

Examining The Influence Of Gender Differences On Shopping Mall Experience In Ghana

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Abstract

The study sought to examine the influence of gender differences on shopping mall experiences. A quantitative research methodology was adopted in the study to be able to analyse the data using statistical techniques. A convenience sampling technique was used to select 300 shoppers from Accra Mall, Achimota Mall and China Mall. Data was coded into SPSS and a t-test was used to examine the influence of gender differences on shopping mall experiences. The study found that the existence of a particular store in the shopping mall and services provided at the shopping mall are greatly influenced by the male gender, while, the prices of goods and services at the shopping mall, entertainment at the shopping mall, shopping easiness and convenience, and attractiveness of the shopping mall are influenced by the female gender.

Keywords: Entertainment, Easiness and Convenience, Mall Attractiveness, Gender, Ghana, Shopping Mall Experience