

GENDER AND MARKET: A SOCIOLOGICAL ANALYSIS OF COMPARISON BETWEEN TRADITIONAL MARKET AND SHOPPING MALL

Aayushi Verma, Pawan Kumar Misra

Department of Sociology, University of Lucknow, India

Author corresponding: Aayushi Verma - Email: aayushivermajnu01@gmail.com

Article History: Received on 05th June 2021; Revised on 22nd July 2021; Published on 18th December 2021

Abstract: This investigation attempts to discover the factors liable for various purchasing conduct of customers of traditional market (tribal market and rural market) and shopping centre and how sexual orientation assumes a significant part in the buyers purchasing motives and decisions. This paper takes into account an assortment of factors that keep on affecting the purchasing motives and decisions with changing marketplaces and with respect to gender contrasts. It investigates how sexual orientation in different aspects are associated with market be it as a consumer or in workforce. The paper likewise examines, how even the items and brands are gendered. This study further investigates shopping propensities in different types of markets in India and endeavours to recognize and differentiate potential contrasts between genders utilizing various studies. The paper attempts to analyse various previous investigations regarding two unique sorts of market and tried to understand consuming behaviour of patrons on these two types of markets.

Key words: shopping mall; rural market; tribal market; gender.

1. Introduction

Gender

Sex in this investigation is operationalized as a double build – male/female – and is named as 'gender' instead of 'sex', since sex is seen as both a natural and sociological cycle (Babin & Boles, 1998; Wolin & Korgaonkar, 2003). Unlike sex, our sex isn't innately decided (West & Zimmerman, 1987); rather it is built, created, and refined through social and social trades (Ridgeway, 2009). This appears to come from the way that the customary division of work at home required the man, the spouse and father, to be the provider while the lady, the wife and mother, was relied upon to deal with the family and the home. She embraced the

childcare and essentially all the family unit tasks, including looking for the whole family. Regardless of the way that sexual orientation jobs in different backgrounds have extended because of ladies being utilized external the home, ladies keep on being the chief purchasing specialists for most of families (Alreck & Settle, 2002; Lunt & Livingstone, 1992).

Women have picked up more noteworthy monetary autonomy and obligation. This is expected to a limited extent to the way that a larger number of women graduate school every year than men

This is very much evident in the study of Okoroafo et al. (2010)

“The baby boom generation has created a group of women who are well educated, financially independent, and capable of making their own investment and purchasing decisions. Women currently account for eighty-five percent of consumer purchases in the United States” (Okoroafo et al., 2010).

Cite this article as: Aayushi, V., Pawan, K. M. (2021). Gender and market: a sociological analysis of comparison between traditional market and shopping mall. *UED Journal of Social Sciences, Humanities and Education*, 11(2), 1-10 <https://doi.org/10.47393/jshe.v11i2.982>

Further in the study of Heermann (2010) it was found that A dominant part of choices made by men are for themselves while a lion's share of choices for ladies are about others. A lady commonly settles on monetary choices for herself, her better half, her kids, and even her folks.

Tribal Market

Tribal market, otherwise called haats (in some places in India), are held in better places every day. Tribal individuals bring distinctive farming items or woods produce *char chironji, harra, bahera, Amla, Aam, Bhilma, Roots, Muhlaien leaf, Mushroom* and so forth to the market for sell or trade to get other basic things. Many clans individuals from various towns, each represent considerable authority in an alternate specialty or ability, combine in one spot to exchange their products. Cash just started being utilized a couple of years back. Before that, one resident may attempt to utilize the splendid fluorescent saris her clan had some expertise in making, to deal for sacks of *mahuwa* blossoms that filled in plenitude in another town and were utilized to mix nearby alcohol. Another resident may take some ringer metalwork, made in his town utilizing the extremely old method of wax-string trim, and attempt to trade it with another town's nearby delicacy (*Excerpts from BBC*)

Some western researchers like Franz Boas, Richard Thurnwald and Malinowski characterized crude financial aspects. Their investigation predominantly dependent on financial inspiration as shared pieces of social cycle that keep up solidarity in the presence of social request and create friendly correspondence. Boas' ethnographic investigations of the Eskimos (1888), Kwakiutl Indians (1897), and the North-western clans of Canada (1898) had a powerful effect upon the genuine researchers who enquired into the crude idea of 'market less' economy. They were not keen on benefit, yet they were surely aware of social and ecological variables which added to their solidarity. Individuals were allowed to practice their decision inside public edge and their normal conduct didn't conflict with their social fortitude (Boas, 1941).

