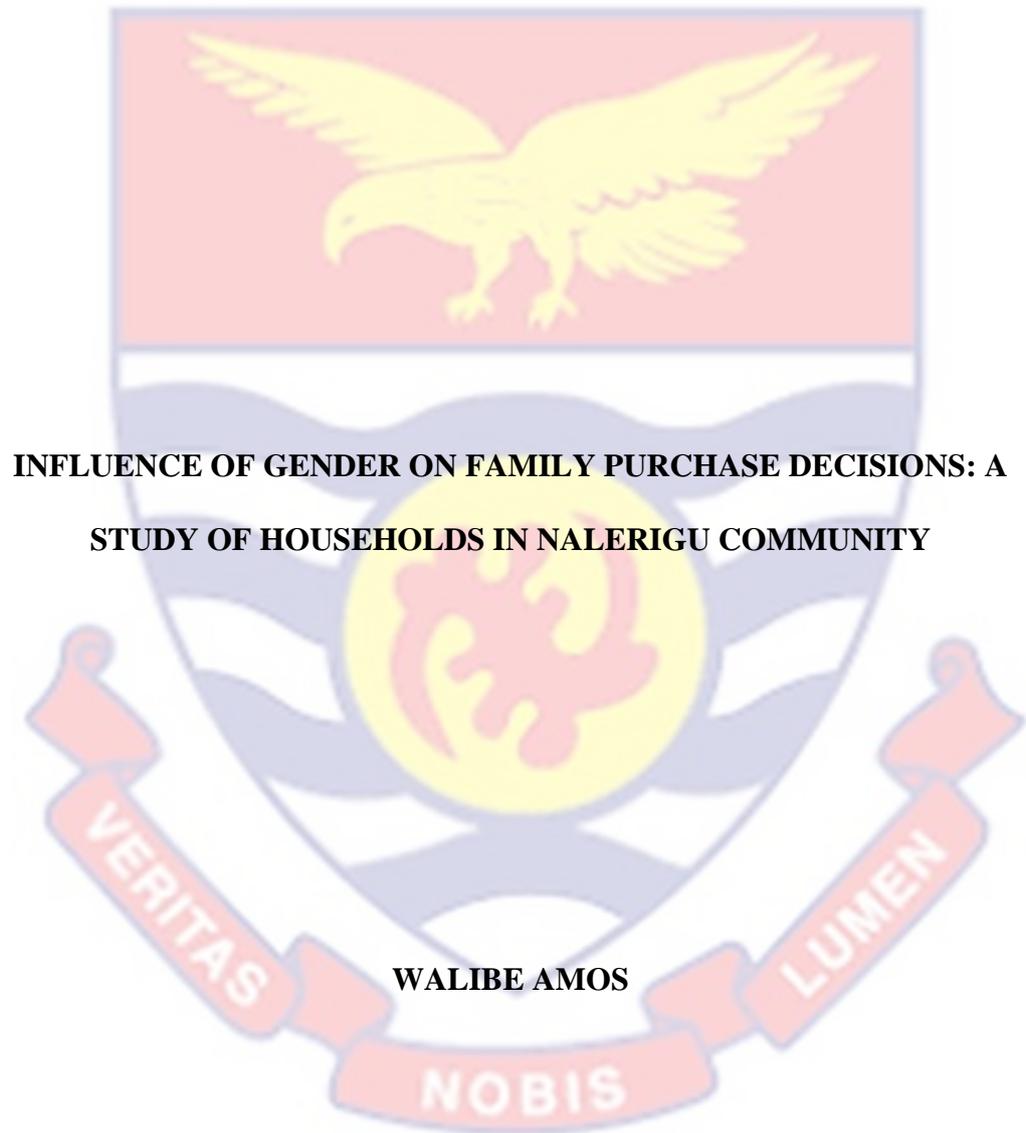


UNIVERSITY OF CAPE COAST



**INFLUENCE OF GENDER ON FAMILY PURCHASE DECISIONS: A
STUDY OF HOUSEHOLDS IN NALERIGU COMMUNITY**

WALIBE AMOS

2021

UNIVERSITY OF CAPE COAST

INFLUENCE OF GENDER ON FAMILY PURCHASE DECISIONS: A
STUDY OF HOUSEHOLDS IN NALERIGU COMMUNITY

BY

WALIBE AMOS

Dissertation submitted to the Department of Marketing and Supply Chain Management, School of Business of the College of Humanities and Legal Studies, University of Cape Coast, in partial fulfilment of the requirements for the award of Master of Business Administration Degree in Marketing.

