

# Gender role in purchase decision

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## ABSTRACT:

This study observes the male and female buying decisions. It focuses on how male and female customers perceive their thoughts and what factors they take into consideration when they want to make a decision on buying a certain product. The study takes place in two types of cities which will be the Metropolitan and Non-metropolitan cities. This data provided is analyzed by using the "traditional" method where questions were laid out in a format of Google Forms to the consumer where they responded with their respective opinion(s).

After manually analyzing the data, it was found that women and men have a very different approaches to making buying decisions. The male decisions seem to be rational, fast and focused on the quality of the product. However, the female decisions are more inclined towards their emotions and they are very observant of product surface or outside appearance.

**Keywords:** Consumer behavior, buying decision, gender role, shopping behavior

## I. INTRODUCTION:

For a business to do well, the service provider should know how to influence its target audience. The study of consumer buying behaviour is the gateway to success in the market. Unless the owner knows its customers' buying behaviour and factors that influence their decisions, they will be unable to grow their business to its true potential.

Buying behaviour of a consumer consists of factors such as gender, economic status and the need for a specific product. Gender is the most influential factor among-st them all. The differences in perception that arise between two individuals because of their gender are massive. That, in turn, affects their decisions on how they make their purchases.

## Research aim

The research aims to find out how male and female customers perceive their thoughts and what factors they take into consideration when they want to make a decision on buying a certain product.

## Research objectives

To explore what factors impact the buying decisions of males and females

To investigate how a buying decision is made

## II. LITERATURE SURVEY:

1. According to the Imperial Journal of Interdisciplinary Research 2016, gender plays a vital role in making a purchase decision. The difference while making such types of decisions are that men tend to make more non-emotional decisions that are backed up by their rationale, whereas women tend to find more emotional connections while deciding what to buy.

2. IOSR Journal of Business and Management suggests that women are more internally focused than men. Men tend to be externally focused. Men, almost always have a fixed target in their minds. Women like to explore more items and are more open to suggestions.

3. A study in Vision-The Journal of Business Perspective 2009 October edition- found that females' purchase roles and decision-making ability are affected by the size of their family(joint or nuclear), education level, age, occupation and income. Men are more impulsive in making purchase decisions.

4. The Research Journal of Social Science & Management (December 2017) suggests that women tend to be more invested in the shopping experience, which involves thinking about aspects like future scope. That is why manufacturers are using more creative marketing techniques every day to lure consumers into impulsive buying.

## Method used:

We started by preparing a Google Forms sheet which had a list of 16 questions designed by us which was then shared with 120 people who responded to the questions using their preferences. A lot more people were contacted personally and were asked about their preferences in purchasing goods. The results were obtained and analyzed

using the Observation as well as a Software method.

The research design and methodology are presented as follows:

#### **Data collection:**

- The task of data collection began after the research problem was defined and the design for the research was already chalked out. While deciding about the method of data collection to be used for the study, we considered the two most used types of data collection methods which were Primary and Secondary.

#### **Sources of data:**

- As previously mentioned we decided to use the common types of data collection methods which were:
- Primary data: Where data was obtained through Questionnaires and personal interaction with the specimen.
- Secondary data: In which Journals, books, research papers, websites and many more were thoroughly scanned and data regarding the subject was obtained as well.

Primary data:

Data about consumer behaviour on purchase decisions were collected using a set of questionnaires to give a structure to the entire study. In this case, we also used the observation method.

Since we used Google Forms, the analysis for those specimens who answered using those forms were automatically classified in formats of graphs and what each person answered as the questionnaire had a layout of multiple-choice questions which made it easier for people to answer. This software helped up in the tracking of the answers and analyzing our findings based on what the most common replies were hence helping us to make a decision based on what the specimen/people had to say regarding the subject.

The data was collected via responses from people, both physical and virtual methods were used. An example of a questionnaire used to collect responses is shown in the Fig. 1 below.

Observation is a primary qualitative data collection method. It is used in this case, because it is one of the simplest methods, straightforward, the data collected from this method are highly accurate, authentic, real-time, up-to-date, and this tool allows deep evaluation of the collected data as this tool consider not only participants' responses but their

activities, behaviour and feelings and other factors (Snyder, 2019).

