

Impact of Gender on Personal Values of Gen Z – An Opportunity Post Covid-19

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Abstract

Understanding the shopping pattern of the customers is vital for an organization to attract and retain customers. This behavior is highly backed by the personal values of the individuals. In the present scenario the shopping pattern of a Gen Z depend upon the numerous factors such as brand genuineness, social media influence, affordability and flexible payment options. Thus, the buying process includes browsing for information, obtaining decision, assessment of alternatives and buying the artefact. The major impact depends on the buyer's individual quality and their fondness. This creates a base to analyze the footwear shopping pattern and personal values of Gen Z.

Keywords— Gen Z, shopping patterns, samples t-test.

INTRODUCTION

The buying behavior of an individual was forced by culture, social system, intellectual and subjective factors. Buying actions is the way in which an individual acts when she buys or avails any products or services comparable as what to purchase, when to purchase, where to take, from whom to pick up and for what volume to buy. Rockeach (1973), explored that the value is a persisting trust that a certain method of conduct is exceptional to the other and value is also intended an abstract and tangled notion that can furnish persistence to consumer behavior. Scott et al (1977), assumed that valuation may substantiate utmost significant reasons and effects on consumer behavior. Value and desires are clearly linked with usage deal and the values are the consequence of sensibility that accompany the purchase experience, the

consumer being the potential variable that bonds the passion and values.

Footwear is the utmost selected attire categories where youth moreover have the position to settle on self-governed purchasing choices. It's critical to assume about the actions of young grown-ups towards footgear, since footwear are the most routinely bought thing by young grown-ups and they become formulators and sentiment frontiers. Whatever young grown-ups do now portend what else established statistic gatherings will follow sooner rather than latterly. As youngster are a significant neutral gathering for selection, it's important to acknowledge the variables that impact the foot wear buyer preference. Exceptionally lower notation is accessible to think about what this buyer quests for while considering foot wear brands. This enormous bit correctly is critical for footwear makers and advertisers as they promise continuance demand and apply

significant effect on their folks', peers just as their veritably own spending. Values are generally regarded as the most deeply embedded, abstract phrasings of how and why consumers bear as they do. Values ply a major influence on the consumer's decision making in any situation where a conflict of choice exists. It's extensively accepted that choice criteria are grounded on an existent's social values. Particular values are conceded as an underpinning determinant of consumers' approach.

A significant number of experimenters suggest that values affect few aspects of consumer approach. Values are thus said to be internal images that affect a wide range of consumer approach. These in turn impact the way a person is likely to bear in a specific situation. It is largely a function of core artistic beliefs and values. Values are passed on from parents to children and are corroborated by the major institutions of society similar as seminaries, business and government, the mass media, reference groups, etc.

For numerous times, demographic segmentation is the base in which marketers used to target consumers. Though demographic still continues to be the most favoured and easier approach to segmentation, experimenters have established that they don't give a complete understanding of the individual consumer. The introductory difference between the two types is that while demographics portion consumers on their likeliness, psychographics portion consumers on their individual differences. Demographics help to make an original step into request sizing and segmentation.

The contemporary inquiry examines the youth shopping patterns in purchasing footwear from a view where esteems are measured as the essential trigger for definite leadership buying pattern. Foot wearing things are chosen on the motive that they are viewed as elegant, symbolical items involved with personage. Evidences on attire shopping pattern will furnish imperative input to construct and validate hypotheses of shopping patterns and could govern future research.

Literature review

Rankawat et al (2011) explored the context between Values and Clothing pattern of graduate students. The investigation was executed on young students from universities in Jaipur. Outcomes disclosed that, monetary incentive stands top and their educative nature makes an effect on attire behavior. Also, they discovered that stylish and monetary apparel esteems have progressively prime conditions in the value plan of women.

Backwell & Mitchell (2003), inspected the underlying leadership patterns of young female Generation Y shoppers in the UK. Five vital particulars were recognized in the examination. In the supplementary examination on underlying leadership patterns of male shoppers in the UK the whole of the first few faces in addition to four novel qualities in particular were additionally distinguished. The investigation equally exhibited the certain gatherings of male clients with various basic leadership patterns. Afterward, the examination utilized towards certain male and female college pupil in UK, to reflect about their fundamental leadership patterns. They found that nine basic leadership patterns were vital to the population.