JUNE, 2021

DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature Date

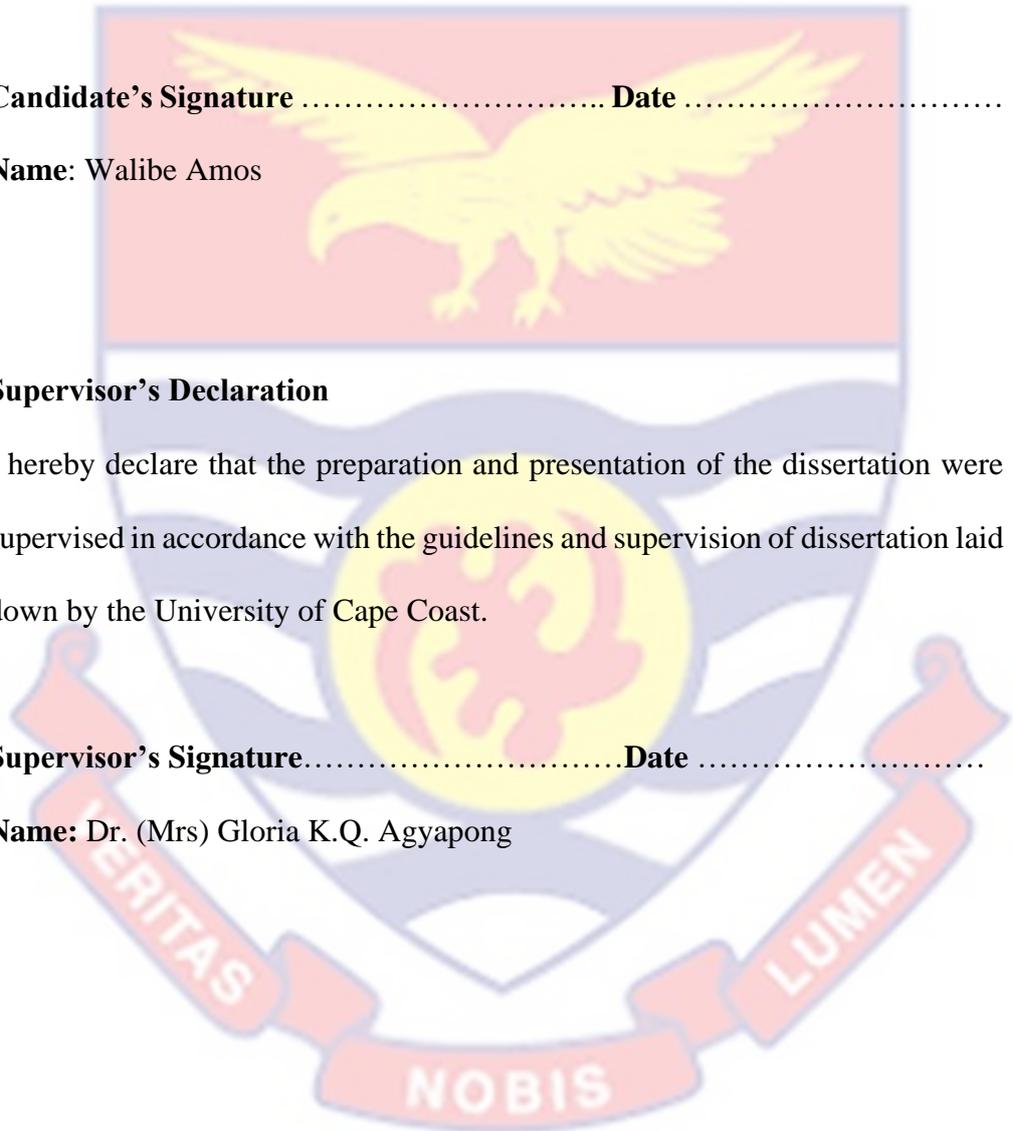
Name: Walibe Amos

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines and supervision of dissertation laid down by the University of Cape Coast.

Supervisor's Signature.....Date

Name: Dr. (Mrs) Gloria K.Q. Agyapong



ABSTRACT

Gender denotes the social roles and expectations, as well as the traits, aptitudes, and behaviors acquired over time. This study aimed at determining the extent to which gender influences family buying decisions in the Nalerigu community. More specifically the study intended to investigate the elements that impact a family's purchasing decision and which gender in the household makes the most purchasing in the Nalerigu community. Employing the quantitative research approach using an interpretivist position, data was collected from 100 participants from households in the Narelegu community using the purposive and simple random sampling techniques. The responses were analysed with SPSS version 21 using descriptive statistics. The study found that the female gender dominating family buying decisions due to the community's general gender dominance tendency. The study also found that culture and degree of product relevance impacted purchase decisions. The study recommends that gender with the most income or education should not always make the purchasing decision. Instead, it must be a collaborative impact, since this will ensure that both sides are satisfied after the transaction. Also, the study recommended collaborative decision-making procedures to benefit collectively when making family purchasing selections, in order to minimize dissonance following patronage.