Echoing with Boas, Karl Polyani's '*Principle of reciprocity*' is exceptionally able to comprehend model of tribal market, which infers that individual created such merchandise and ventures for which they were most appropriate and imparted them to everyone around them.

This was responded by the others. There was an implicit arrangement that all would create what they could do best and commonly make all things equal. The inspiration to create and share was not close to home benefit, but rather dread of social disdain, segregation, and loss of social eminence and standing.

The market assumes a vital job in the public activity of the individuals. It is where people from various different backgrounds accumulate and some of the time for financial reasons. The market can be utilized viably for trading social thoughts and furthermore for monetary steadiness of the individuals. The trading of thoughts might be utilized for learning improved logical techniques for creation and dispersion just as appropriate utilization of assets and markets.

Not just market is utilized for monetary and social yet additionally utilized for diversion purposes. In bastar (a place in India), Market days are at times concluded with the peak of cockfighting. It is an uncouth display – the cockerels have snared edges lashed to their paws and are then urged to battle until the very end – in a real sense. Yet, it is still inconceivably well known, as local people, generally men it appears, bet not immaterial measures of cash on the fowl they think will endure. Going to cockfight was is likewise firmly connected with their social pecking order or status (Chakraborty, 2018).

Rural Market

The National Sample Survey Organization (NSSO) characterizes rural business sectors as those territories with less than 5,000 occupants, a populace thickness under 400 individuals for each square kilometer and in any event 75 percent of the male working populace utilized as agriculturists. Country markets are as old as India itself. However, the conventional rustic market offered approach to present day market with the beginning of advancement, privatization and globalization of Indian economy in the most recent decade of twentieth century.

After autonomy and till 1960, rural India acted like an independent town economy. The makers and purchasers were in closeness. Barring few items from distant spots with the beginning of green revolution in 1960, the country market saw the power of Agri information sources and yield administration. It proceeded till 1990, the start of advancement,

privatization and globalization. It opened rural market to products and enterprises from distant spots. The necessities and needs of provincial purchasers got affected with worldwide customers.

Rural marketing is an evolving concept, and as this economy has undiscovered potential, advertisers discovered this open door late. Purkayastha (2019) argued that The provincial market in Indian economy creates practically the greater part of the nation pay. Rural customers are enthusiastic about branded merchandise these days, so the market size for items and administrations appears to have blossomed. The weekly market were significant centre of exchange and trade of past. They positioned close to discount exchange focuses. The country people used to buy their everyday necessities of articles from these weekly markets.

Moving ahead Purkayastha (2019) also found that the rural market serves an assortment of social capacities for which it tends to be considered as a social establishment. The market fills in as meeting place for the individuals of both, close and inaccessible towns. It gives ample occasion to tattling, delight and conversation on any theme. Regularly the senior individuals examine social, political and strict issues of their towns in the tea slows down and pass on messages to the next in residents going to the market.

The rural market serves an assortment of social capacities for which it very well may be considered as a social establishment. The market fills in as meeting place for the individuals of both, close and inaccessible towns. It gives abundant occasion to tattling, happiness and conversation on any point. Ordinarily the senior individuals examine social, political, and strict issues of their towns in the tea stalls and pass on messages to the next in locals going to the market.

Rural market and tribal market are very much similar in structure and function, the only difference prevails is ethnicity.

Shopping Mall

In India shopping malls is best defined by International council of shopping centre (2004) as cited by Pitt & Musa (2009)

“Shopping mall is the most common design for regional and super-regional centres. The walkway of

‘mall’ is typically enclosed, climate-controlled and lighted, flanked on one or both side by storefronts and entrances. On-site parking, usually provided around the perimeter of the centre, may be surfaced or structured” (Pitt & Musa, 2009).

Shopping mall in contrast to rural and tribal market, is the world of hyperreality. The hyper-reality is a term mentioned by Baudrillard, Baudrillard in logical inconsistency to Marxists contends that society has moved away from being upon creation and being formed by the financial powers associated with trading material great. The purchasing and selling of material merchandise has now been supplanted by the purchasing and selling of signs (brand). Baudrillard utilized instances of Disneyland to show the idea of hyperreality.

Hidayat, (2012) (as cited by Awalia (2017)) argues hyperreality ‘as a form of societal change the boundaries of reality disappearance of signs and symbols in consumption practices’ (pg 76)

This study tries to understand Shopping malls within the above-mentioned framework.

