that the type of personality of the respondents is influenced high to low level for store atmosphere factors.

The P value indicates that there is a significant difference between personality type of the respondents and the store atmosphere factors at 1 percent level.

The respondents who are type A personality are highly influenced by the layout factors as seen from the mean value 3.76 and the respondents of type B personality are less influenced by the layout factors with a mean value 2.96. The mean value varies from 3.76 to 2.96 which indicate that the type of personality of the respondents is influenced high to low level for store layout factors. The P value indicates that there is a significant difference between personality type of the respondents and the store layout factors at 1 percent level.

The respondents who are type A personality are highly influenced by the store merchandise factors as seen from the mean value 3.71 and the respondents of type B personality are less influenced by the store merchandise factors with a mean value 2.82. The mean value varies from 3.71 to 2.82 which indicate that the type of personality of the respondents is influenced high to low level for store atmosphere factors. The P value indicates that there is a significant difference between personality type of the respondents and the store merchandise factors at 1 percent level.

The table shows that the respondents who are type A personality are highly influenced by the social factors as seen from the mean value 3.77 and the respondents of type B personality are less influenced by the social factors with a mean value 2.63. The mean value varies from 3.77 to 2.63 which indicate that the type of personality of the respondents is influenced high to low level for social factors. The P value indicates that there is a significant difference between personality type of the respondents and the social factors of the store at 1 percent level.

The table shows that the respondents who are type A personality are highly influenced by price/promotion factors as seen from the mean value 3.89 and the respondents of type B personality are less influenced by price/promotion factors with a mean value 2.80. The mean value varies from 3.89 to 2.80 which indicate that the type of personality of the respondents is influenced high to low level for price/promotion factors. The P value indicates that there is a significant difference between personality type of the respondents and price/promotion factors of the store at 1 percent level.

The table shows that the respondents who are type A personality are highly influenced by the service factors as seen from the mean value 3.99 and the respondents of type B personality are less influenced by the service factors with a mean value 2.91. The mean value varies from 3.99 to 2.91 which indicate that the type of personality of the respondents is influenced high to low level for service factors. The P value indicates that there is a significant difference between personality type of the respondents and the service factors at 1 percent level.

The table shows that the respondents who are type A personality are highly influenced by the store staff factors as seen from the mean value 3.94 and the respondents of type B personality are less influenced by the staff factors with a mean value 2.71. The mean value varies from 3.94 to 2.71 which indicate that the type of personality of the respondents is influenced high to low level for staff factors. The P value indicates that there is a significant difference between personality type of the respondents and the staff factors at 1 percent level.

The results demonstrate that the personality types of the women shoppers have a significant influence over the retail store factors. It is noted that respondents of type A personality are highly influenced by the retail factors and the respondents of type B personality are less influenced by the retail factors. (Newstrom, John and Davis, 2006) stated that the Type A personality respondents, enjoy their success so much that they disregard their surrounding stress. Because of their concern for quantity and speed, the type A personality respondents rely on their past experience, rather than allocating time to develop unique solutions. Type B personality respondents seem to have an inherent tendency to accentuate negative aspects of the service (Robbins, 2007) [8]. Bhasin (2006) inferred that consumer purchase products to reflect their personality and noted that the retailers should merchandise their products keeping in mind the personality types of their target customers.

### Conclusion

This study enables the retailers to understand the way the customers perceive the various retail factors as by understanding their personality types. Hence the study helps the retail manager in making complex decisions in selecting their target markets and retail locations; determining what merchandize and service to offer; training and motivating sales associate and deciding to price, promote and present merchandize. It is found that women shoppers, despite of their personality they are influenced towards the retail factors of the store. They find supermarkets as a one stop shop for all their requirements to be fulfilled. Though they are regular to the store still they have the habit of comparing the price and quality with the other stores. This is where the retailers have to take the lead and attract them with new offers styles and discounts as well assortments in the products and inclusion of newbie's. This is would enable to hold the shoppers and make them potential customers in future.

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