Methodology

The purpose of the study is to find the connection between gender and personal values. This also explores the significant differences created by the gender with different shopping patterns. The existing examination uses primary data for forming evidences to assess the hypothesis, and used supplementary data for enabling it. The purpose of this research is to discover the personal values and its impact on the shopping pattern. The intended respondents for this research will be in the age group from 18 to 24 in Coimbatore.

Results and discussions

Factors of Personal Values

The researcher adopted Exploratory Factor Analysis (EFA) to determine the underlying

dimensions of personal values and shopping style. This multivariate technique helped measure the intercorrelations between all variables in factual data. In addition to that, it can be used to summarize or reduce data based on some underlying relationships.

KMO and Bartlett's test for sample adequacy

The Kaiser-Meyer-Olkin measure of sampling adequacy is the primary descriptive technique used in EFA. KMO and Bartlett's test help ensure whether the data is suitable for factor analysis. As a threshold, if the KMO test value comes out at 0.6 or higher, then the data is suitable for factor analysis. Bartlett's test is adopted to establish the evidence of the relationship among all the variables supposed to investigate. These two tests provided minimum criteria that should be accepted before a factor analysis (or a principal component analysis) could be carried out.

Descriptive Statistics of Personal Values

A total of 34 items were used to assess the personal values of the youngsters. The Exploratory Factor Analysis found nine dimensions in the scale: Sense of Belongs, Self-respect, Security, Fun and Enjoyment in Life, Warm Relationship with Others, Being Well Respected, Self-fulfillment, and Sense of Accomplishment, and Excitement. The respondents were asked to expound their opinion on a five-point Likert scale, ranging from strongly disagree to agree strongly. Descriptive statistics such as mean and standard deviation for each item were calculated using SPSS. The following tables give the values of descriptive statistics of each construct and item.

TABLE I
SENSE OF BELONGS

Items	Mean	SD
I play an essential role in my family when buying footwear.	3.24	1.235
I need to feel there is a place for shopping.	3.52	1.048
I feel appreciated and needed by my closest relatives and friends when shopping for footwear.	3.12	1.227

Being a part of the lives of those with whom I do the shopping is a high priority.	3.18	1.177
Total	3.26	.923

Table I presents the mean and standard deviations of the variables used to measure the respondents' level of sense of belonging. From the Table, it is understood that the respondents needed to feel there is a place for shopping ($\bar{x} = 3.52 \pm 1.048$), followed by they played an essential role in my family when buying footwear ($\bar{x} = 3.24 \pm 1.235$). Further, being a part of the lives of those with whom they do the shopping is a high priority ($\bar{x} = 3.18 \pm 1.177$), and they feel appreciated and needed by their closest relatives and friends when shopping for footwear ($\bar{x} = 3.12 \pm 1.227$). As a total, the respondents have a reasonable amount of sense of belongs ($\bar{x} = 3.26 \pm 0.923$) in purchasing footwear.

TABLE II
SELF-RESPECT

Items	Mean	SD
I try to act in such a way as to face myself in the mirror the following day.	3.55	1.162
If one loses one's self-respect, nothing can compensate for the loss.	3.73	1.194
Even though others may disagree, I will not do anything to threaten my self-respect.	3.72	1.095
I will do what I know to be correct, even when I stand to lose money.	3.56	1.152
Total	3.64	.917

Table II shows the mean and standard deviations of the variables used to assess the respondents' level of self-respect. From the Table, the respondents were agreed that If one loses one's self-respect, nothing can compensate for the loss ($\bar{x} = 3.73 \pm 1.194$), even though others may disagree, they will not do anything to threaten their self-respect ($\bar{x} = 3.72 \pm 1.095$). Further, they will do what they know to be correct, even when they stand to lose money ($\bar{x} = 3.56 \pm 1.152$), and they tried to act in such a way as to face themselves in the

mirror the following day ($\bar{x} = 3.55 \pm 1.162$). Overall, the sample of the study gives more self-respect ($\bar{x} = 3.64 \pm 0.917$).