KEYWORDS

Behaviour

Consumer

Economic Forces

Gender

Household

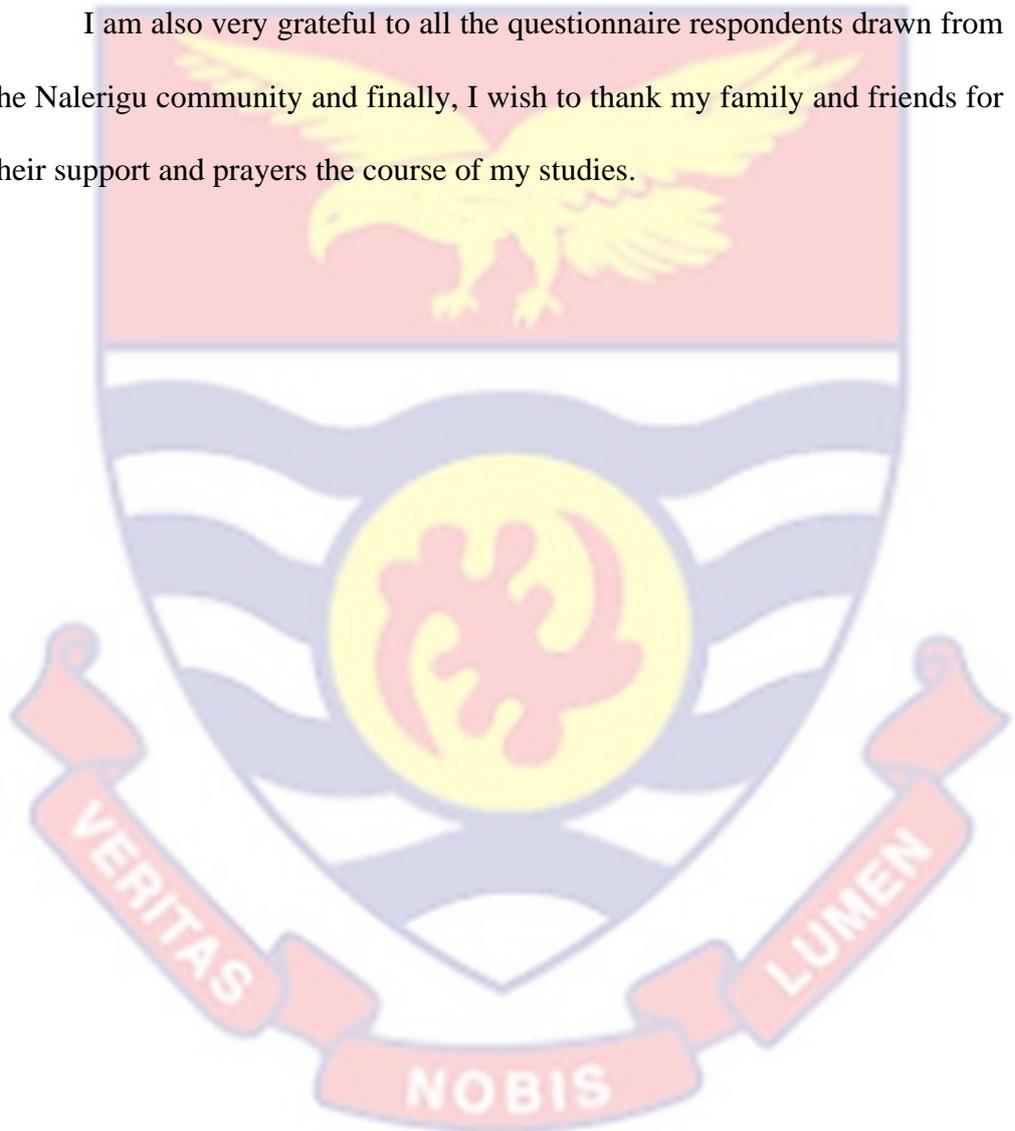
Influence



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I am also very grateful to all the questionnaire respondents drawn from the Nalerigu community and finally, I wish to thank my family and friends for their support and prayers the course of my studies.