2. Methodology

This paper covers review of 35 published articles in leading academic journals specialising in consumption behaviour of two binary contrast, male and female. Different articles are taken into consideration mainly focussing on three types of consumption space i.e., shopping mall, rural market, and tribal market. These articles are categorised under three categories. Further in this study a comparative framework has been developed among these three types of market.

3. Review of Literature

Shopping Motives

The ORG Survey (2011) (as referred to by Jha (2013)) showed that the significant things which represented around 45-50 percent of the rural market were washing powders, cleaning materials, toiletries and food and drink. But the study likewise saw that the development rate was critical in specific things like beautifying agents and toiletries over the time of five years. The development rate saw on account of cosmetics demonstrated that the rural ladies were not lingering

behind their metropolitan partners. It likewise makes reference to that numerous rural customers in rural territories do not have biases which make their metropolitan partners impervious to change. With the expansion in number of individual and family units in towns, interest for family unit things expanded.

Further discussing the ladies in shopping centre, Research demonstrates that ladies discover shopping and purchasing additionally fulfilling or pleasurable, as well as less disappointing or aggravating than do men. They have more uplifting mentality towards perusing, social communication, partner purchasing with leisure. Men simultaneously will in general be negative towards shopping; they consider purchasing to be work and they need to accomplish this task with least of time and exertion (Campbell, 1997; Dholakia, 1999; Reid & Brown, 1996). Repeating with these investigations Haiyan & Jasper (2004) found that the men and women visit shopping centre principally for shopping. Contrasted with ladies, men are bound to visit a shopping centre for looking at new and innovative items and to get ideas. Men are bound to eat more in shopping centre than ladies. Sporadically, ladies go to the shopping centre for explicit administrations, for example, nail parlour or boutique or to partake in shopping centre sponsored administrations.

In terms of tribal women, it was found in few studies that they are more concerned about their basic needs. Not much has been found in context of tribal women as consumers

Consumer Behaviour

Men and women generally differ in their approach and buying choices in an unexpected way. Baker (2012) (as cited by Kraft & Weber (2012)) argues that the thing that the changes in consumer behaviour is because of the fact that men and women expect different things out of a purchasing choice. Women hope to fulfil long haul needs and wants while men are more limited and take a look at fulfilling quick or transient requirements and needs.

Women want to shop at a casual pace when they really go to a store. Levit (2012) adds that women need to analyse stock, look at things and costs, pose inquiries, give things a shot, and afterward make buys. There is a pride in the capacity to be judicious and get the best items

at the best costs. Further Moore (2008) explains how different brands have worked on to woo women. He uses example of store T.J. Maxx and explains that they cause ladies to feel achieved for getting the best arrangement. T.J. Maxx has utilized the achievement and the need to impart to ladies in their most recent advertising effort, Maxx Moments.

Talking about decision-making confidence of women, Baker (2012) (as cited by Kraft & Weber (2012)) argues that ladies utilize others' opinions to help settle on their own choice. Men utilize others' decisions to help them structure their own opinion. They proceed to disclose that ladies like to know why different ladies settled on the decisions they made, while men like to realize that different men are glad having settled on a similar choice as them.

A metropolitan individual is allowed to take free buy choice. While in a village purchase decision are bound and effected by various factors like solid social structure, including caste considerations and low education level, community etc. Organizations face numerous difficulties in handling the country markets. Marketing is tied in with "*Getting to know your customer*". Yet, having generally disregarded these cardinal standards, generally corporate in rural business sectors find that achievement has escaped them.

The findings suggest that for rural customers the utilization design is especially affected by family size and structure. In the wake of showing up at the decision set in the assessment phase of the purchaser choice cycle, all the chose brands are worthy to the rural customer. However, in the present circumstance the last decision is guided by the apparent risk related with the item just as by the key influencers like opinion leaders, family and friends. Perceived risk is high among country shoppers as they think that it's hard to accumulate and handle significant information about products, their specification, side effects etc. Hence, they settle on an aggregate choice.

Lal et al. (2020) in their case study on cosmetic consumption among rural consumers found that

"All the respondents revealed that they spend on cosmetics items. They spend varied amount on different brands of cosmetic items, and they are influenced by T.V. very much..... The awareness is attributed to the

fact that, rural people also exposed to TV and its commodities. TV has become one of important item in their household. Though their major occupation is labour, they are able to expose themselves to TV & its commercials many popular brands are being purchased by them. This may be due to nearness to urban localities, rural youth frequenting to towns, cities for various purposes etc. this led to rapid understanding of brands and their uses. Most of the rural youth are favouring to use popular brands as far as the cosmetic items are concerned. We cannot underestimate about the capability of rural people regarding purchase of cosmetic items. Though they have got meagre income also; they are trying to use popular brands of cosmetic items and would like to show themselves as modern. This trend is catching up fastly in many rural areas” (Lal et al., 2020).