TABLE III
SECURITY

Items	Mean	SD
I am often concerned about my physical safety.	3.91	1.122
Knowing that I am physically safe is essential to me.	4.01	1.088
My security is a high priority to me.	4.02	1.045
Financial security is essential to me.	3.95	1.040
Total	3.97	.946

Table III exhibits the mean and standard deviations of the variables used to measure the respondents' level of security while purchasing footwear. From the Table, it is known that the respondents gave high priority to their security ($\bar{x} = 4.02 \pm 1.045$), followed by they know that physical safety is paramount ($\bar{x} = 4.01 \pm 1.088$). In addition to that, they agreed that they had been given importance to the financial security ($\bar{x} = 3.95 \pm 1.1.040$), and physical safety ($\bar{x} = 3.91 \pm 1.122$). As a total, the respondents have a high perception towards their safety while purchasing footwear ($\bar{x} = 3.97 \pm 0.946$).

TABLE IV
FUN AND ENJOYMENT IN LIFE

Items	Mean	SD
Having fun is essential when shopping	3.87	1.079
Recreation is an integral part of my life.	3.67	1.039
I work hard at having fun.	3.51	1.101
Total	3.68	.887

Table IV shows the mean and standard deviations of the variables used to assess the respondents' level of fun and enjoyment element in the personal values. From the Table, the respondents were agreed that having fun is essential to them when shopping ($\bar{x} = 3.87 \pm 1.079$). They also accepted that recreation is an integral part of their life ($\bar{x} = 3.67 \pm 1.039$), and

they work hard at having fun ($\bar{x} = 3.51 \pm 1.101$). As a total, the sample of the study highly perceived fun and enjoyment during shopping ($\bar{x} = 3.68 \pm 0.887$).

TABLE V
WARM RELATIONSHIP WITH OTHERS

Items	Mean	SD
I often comment on their efforts, even when they fail.	3.05	1.304
I try to be as open and genuine as possible with others.	3.76	1.067
Without my close friends, my life would be much less meaningful.	3.59	1.166
I value warm relationships with my family and friends	4.03	1.012
Total	3.61	.773

Table V presents the mean and standard deviations of the variables used to measure the respondents' level of perception of warm relationships with others. From the Table, it is understood that the respondents valued warm relationships with their family and friends ($\bar{x} = 4.03 \pm 1.012$), followed by they tried to be as open and genuine as possible with others ($\bar{x} = 3.76 \pm 1.067$). Further, they accepted that without their close friends, their life would be much less meaningful ($\bar{x} = 3.59 \pm 1.166$), and they often commented others on their efforts, even when they failed ($\bar{x} = 3.25 \pm 1.304$). Overall, the respondents have an intention to create a warm relationship with others ($\bar{x} = 3.61 \pm 0.773$).

TABLE VI
BEING WELL RESPECTED

Items	Mean	SD
I strive to retain a high status among my friends.	3.21	1.225
I am easily hurt by what others say about me.	3.26	1.271
The opinions of others are essential to me.	3.04	1.203
I care what others think of me.	3.00	1.249
Total	3.13	.977

Table VI shows the mean and standard deviations of the variables used to assess the

respondents' opinion in being well respected. From the Table, the respondents were agreed that they were easily hurt by others ($\bar{x} = 3.73 \pm 1.194$), and they strived to retain a high status among their friends ($\bar{x} = 3.21 \pm 1.225$). Further, they were neutral on the importance of others' opinions ($\bar{x} = 3.04 \pm 1.203$), and the care of others' opinions ($\bar{x} = 3.00 \pm 1.249$). Overall, the sample of the study shows a moderate opinion on being well respected by others ($\bar{x} = 3.13 \pm 0.977$).

TABLE VII
SELF-FULFILMENT

Items	Mean	SD
I treat myself well.	4.03	1.012
I desire the best and often give myself.	3.94	1.048
I like to buy the best of everything when I go shopping	3.85	1.017
Meeting my desires is a full-time job when buying.	3.58	1.132
Total	3.85	.860

Table VII shows the mean and standard deviations of the variables used to assess the respondents' level of self-fulfilment. From the Table, the respondents were treated themselves well ($\bar{x} = 4.03 \pm 1.012$). They desired the best and often gave to them ($\bar{x} = 3.94 \pm 1.048$), liked to buy the best of everything during shopping ($\bar{x} = 3.85 \pm 1.017$), and satisfying their desires is a full-time job when buying ($\bar{x} = 3.58 \pm 1.132$). As a total, the samples of the study highly intended to self-fulfil during shopping ($\bar{x} = 3.85 \pm 0.860$).