DEDICATION

To my wife Mrs. Beatrice Walibe, my children, Walibe Blessed, Walibe Enoch, Walibe Elizabeth, Walibe John-Vianney and Walibe Justin and my entire extended family.



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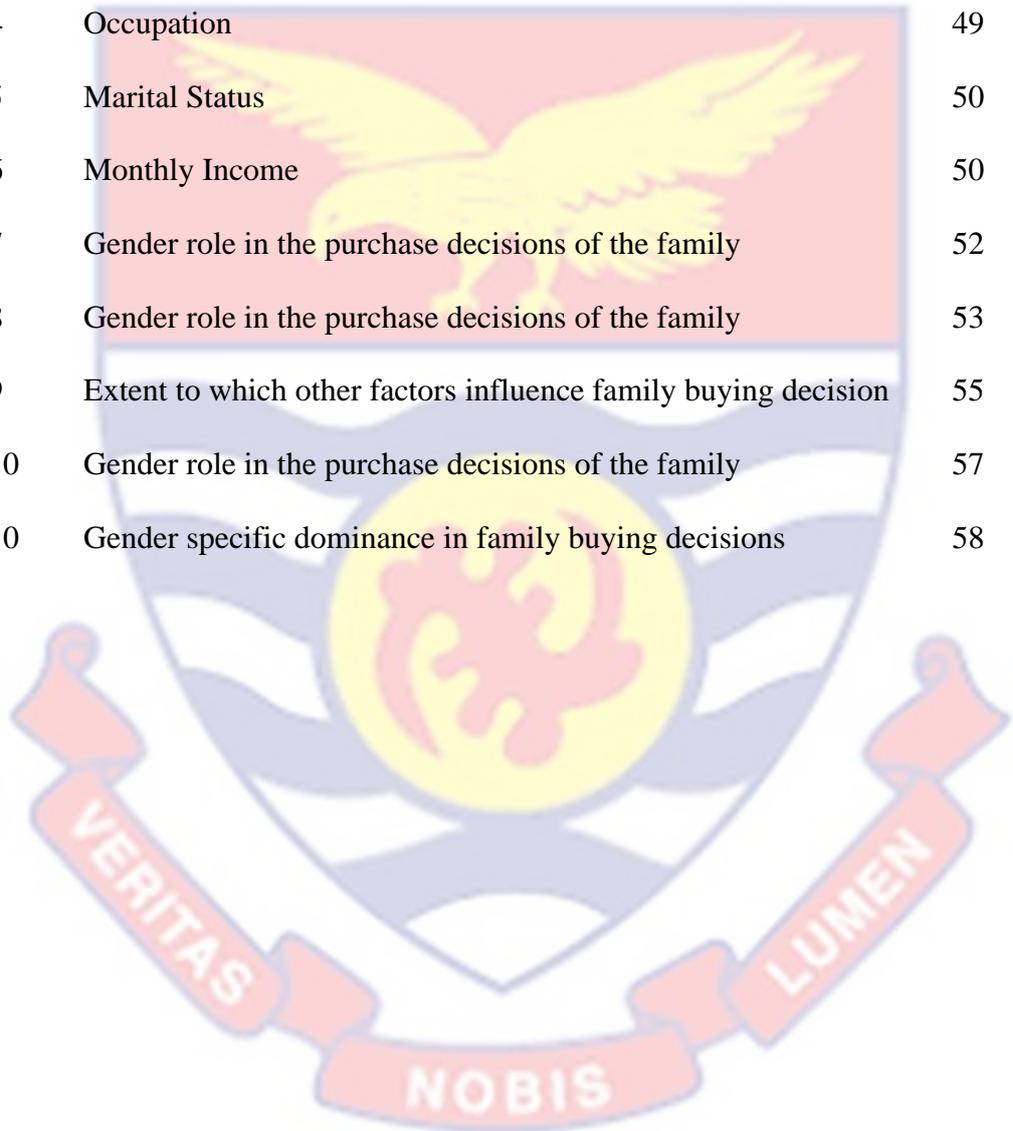
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CHAPTER ONE