Sivanesan (2014) in his examination, where he analysed impacts of promotion and advertisement on rural and urban customers, he found that Majority of the rural purchasers feels advertisements instigate to purchase items for pleasure despite the fact that don't need it. Larger part of metropolitan shoppers feels because of advertisements family altogether decides what products are to be bought. Larger part of the rural shoppers feels nature of item is on a par with anticipated from promotions. Dominant part of the urban shoppers feels advertisements sway the brand picture. Lion's share of the metropolitan shoppers feels to buy the item based on brand name.—the study also tried to analyse advertisement in terms of gender in both urban and rural sphere and he found no significant effect in terms of gender differences.

Focussing on rural women consumer behaviour Sivanesan (2014) argued

“They have played multiple roles in rural markets because they not only buy for themselves but also for their family and for their business and other purposes. The beauty IS that they are very loyal customers if once the marketers are able to satisfy their needs and wants by providing the best service, qualitative products at a low price. Low price is an important factor for rural women because they are better money savers than men” (Sivanesan, 2014).

Products

Product is the key element in the market. It satisfies the necessities and needs of the objective purchaser. An product as characterized by Armstrong & Kotler (2005) as anything that can be offered to a business opportunity for consideration, procurement, use, or utilization that may fulfil a need or demand .

In market, there are many brands which are typically situated for a particular gender. Furthermore, advertisements of these products, convince consumers to appropriate these brands to express their gender.

Echoing with the above observation, Avery (2012) explained:

“Gendered brands contain either masculine or feminine identity meanings that are socially shared among members of a culture. We adorn our gender displays with these brands as tangible markers; gendered brands help materialize gender, enlivening who we are as men or women” (Avery, 2012).

Fischer & Gainer (1994) ascribed this phenomenon to social and cultural practices that impact the cultural sexual orientation request and, likewise, customer reactions to item gender bending.

One of the main instances of gendered items are fairness creams. In India, the pioneer brand in the reasonable cream classification, 'fair and Lovely', was created in 1975 and acquainted with the market in 1978 by Hindustan unilever fast growing merchandise company. It is fascinating that fairness creams for men had been made just about 30 years after the presentation of the primary brand of fairness cream. Not just in cosmetics items even in automobiles, there are sex inclinations for bikes range, that is centred around female riders only and the Scooty turned into an equivalent word for pretty much every programmed bike for quite a long time. From that point onward, Hero presented its female-explicit bike the *Pleasure* that turned out to be extremely mainstream soon in light of its slogan “*Why Should Boys Have All the Fun*”. Now, the majority of the makers in India offer bikes explicitly situated for female riders.

Further the investigation of Lal et al. (2020), uncovered that individuals in rural regions have a lot of mindfulness about cosmetics in a few and specifically cleansers, fairness creams, bath soaps, powders,

shampoos. Of the distinctive cosmetics, they mostly spend on cleansers, shampoos, bath powders and fairness creams.

“Of soaps, they use different brands and santoor soap tops the list with 50% followed by lifebuoy (20%) Rexona (14%) and Lux with 5% as far as fairness creams is concerned fair & lovely is used by 66% respondents and regarding talcum powders 54% use Ponds talcum powder. As far as shampoo is considered clinic plus shampoo is most favored among the respondents with 35% said they use clinic plus shampoo” (Lal et al., 2020).

In country and ancestral market, one intriguing perception was that ladies’ purchasers didn’t wear bangles themselves, yet the merchants caused them wear the bangles. Curiously, when the new bangles were put on a lady’s hand, the merchant broke the old bangles.

Also found in few studies, a contrast in rural and urban sphere, in context of awareness of menstruation and use of sanitary pads. Though women in rural market are very much aware and informed about cosmetic items. They try to use these products in the best manner they can but still using and asking shopkeeper for *whisper, sofy* Is considered a taboo.