TABLE VIII
SENSE OF ACCOMPLISHMENT

Items	Mean	SD
I need to feel a sense of accomplishment from my shopping.	3.74	1.012
Getting things done is always high on me.	3.69	1.028
I tend to set and strive to reach my goals.	3.86	.993
Total	3.76	.855

Table VIII presents the mean and standard deviations of the variables used to measure the respondents' sense of accomplishment. From the Table, it is found that the respondents tend to set and strive to reach goals ($\bar{x} = 3.86 \pm 0.993$), followed by they needed to feel a sense of accomplishment from shopping ($\bar{x} = 3.74 \pm 1.012$), and they highly preferred getting things done ($\bar{x} = 3.69 \pm 1.028$). As a total, the respondents showed a high sense of accomplishment during shopping ($\bar{x} = 3.26 \pm 0.923$).

TABLE IX
EXCITEMENT

Items	Mean	SD
I enjoy doing things out of the ordinary.	3.82	1.074
I strive to fill my life with exciting activities.	3.80	1.035
I thrive on parties.	3.22	1.171
I consider myself a thrill-seeker.	3.45	1.103
Total	3.58	.871

Table IX shows the mean and standard deviations of the variables used to assess the respondents' level of excitement when shopping. From the Table, the respondents were agreed that they were enjoying things out of the ordinary ($\bar{x} = 3.82 \pm 1.074$), and they strived to fill life with exciting activities ($\bar{x} = 3.80 \pm 1.035$). Further, they considered themselves thrill-seekers ($\bar{x} = 3.45 \pm 1.103$), and they thrived on parties ($\bar{x} = 3.22 \pm 1.171$). Overall, the samples of the study were excited during the shopping ($\bar{x} = 3.82 \pm 1.074$).

Genderwise Classification

The researcher used percentage analysis to understand the gender profile of the respondents.

Table X shows the distribution of young adults by their gender about personal values and shopping style of footwear.

TABLE X
RESPONDENTS BY GENDER

Gender	Frequency	Per cent
Male	432	55.7
Female	344	44.3
Total	776	100.0

The table states that more than half (55.7%) are males and the remaining 44.3 per cent are females included in the sample for the study

Influence of Gender on Personal Values

The respondents' demographic context is vibrant in shaping personal values. This section examines the substantial difference between gender and personal values. And also, to evaluates the significant alterations of gender on personal values, this study employs a parametric approach of independent sample t-test.

TABLE X
INFLUENCE OF GENDER ON PERSONAL VALUES –
INDEPENDENT SAMPLES T-TEST

	Gender	Mean	SD	Statistical inference
Sense of Belongs	Male	3.17	.963	t = -3.08
	Female	3.38	.858	0.002<0.05, Significant
Self-respect	Male	3.57	.897	t = -2.298
	Female	3.72	.937	0.022<0.05, Significant
Security	Male	3.83	.977	t = -5.002
	Female	4.16	.873	0.001<0.05, Significant
Fun and Enjoyment in Life	Male	3.56	.938	t = -4.35
	Female	3.83	.794	0.001<0.05, Significant
Warm Relationship with Others	Male	3.54	.785	t = -2.763
	Female	3.69	.750	0.006<0.05, Significant
Being Well Respected	Male	3.10	1.015	t = -0.843
	Female	3.16	.927	0.4>0.05, Not significant
Self-fulfillment	Male	3.77	.855	t = -2.826
	Female	3.95	.857	0.005<0.05, Significant
Sense of Accomplishment	Male	3.67	.882	t = -3.471
	Female	3.88	.807	0.001<0.05, Significant
Excitement	Male	3.48	.904	t = -3.312
	Female	3.69	.815	0.001<0.05, Significant

Gender and Personal Values

The diverse insights of male and female towards personal values are assessed through the independent samples t-test.