INTRODUCTION

Background to the Study

Making a purchase decision is one of the most common actions people engage in (Kotler, 2014). Purchaser conduct alludes to the choice, procurement and utilization of merchandise and ventures to address their issues. There are distinctive procedures engaged with buyer conduct. At first, the buyer tries to discover what items you might want to devour, at that point select just those items that guarantee more prominent utility (White, 2013). Until the consumer behaviour is not recognized, it is impossible to establish a logical and systemic relationship between industry and consumer, and those organizations and companies are successful that adjust their goals, methods and structure based on ever increasing recognition of their customers and consumers. Purchase decision-making styles fuse cognitive as well as affective features of a consumer. The process of decision making is one of the most complex mechanisms of the human thinking (Lakshmi, Niharika & Lahari, 2017).

According to Kotler & Keller (2014) for both manufacturers and service providers, the ways in which customers choose their products and services can be extremely important as this gives them a competitive advantage over their competitors in various ways. Moreover, it is important to increase the understanding of consumer behaviour towards green products as there is an extreme growth in green products in all consumer sectors as a result of the 'green shift' and strategic marketing adopted by many organizations. (Durif,

Roy, & Boivin, 2012). A consumer's taste and preferences are most often influenced by their age. This can be most commonly seen in food, clothing and any recreational activity purchases they may do. People tend to buy different products in the different life cycle stages throughout the entire life (Zawawi, Wong, Busu, & Hamzah, 2014).

In the consumer behaviour literature, there are studies investigating the effect of biological sex on consumers' impulse buying behavior (Ghani & Jan, 2011; Ekeng, Lifu & Asinya, 2012; Khan, Hui, Chen & Hoe, 2016; Sangalang, Siochi & Plaza, 2017). However; in recent years, the importance of gender identity, which expresses masculinity and femininity, is emphasized as much as biological sex. For many years, traditional approaches have argued that females should exhibit feminine personality traits and males' masculine personality traits in accordance with biological sex. However, nowadays, females have started to exhibit more masculine personality traits, attitudes, and behaviours, and males have started to exhibit more feminine personality traits, attitudes, and behaviours due to social and cultural changes (Çabuk & Köksal Araç, 2013, p28). It is thought that these changes in the gender identity will affect the consumers' impulse buying behavior and the studies investigating the effect of the gender identity on the consumers' impulse buying behavior should be included in the literature.