A study of Paria et al. (2014) comparing urban and rural area in West Bengal, in terms of awareness about menstruation and use of sanitary pads they found

“Only 37.52% girls were aware of menstruation prior to attainment of menarche. The difference in the awareness regarding menstruation in urban and rural area was highly significant. Only 36% girls in the urban and 54.88% girls in the rural area used homemade sanitary pads and reused the same in the subsequent period. Satisfactory Cleaning of external genitalia was practiced by only 47.63% of the urban and 37.96% of the rural girls” (Paria et al., 2014).

Moving ahead contradicting to some extent, a study of Chatterjee (2020) describes how girls in urban slums are still victim of these taboos

“Girls living in the slum are more aware about menstrual hygiene than they were 4 or 5 years ago. But there are many families with no or little education; cultural taboos remain”, says 18-year-old Sonam Sahu, a peer educator with Protsahan India Foundation, a non-profit organisation working with at-risk adolescent girls

in slum areas of Uttam Nagar in Delhi. Sanitary pads may be available but not everyone knows how to use them correctly and dispose of them safely, and not everyone is vigilant about hand-washing (...). But shame surrounding menstruation deters girls from hanging up their washed cloth pads in the sun. “They don’t always wash it properly or dry it in the sun, leading to infections”, Sahu told The Lancet Child & Adolescent Health” (Chatterjee, 2020).

Labour Market

Occupational and industry segregation of men and women is one of the leading components of gender gaps in earnings – and these have been widely documented. As jobs in different sectors offer different arrays of job security, earnings stability and working conditions, systematic gender differences in preferences for risk and competition have the potential to shape gaps in earnings through job sorting behaviour.

Tribal for the most part relies upon agribusiness development; shifting cultivation is widely practised among tribals’, and they additionally gather minor forest produce, raising of creatures, chasing, making bamboo items and labour works. The tribal ladies’ carries on their life shoulders to bear on equivalent with the guys partaking in all the work. The majority of the tribal men drink nation alcohol (*gudumba*) and drink, however seldom, they take packaged alcohol. The vast majority of the tribal males and females smoke and bite tobacco, *gutkha, pan* and so on. They live far away from the towns and furthermore they don’t have legitimate transportation and advertising offices to their towns. Along these lines, they totally rely upon weekly showcases for selling and purchasing of wares and furthermore social association. In this way, weekly showcases are more basic to tribals’ life for their selling and purchasing of items. The weekly market has been created for giving occasions to the rural individuals to arrange their produce and to fulfil their limited demands.

By and large tribals’ visit *shanthas* alongside companion, since females have better thoughts on homegrown prerequisites and better bar gainer’s. Typically, tribal purchase and sell their produce at bargaining cost.

Meghalaya, in contrast to other Indian states, follows a matrilineal framework. Being a maternal state,

Meghalaya has consistently given more capacity to ladies. The Lewduh market is simply one more model. Ladies in this market sell intriguing leafy foods, nearby flavors, nuts, clothes and then some. There's a part in the market exclusively committed to recycled garments. You'll additionally get enriching handmade bamboo bowls of changed plans in the paths of Lewduh. That is not all. You ought to get back a portion of the extraordinary privately developed flavours of Shillong as they are known to deliver an incredible flavour to your food. You can get from turmeric, bean stew powder, pepper powder, meat masala and that's just the beginning. Aside from these, the slim handwoven wraps with tribal themes on them will get your attention.

On the off chance that ladies control a significant part of the customary business sectors like Iewduh or Bara Bazar in Shillong, they hold all out order somewhere else in the district. For example, Khwairamband Nupi Keithel in the Manipur capital Imphal is Asia's second biggest all-ladies market. Aside from being a significant market of vegetables, garments and utensils, this is a living exhibition hall of ladies' way of life and their set of experiences of battle in Manipur. Women from different plain and hill tribes of Assam are significant parts in conventional '*haats*' or markets that are generally weekly or fortnightly. It is here that customers come searching for natural and organic food.

In what can be portrayed as a ground-breaking achievement of local business enthusiasm, a gathering of tribal ladies, who are generally school dropout from north Chhattisgarh, have teamed up with India's driving internet business commercial centre Amazon.in to sell their rural line of true eco-accommodating items on the web.

While examining women in labour force in urban sphere, it is evident in study of Hochschild, (1983) as cited in Pettinger (2005).

“With the growth of larger organizations calling for skills in personal relations, the womanly art of status enhancement and the emotion work that it requires has been made more public, more systematized and more standardized” (Pettinger, 2005).