Secondary data:

Secondary data is collected from already existing sources in various brochures & records. Secondary data for the study were collected from magazines, websites & other previous studies. To meet the objectives, the study used quantitative research. The descriptive analysis was done through a review of existing literature that helped in the validation and extraction of the essential variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, office executives etc.

Research methodology is a way to systematically solve the research problem, it not only takes the research but also considers the logic behind the methods. The study of research methodology for developing the project gives us the necessary training in gathering material and arranging them, participation in the fieldwork when required, and provides training in techniques for the collection of data appropriate to a particular problem.

### **III. DATA ANALYSIS:**

Data analysis and the interpretation of data were a combination of the literature reviewed and the outcomes of the study. This stage was strengthened by the qualitative methods used, to discover the results of the study

The Statistics Package for Social Science software (SPSS) was used in the analysis of the survey. Inferential and descriptive statistical tools are employed to quantify and estimate the collected data, and to study their basic patterns. Following data analysis techniques are being used to analyse the data.

The graphical excel tools were used to analyse the expectations of customers. The questionnaire is prepared on Google forms which were then shared with 150 people of which 140 people responded. On that basis, we prepared statistics and analyzed the responses and later on concluded how On-Page SEO affects the consumer behaviour which is directly related to the website traffic or organic leads on the website. So we can do an On-Page SEO and influence the consumer behaviour by using the various techniques and retaining the customer on the website. In this research we ask various questions related to On-page SEO is asked to various individuals to analyse their behaviour and make the changes accordingly by using SEO techniques. It may give us the rough idea about what consumer thinks or what they demand.

On the contrary, to analyse the data collected from secondary sources as well as from the observation method, thematic analysis was used. Thematic analysis is the easiest tool to analyse qualitative sets of data. By applying thematic analysis, 3 themes are generated in this study. The total qualitative information sets got divided into 3 parts based on the patterns of the meaning of the data and information repetition. Each of the themes is created by considering the research objectives and questions. Thematic analysis is effective for a large volume of data sets, and it is easy to implement the tool and a flexible method for answering every research objective. This is not a time-consuming approach and does not also require a lot of labour. This tool does not require the development of themes in advance, there is no need to train the algorithm also and can easily address new information. This method permits full freedom to theoretical knowledge and also allows researchers to modify the information sets in order to obtain the research answers for the research questions (Braun and Clarke, 2012).

#### IV. FINDINGS:

From the inputs taken from 120 people involving 45 females and 75 males, out of which 44.2% live in a metro city and 55.8% living in a non-metro city, we conclude that:

1. There are many psychological differences between males and females when it comes to making a buying decision.
2. The women seldom sought advice while purchasing things, whereas the men considered different perspectives while making buying decisions.
3. Most people, irrespective of their gender, do thorough research before buying anything.
4. Men are more brand-oriented, whereas women like to explore all the options and tend not to stick to one specific brand.
5. While making a buying decision, the men tend to have a fixed target of what to buy, but the women like to surf through different products apart from the one they want to buy.
6. It takes women considerably more amount of time to purchase things than men.

Do you mostly find yourself dependent on others opinion while making the purchase decision?  
120 responses

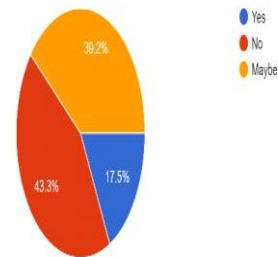


Fig. 1.

Thematic analysis

#### Theme 1: Impact of demographic factors in making a purchasing decision

The demographic factors that affect consumer purchasing behaviour are- age, sex, education, income level, family size, ethnicity, race, location and others.

Age- It is the most significant demographic factor and is mostly related to impulse buying behaviour. Studies say that most impulse buying behaviour is associated with the younger generation more than the older generation. In the case of developing nations, the youth are dependent on their parents resulting in less rate of impulse buying. 18-19 age is the most impulse shopping behaviour representing age group (Akram et al. 2016). 18-20 is the age group that shows most online shopping behaviour, after this age, the tendency of shopping decreases slowly. The older people have more purchasing experience, younger people only look at the price and the brand, while the older people prefer more diversified options when making a buying decision (Joseph, 2010).