Gender is one of the most profound social factors that shapes and constructs our individual activities and group experiences. Its role varies from assisting information processing to connecting individuals to the rest of the world, and from orchestrating individual perceptions to developing attitudes about appropriate social behaviours. Gender, as a complex social-psychological

construct, has been distinguished from sex in that sex refers to a person's physiological identity, while gender refers to psychological features associated with physiological sex that are socially constructed (Akturan & Tezcan, 2012). In today's market place, some marketers are still using traditional gender demarcation (male versus female) for market segmentation purposes; however, the demarcation has been challenged due to increasingly blurred gender identity.

Women and men are, by nature, different. Evolutionary theories predicted that sexual selection pressures have shaped the way both genders react to different situations, communications and other stimuli. Women often define their identity in accordance with their environment and through interaction with other individuals, while men generally show an individualistic character of autonomy and independence (Plabdaeng, 2010). Different life orientations of men and women influence their consumer behaviour. These dissimilarities can be seen, not only in every-day life, but also in the consumer buying decision process. For example, men consume conspicuously and use luxury brands to visually portray economic achievement and accomplishment (O'Cass & McEwen, 2004).

Like men, women today resist gender based stereotypes and actively negotiate their gender identity through searching new social and sexual roles (Abrams, 2003). However, Marketers have largely focused on traditional women consumers because of their seminal role in stewarding acquisition decisions in the household. Purchase behavior is influenced by external factors such as cultural forces, economic forces and personal forces such as beliefs, attitudes, etc. (Grant & Stephen, 2006). Cultural values significantly affect

behavior (Lam, Lee, & Mizerski, 2009). Consumer behavior is strongly connected with one's culture; this separation of culture from consumer behavior is impossible (Lukosius, 2004). The decision making process is an important concern in consumer behavior and it is affected by gender, in addition to the gender composition within the nuclear family when making any buying decisions (Lee & Collins, 2000). Gender roles and cultural values observed in several studies have shown a strong influence on buying decisions (Bashir Zeeshan, Sabbar, Hussain, & Sarki, 2013; Solka, Jackson, & Lee, 2011; Sun, Horn, & Merritt, 2004; Mahmood, 2002; Lee & Robbins, 2000).

Consumers in Ghana pay attention to what to purchase when they go to the market to make purchases for the family. Consumers often express their preferences for product quality by paying a premium for the product with the desired characteristics. These premiums give producers an incentive to improve the product quality and quantity, consequently enhancing the welfare of both the consumer and the producer. Consumers are faced with trade-offs in their purchasing decisions since income is limited and choices are numerous. When making choices, consumers must combine budget constraints and preferences. Budget constraints are determined by both the income of the consumer and the relative prices of the products. In the Nalerigu community in the East Mamprusi Municipal Assembly in the North East Region of Ghana, for instance, although all persons irrespective of age and sex consume goods and services produced, only a section of the total population produces them. The District has 119,596 household population and 13,895 households (GSS, 2010). The type of economic activity pursued is influenced by the nature of the economy and level of socio-economic development (Hull, 2012).

According to Tomko (2012), fathers spend 70% more money when they shop with their children, than they do when they're shopping alone. Recent study shows that American tweens (population of more than 20 million in USA) are a direct market worth over 200 million dollars annually, seriously affecting the US economy as a secondary or influential market, as over 335 billion dollars are spent every year, as a result of their influence (Euromonitor International, 2019).