Retail establishments have been demonstrated to be significant new open spaces for working class ladies (Wolff, 1985) and looking for products itself a feminized recreation action (Laermans, 1993), with the job of ladies

as buyers turning into an expanding part of public talks (Hilton, 2002). Be that as it may, the contemporary exploration talk about more degree of female support as far as deals young lady. Chain-store associations prepare the gendered properties of the prevalently youthful deals collaborators' real credits and certain components of their social capital. The stylish work that they perform contrasts between stores selling an alternate style of design garments item (Pettinger, 2005).

For example, the brands or stores dealing with traditional outfit such as *Meena Bazaar*, sales girls are in well plaited sarees while in stores with western outfits, one will find these sales girls in western uniforms.

4. Result and Discussion

This study while examining two binary contrast in three different types of markets found how all the three markets are evolving at their respective pace. While analysing different investigations it was found that gender plays a very significant role when we talk about their participation in markets. In different studies we found that there was a significant difference how both genders participate as consumers and sellers in three different types of markets covered. While talking about shopping motives and consumer behaviour, as a consumer, highest participation of women is in shopping mall than the other two markets. Women in shopping mall go for informed decisions, they check whether a product has a value for price or not. In contrast to this, not much has been found in context of tribal women as consumers. Rural women consumer, in recent years, has a lot expanded their needs beyond basic ones. Unlike shopping mall crowd, they don't prefer too much of brands, hence these markets are flooded with fake brands. Though rural market represents a big share in national income, still is bound by various taboos when it comes to the health and hygiene of women. Though rural women expanded their wants in terms of branded cosmetics but still using cotton cloths during mensuration.

The examination additionally focussed on how even the items are gendered. There are various items for two unique sexes in market. Hollard in his examination contends that organizations regularly accept that they need to market to ladies so contrastingly that they attempt

to make a completely discrete brand to arrive at ladies. This frequently reverse discharges on the organization and further distances ladies from the brand, as they will in general water down the message and the item. It can likewise estrange men as they feminize the item. Showcasing to ladies when done effectively is a shrewd all-around promoting technique. Successful advertising to ladies is tied in with setting elevated requirements and reliably conveying on your guarantees. Amidst these gendered products, there is an advent of a new phenomenon and that is 'unisex', a product which can be used by both the genders.

While explain gendered roles in all the three types of market in labour force, it was evident that the women in tribal market are much more empowered and hold a prominent position as compared to the women in labour force in shopping mall.

5. Conclusion

From the present study it is revealed that in India, there are different sets of shopping motives and consumer behaviour in different sets of markets. To cater a large section of i.e approx half of the population, brands feminise themselves to expand and consolidate their reach, on the other hand we saw that women are objectified as salesgirls. This paper tried to understand the intersection of market and gender and tried to explore many areas. Discussing the restrictions, this paper just covers the consumption pattern example of various genders from an expansive perspective. This can be additionally explained on premise of different boundaries like class, age, income, religion and so on among two genders. Further examination additionally didn't focus on the third gender for example transgenders. Likewise, this investigation depends on around 38 journal articles, a significantly more complete examination and correlation is conceivable covering other revealed ones, thus these discoveries can't be summed up. This investigation additionally doesn't have any experimental information. Portrayal of ladies as purchasers are discovered clearly in numerous investigations in metropolitan and country circle. However, relatively few investigations discovered analysing ancestral ladies as shoppers. There is a wide extent of future investigation here. It will be very interesting into study in future

exploration, that whether products are also gendered in tribal market or not.

References

- Alreck, P., & Settle, R. (2002). Gender effects on Internet, catalogue and store shopping. *Journal of Database Marketing*, 9, 150-162. <https://doi.org/10.1057/palgrave.jdm.3240071>
- Armstrong, G., & Kotler, P. (2005). *Marketing: An introduction*. Pearson/Prentice Hall.
- Avery, J. (2012). Defending the markers of masculinity: Consumer resistance to brand gender-bending. *International Journal of Research in Marketing*, 29(4), 322-336. <https://doi.org/10.1016/j.ijresmar.2012.04.005>
- Awalia, H. (2017). Hyperreality on Onlineshop: Shopaholic Generation in Indonesia. *Jurnal Komunikasi Profesional*, 1(1), 73-91. <https://doi.org/10.25139/jkp.v1i2.423>
- Babin, B. J., & Boles, J. S. (1998). Employee behavior in a service environment: A model and test of potential differences between men and women. *Journal of Marketing*, 62(2), 77-91. <https://doi.org/10.2307/1252162>
- Boas, F. (1941). Race, Language and Culture. *Science Education*, 25(5), 296. <https://doi.org/10.1002/sce.3730250539>
- Campbell, C. (1997). Shopping, pleasure and the sex war. In P. Falk & C. Campbell, *The Shopping Experience?* (pp. 166-176).
- Chakraborty, P. (2018). Social Impact of Cock Fight: The Study among the Santals. *Research Journal of Humanities and Social Sciences*, 9, 754-758. <https://doi.org/10.5958/2321-5828.2018.00126.2>
- Chatterjee, P. (2020). Improving menstrual hygiene among adolescent girls in India. *The Lancet Child & Adolescent Health*, 4(6), 422-423. [https://doi.org/10.1016/S2352-4642\(20\)30142-5](https://doi.org/10.1016/S2352-4642(20)30142-5)
- Das, S. (2018). *Rural Market and Marketing*. 8, 5144-5170.
- Dholakia, R. R. (1999). Going shopping: Key determinants of shopping behaviors and motivations. *International Journal of Retail &*