Gender- Gender distinction in consumer purchasing decision making is one of the most important factors. The buying decision in the eyes of men and women is related to how they see society and what are their roles in society. Women are impulsive buyers motivated by emotion and sentiment. The purchasing decisions made by men are low compared to the women, men are more expert at buying durable and valuable goods, such as automobiles, electronics, computer systems and others (Kidane and Sharma, 2016). On the other hand, women are experts at buying goods and services related to cooking, makeup, skincare, haircare, beauty, fashion, home decoration and others. Men do not count emotional connection as a buying decision-maker and men incorporate less

time purchasing than women. As per studies, it is also seen that advertising, promotions display of goods, sales and others influence women more than men (Lee, Eze and Ndubisi, 2011).

**Education-** Education is also a decision-maker in the case of buying, the more the people are educated the more they are interested in logical buying. Education is one of the markers of social-economic status. The more people are educated the less they buy, and the less they show impulse purchasing behaviour. It is found that the purchasing rate is higher among the low educated people (Ling, Chai and Piew, 2011). Educated people are less affected by the marketing and advertising of products and services. The more they are educated the more they research about intended [roducts and services before buying, and the tendency of making an informed decision is higher among the educated people (Joseph, 2010).

**Income—**A person with high-income status buys luxury, expensive products. Low-income people do not show much impulse buying behaviour and do not buy high priced products and also research highly before making an investment in a product or service. Financial saving is common for all income groups. Promotional deals are highly used by higher-income people.

**Theme 2: Psychological and technological factors also affect purchasing decision making**

Perceived value, perceived ease of use, form’s reputation, reliability, trust, perceived usefulness, privacy, and functionality possess a linear relationship with online purchasing decisions. Consumer attitudes and trust are the two factors that possess a direct impact in the case of online shopping. Price, broader product options, earnings and convenience possess an indirect impact on the shopping behaviour. Site safety, site design, and site reliability are also dominant to influence consumer perception in the case of online shopping. In a study, research was undertaken considering two perspectives, trust-related and technology-related perspectives. The result of this research depicted that perceived risk has a direct impact on consumer decision making. There are 6 quality perceptions that detect a product or service quality, such as customer service, product or service quality, ease of use, process controllability, website design and outcome quality. Web transactions are also an influential factor (Kidane and Sharma, 2016).

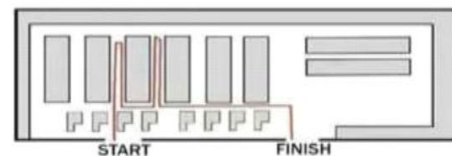
**Theme 3: Steps of purchasing decision-making**

According to a study, there are 5 steps in the consumer purchasing process- such as problem recognition, information gathering, evaluating solutions, purchase phase and post-purchase phase.

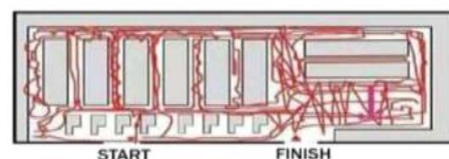
- Problem recognition- The buying process starts with consumers having needs or problems that can be solved with particular products or services.
- Information gathering- In this phase, consumers gather information from various sources regarding the products or services.
- Evaluating solutions- Here, consumers shortlist the products or services from different bands and choose the best.
- Purchasing- Then purchasing of the products is done.
- Post purchasing- Then consumers share their experiences through reviews and ratings.

**V. CONCLUSION:**

**How Men Do Shopping**



**How Women Do Shopping**



To summarize the findings of the above research, we can confidently say that gender plays a massive role in making purchase decisions and determining buying habits. Women and men have plenty of differences when it comes to buying things or deciding about purchasing something. While women are more subjective and intuitive, men tend to be more analytical and logical. In our research, we found that men tend to make purchases based on immediate needs while women look at the purchase as a long term decision. These differences are mainly because of two attributes:

- Different thought process
- Size of consumer markets

The psychological difference between men and women impacts their buying decisions. Men seldom are influenced by external factors such

as labelling and packaging, whereas women consider these before buying anything.

The size of consumer markets is also an important attribute when it comes to purchasing things. Women often have the liberty of choosing from a wide array of products of the same category. Men, on the other hand, have a limited number of options to buy within. Rather than buying a body wash and shampoo, men prefer to buy a 2 in 1 body wash that can also serve as a shampoo. Women, however, like buying different products.

These findings thus, in fact, help us to prove that gender is an integral factor when it comes to deciding on what to buy.

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