Gender has had a great influence on buying decisions with different feelings and satisfaction levels relating to their emotional and cultural values. In this study, the role of gender is being studied with a focus of the Narelegu in the East Mamprusi District. In collectivist cultures, strong interactions exists between people, and before decision making, people opt for suggestions, try to gain various benefits from the experiences of others, and listen to other's views in order to make the correct buying decisions. Word of mouth is another source for purchase decision satisfaction.

Statement of the Problem

Purchaser conduct alludes to the choice, procurement and utilization of merchandise and ventures to address their issues. There are distinctive procedures engaged with buyer conduct. At first, the buyer tries to discover what items you might want to devour, at that point select just those items that guarantee more prominent utility. In the wake of choosing the items, the shopper makes a gauge of accessible assets that can happen. Family as an essential basic leadership unit of society has a critical part in buy basic leadership procedures of people. It has a critical part in buyer socialization and in the process how youngsters progress toward becoming shoppers.

Women and men are, by nature, different. Evolutionary theories predicted that sexual selection pressures have shaped the way both genders react to different situations, communications and other stimuli. Women often define their identity in accordance with their environment and through interaction with other individuals, while men generally show an individualistic character of autonomy and independence (Ahmed, Ghingold & Dahari, 2017). Different life orientations of men and women influence their consumer behaviour (Lee & Beatty, 2002; Balcarová, Pokorná, & Pilar, 2014).

Previous studies that researched the field of gender on family purchasing decisions has its limitations. One of the main limitations is that the research is based on only one or two countries for comparison (Shoham & Dalakas, 2005; Mohanram, 2012; Kaur & Medury, 2011; Balcarova et al., 2014; Pettigrew, Jongenelis, Quester, Chapman & Miller, 2016), which constrains the extent to which the findings can be generalized to the wider population. Another limitation is that the studies rather focus on one factor that would affect buying behaviour than more and these are conducted in developed countries. This restricts the findings to only knowing influence strategies (Chaudhary and Gupta, 2012; Chaudhary, 2013), family structure (Alam & Khalifah, 2009; Kaur & Singh, 2006; Lee & Beatty, 2002), number and age of children (Krumpel, Bruns, Haudrup & Romero, 2007; Ahmad, Sidin & Omar, 2011; Pettigrew et al., 2016) and therefore, it is relevant that the study will focus on studying the impact of gender on family purchase decisions.

Gender role attitudes is a complex construct, and it is based on the gender role concept in Narelegu in the East Mamprusi District of Ghana. Gender role in the district refers to culturally-derived activities related with the

characteristics of masculinity and femininity that an individual may adapt. However, gender has strong implications on consumers' cognitive thinking, emotional feelings, and purchase behaviours hence the study of this nature.

Purpose of the Study

The study's main goal is to determine the impact of gender on family purchase decisions in the Nalerigu community of the East Mamprusi District of Ghana. The following are specific objectives for achieving this goal;

1. Determine the extent to which gender influences family purchase decisions in the Nalerigu community Nalerigu community of the East Mamprusi District.
2. To determine how other elements impact a family's purchasing decision in the Nalerigu community Nalerigu community of the East Mamprusi District.
3. Determine which gender in the household makes the most purchasing choices in the Nalerigu community Nalerigu community of the East Mamprusi District.

Research Questions

The following research questions were posed in order to attain the aforementioned aims.

1. Does gender influence the family's purchasing decisions in the Nalerigu community Nalerigu community of the East Mamprusi District?
2. What variables impact a family's purchasing decision in the Nalerigu community Nalerigu community of the East Mamprusi District?

3. In the household, which gender makes the most purchasing decisions in the Nalerigu community Nalerigu community of the East Mamprusi District?

Significance of the Study

The outcome of the study may indicate all gender influences family purchasing decisions in the Narelegu Community and Ghana as a whole as the results can be generalized. Furthermore, the outcome of the study if published, may inform as well as serve as an eye opener to families in their purchasing decisions. Specifically, it may inform them to take into consideration family needs when planning for purchases. Finally, the study may add to existing literature in the area of career indecision. It may be the basis for generating studies in the area of career indecision in Ghana.