- Distribution Management*, 27(4), 154-165. <https://doi.org/10.1108/09590559910268499>
- Fischer, E., & Gainer, B. (1994). Masculinity and the consumption of organized sports. In A. Costa, *Gender issues and consumer behavior* (84-103). SAGE Publications.
- Haiyan, H., & Jasper, C. R. (2004). Men and Women: A Comparison of Shopping Mall Behavior. *Journal of Shopping Center Research*, 11, 113-123.
- Heermann, T. (2010, February 14). *4 Gender Differences in Marketing Approach*. Market It Write. <https://www.marketitwrite.com/4-gender-differences-in-marketing-approach/>
- Hilton, M. (2002). The Female Consumer and the Politics of Consumption in Twentieth-Century Britain. *The Historical Journal*, 45(1), 103-128.
- Holland, T. A. (2006, February 22). *7 Powerful Insights for Marketing to Women*. StartupNation. <https://startupnation.com/start-your-business/plan-your-business/marketing-to-women/>
- Jha, M. (2013). *A study on the rural consumer buying behaviour in Bihar*. 2(2), 172-182.
- Kaiser, E. (2019). *Chhattisgarh tribal women sell organic products online, strike gold*. The New Indian Express. <https://www.newindianexpress.com/nation/2019/sep/08/chhattisgarhs-tribal-women-cooperative-collaborates-with-amazon-india-2030671.html>
- Kar, S. S., & Kumar, D. (2008). Marketing to Indian Rural Women: Challenge, Opportunity and Strategy. *Management and Labour Studies*, 33(3), 396-409. <https://doi.org/10.1177/0258042X0803300306>
- Karmakar, R. (2006, December 13). *Women are market forces*. Hindustan Times. <https://www.hindustantimes.com/india/women-are-market-forces/story-o92uVtwUtWE91FnQZdDRpJ.html>
- Kraft, H., & Weber, J. M. (2012). A Look at Gender Differences and Marketing Implications. *Undefined*, 3(21), 247-253.
- Laermans, R. (1993). Learning to Consume: Early Department Stores and the Shaping of the Modern Consumer Culture (1860-1914). *Theory, Culture & Society*, 10(4), 79-102. <https://doi.org/10.1177/026327693010004005>
- Lal, B. S., Sreeranga, N., & Kavitha, G. (2020). *Spending Pattern on Cosmetic Products in Rural Areas: A Case Study*. 10, 1-6.
- Levit, M. (2012). *The Difference Between Men and Women*. <http://www.evancarmichael.com/Branding/69/The-Difference-Between-Men-and-Women.html>
- Lunt, P. K., & Livingstone, S. (1992). *Mass consumption and personal identity: Everyday economic experience*. Open University Press. <http://mcgraw-hill.co.uk/openup/>
- McCrohan, D. (2011). *India's Tribal village market*. BBC Travel. <http://www.bbc.com/travel/story/20110624-the-village-markets-with-a-tribal-twist>
- Moore, R. J. (2008). *He Said, She Said: Marketing to the Sexes*. <http://dynamicgraphics.com/dgm/Article/28851/index.html>
- Okoroafo, S. C., Koh, A. C., & Gammoh, B. S. (2010). Gender Differences in Perceptions of the Marketing Stimuli of Family Owned Businesses (FOBs). *Undefined*. <https://www.semanticscholar.org/paper/Gender-Differences-in-Perceptions-of-the-Marketing-Okoroafo-Koh/ce8ea05ebfb1bd65e27499010fd718e9cfbf2366>
- Paria, B., Bhattacharyya, A., & Das, S. (2014). A comparative study on menstrual hygiene among urban and rural adolescent girls of West Bengal. *Journal of Family Medicine and Primary Care*, 3(4), 413. <https://doi.org/10.4103/2249-4863.148131>
- Pettinger, L. (2005). Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail. *Gender, Work & Organization*, 12, 460-478. <https://doi.org/10.1111/j.1468-0432.2005.00284.x>
- Pitt, M., & Musa, Z. N. (2009). Towards defining shopping centres and their management systems. *Journal of Retail & Leisure Property*, 8(1), 39-55. <https://doi.org/10.1057/rlp.2008.25>
- Polanyi, K. (1945). *The Great Transformation: The Political and Economic Origins of Our Time* (2nd ed. edition). Gollancz.