From table X, it is found that female respondents show a high sense of belongs ($\bar{x} = 3.38 \pm 0.858$) than the male respondents ($\bar{x} = 3.17 \pm 0.963$). The t value for this mean difference is statistically significant ($t = -3.08$, $p < 0.05$) at 5 per cent level. Therefore, there is a significant difference in the sense of belonging of male and female respondents.

Regarding self-respect, the female has a high mean ($\bar{x} = 3.72 \pm 0.937$) than the male youngsters ($\bar{x} = 3.57 \pm 0.897$). This mean difference between the gender is statistically significant ($t = -2.298$, $p < 0.05$) at 5 per cent level. Therefore, male and female significantly differ in terms of self-respect.

As for security concerns, female showed high mean value ($\bar{x} = 4.16 \pm 0.873$) than the male ($\bar{x} = 3.83 \pm 0.977$). The independent samples t-test confirmed that the mean difference between male and female in the perception of security is statistically significant at a 5% level ($t = -5.002$, $p < 0.05$). Therefore, it is concluded that the female has significantly differed from the male in security concerns.

Further, it comes to know that the female shows high average score fun and enjoyment in life element ($\bar{x} = 3.83 \pm 0.794$) than the male ($\bar{x} = 3.56 \pm 0.938$). The t value for this mean difference is statistically significant ($t = -4.35$, $p < 0.05$) at 5 per cent level. Therefore, it is concluded that there is a significant difference in the perception of fun and enjoyment life of male and female respondents.

Regarding the warm relationship with others, the female has a high mean ($\bar{x} = 3.69 \pm 0.750$) than the male youngsters ($\bar{x} = 3.54 \pm 0.785$). This mean difference between the gender is statistically significant ($t = -2.763$, $p < 0.05$) at 5 per cent level. Therefore, male and female significantly differ in terms of warm relationships with others.

As for being well-respected concerns, female show high mean value ($\bar{x} = 3.16 \pm 0.927$) than the male ($\bar{x} = 3.10 \pm 1.1015$). but the independent samples t-test confirmed that the

mean difference between male and female in the perception of being well respected is statistically not significant ($t = -0.843$, $p > 0.05$). Therefore, there is no significant difference created by gender on the feeling of being well respected.

From the Table, it is found that female respondents show a high sense of self-fulfillment ($\bar{x} = 3.95 \pm 0.857$) than the male respondents ($\bar{x} = 3.77 \pm 0.855$). The t value for this mean difference is statistically significant ($t = -2.826$, $p < 0.05$) at 5 per cent level. Therefore, it is found that there is a significant difference in the feel of self-fulfillment of male and female respondents.

Further, it clears that the female shows a high mean score in their sense of accomplishment ($\bar{x} = 3.88 \pm 0.807$) than the male ($\bar{x} = 3.67 \pm 0.882$). The t value for this mean difference is statistically significant ($t = -3.471$, $p < 0.05$) at 5 per cent level. Therefore, it is concluded that there is a significant difference in the sense of accomplishment of male and female respondents.

Regarding the excitement, again, the female shows high ($\bar{x} = 3.69 \pm 0.815$) than the male youngsters ($\bar{x} = 3.48 \pm 0.904$). This mean difference between the gender is statistically significant ($t = -3.312$, $p < 0.05$) at 5 per cent level. Therefore, male and female significantly varied in terms of getting excitement in shopping.

Conclusion

The personal values improve the content of marketing, and leads to more operative and end user aimed marketing programs. Personal values complement with the outgrowth of marketing discipline and inspire the research works. This study reveals that personal values such as self-respect, sense of belonging, security concerns, warm relationships with others, perception of fun and enjoyment life, sense of accomplishment, feel of self-fulfillment and terms of getting excitement have significant impact on the gender of the youngsters. And also, it is noted that there is no difference in the feeling of being well respected with the gender.

The current research is restricted to personal values and patterns of youngsters in the Coimbatore region. There is a greater scope for extending it to middle aged individuals with different geographic region and for a particular brand.

Hence the study reveals that personal value towards purchase of footwear differs among the young girls and boys, expect for the feeling of being well respected.

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