- Purkayastha, N. (2019). Weekly market: A micro level study on Byrnihat Market in Ri-bhoi district of Meghalaya. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 5(12), 123-130.
- Reid, R., & Brown, S. (1996). I hate shopping! An introspective perspective. *International Journal of Retail & Distribution Management*, 24(4), 4-16. <https://doi.org/10.1108/09590559610119910>
- Ridgeway, C. (2009). Framed Before We Know It How Gender Shapes Social Relations. *Gender & Society - GENDER SOC*, 23(2), 145-160. <https://doi.org/10.1177/0891243208330313>
- Sandhu, N. (2017). Consumer Response to Brand Gender Bending: An Integrated Review and Future Research Agenda. *Business Perspectives and Research*, 5(2), 151-166. <https://doi.org/10.1177/2278533717692917>
- Sivanesan, R. (2014). Impact of Brand Image and Advertisement on Consumer Buying Behavior – Comparative Study on Rural and Urban Consumers. *International Journal of Research in Management & Business Studies*, 1(2), 73-80.
- West, C., & Zimmerman, D. H. (1987). Doing Gender. *Gender & Society*, 1(2), 125-151. <https://doi.org/10.1177/0891243287001002002>
- Wolff, J. (1985). The Invisible Flâneuse. Women and the Literature of Modernity. *Theory, Culture & Society*, 2(3), 37-46. <https://doi.org/10.1177/0263276485002003005>
- Wolin, L. D., & Korgaonkar, P. (2003). Web advertising: Gender differences in beliefs, attitudes and behavior. *Internet Research*, 13(5), 375-385. <https://doi.org/10.1108/10662240310501658>

GIỚI TÍNH VÀ NƠI MUA SẮM: MỘT PHÂN TÍCH XÃ HỘI SO SÁNH GIỮA CHỢ TRUYỀN THỐNG VÀ TRUNG TÂM THƯƠNG MẠI

Aayushi Verma, Pawan Kumar Misra

Khoa Xã hội học, Trường Đại học Lucknow, Ấn Độ

Tác giả liên hệ: Aayushi Verma - Email: aayushivermajnu01@gmail.com

Ngày nhận bài: 05-6-2021; Ngày nhận bài sửa: 22-7-2021, Ngày duyệt đăng: 18-12-2021

Tóm tắt: Bài nghiên cứu này nhằm tìm ra các nhân tố ảnh hưởng đến hành vi mua sắm của khách hàng tại mô hình chợ truyền thống (gồm chợ bộ lạc và chợ nông thôn) và trung tâm thương mại, và xu hướng giới tính đã đóng vai trò quan trọng thế nào đối với động cơ và quyết định mua hàng. Bài báo cũng xem xét một số yếu tố ảnh hưởng đến động cơ và quyết định mua sắm khi thay đổi địa điểm mua cũng như trong khác biệt giới tính. Cụ thể hơn bài báo nghiên cứu xu hướng giới tính của người tiêu dùng hoặc người tham gia lao động có mối quan hệ như thế nào đối với địa điểm mua sắm. Tương tự, bài báo cũng khảo sát mối liên hệ giữa hàng hóa, nhãn hiệu và giới tính. Ngoài ra, nghiên cứu này cũng xem xét xu hướng mua sắm tại hai loại hình mua bán khác nhau ở Ấn Độ và phân biệt sự đối lập về giới tính thông qua các nghiên cứu đi trước. Nói cách khác, bài báo tập trung phân tích các nghiên cứu trước đây về hai địa điểm mua bán này và tìm hiểu hành vi mua sắm diễn ra tại đó.

Từ khóa: trung tâm thương mại; chợ nông thôn; chợ bộ lạc; giới tính.