Delimitation of the Study

The study is delimited to the households in Narelegu in the East Mamprusi District. The limited scope is to allow for an effective and in depth analysis of the main issues that borders on consumer purchase and gender. The reason for selecting the gender variable was because the respondent possessed all the characteristics in relation to purchasing power in the household that the researcher requires to conduct the study. Furthermore, during the time of collecting the data for the study, the family will be home. In addition, looking at the time frame for the completion of the research, it was not achievable to widen the scope of the study. Thus, selecting households within the Narelegu community gave the researcher the advantage to work within the frame of time. Finally, a single study of this nature cannot cover an entire spectrum of a

problem hence, it is prudent for this study to concentrate on gender and purchasing decision.

Limitations of the Study

According to Best and Kahn (2006), limitations are conditions beyond the control of the researcher which place restrictions on the conclusions of the study and their application to other situations. Though the present study revealed a number of interesting findings, it encountered some limitations. The current research focused on households in Narelegu, hence limiting the generalisability of the findings. As such, not all the households in the district were involved, and therefore, the findings may not represent the various decision making practices of some families.

The instrument used in gathering data was a self-reported instrument which may lead to biased responses. This is because the results were based on the perceptions and insights of the participants and also, the researcher could not have a means to check whether participants were responding truthfully since there is the probability of some participants falsifying their responses. Using the Likert Scale, participants were restricted to only the options provided and thus, had no chance to add any other comments about the issue under investigation.

Definition of Terms

Consumer Purchasing Decision: The decision process and psychosocial activity involved while evaluating, acquiring, consuming or ordering of goods and services (Ahmad, Ahmed & Vveinhardt, 2014).

Consumer behaviour: The actions and decision processes of people who purchase goods and services for personal consumption (Engel, Blackwell &

Mansard, 1978). **Household:** a person who makes provision for his own food

without combining with any other person” or a multi person household thus (Ardayfio-Schandorf, 1997).

Gender: The roles and responsibilities of men and women that are created in our families, our societies and our cultures (March, Smyth, Mukhopadhyay, 1999).

Purchasing Decision: Purchasing Decision refers to many choices made by a consumer before making a purchase that begins once the consumer has established a willingness to purchase (Barron, 2000)

Purchase intention: Purchase intention refers to a plan to purchase a particular good or service in the future (BusinessDictionary.com, 2010).

Sex: The biological differences between men and women, which are universal and determined at birth (March, Smyth, Mukhopadhyay, 1999).

Organisation of the Study

The research was divided into five main chapters with the first providing details to the background of the study, statement of the problem, research objectives and questions, justification of the study and scope of the study. Chapter two examined the theoretical framework that underpinned gender influences in purchases, literature on gender roles in families, buyer behaviour and the factors that influence these intentions. Chapter three looked at the research design, population, sampling, research instruments, data collection and data analysis procedures and also the ethical considerations. Chapter four presented the study analysis in tables, figures and narrative forms. Chapter five, concluded the work with summary of the findings, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The researcher aimed at identifying determinants the influence of gender on family purchase decisions. This chapter presents a review on the theory of planned behaviour and the conceptual model of buyer behaviour. In addition, it reviews related literature on all the issues and variables that are relevant to the study. Thus, it provides the theoretical review, conceptual review and empirical review as well as give a summary of the literature review and indicting the gap in literature.

Theoretical Framework

The theories that are used to respond to the research question are explained in this section. First, the family buying decision theory will be explained. This theory has the main focus because all the other theories will be connected to it. Then the social group theory will be presented while the consumer socialization theory explained focusing on the family, how they get influenced in their buying decision.

Family Buying Decision Theory

Family buying decision has been the center of attention of different studies in different fields such as rural sociology, social anthropology, social psychology, clinical psychology, home economics, consumer psychology, marketing and economics (Sheth, 1970). This inspired Sheth to work on a specific theory that explains this phenomenon more deeply (1970). According to this theory, the total consumption of a family is classified as that by 1. the individual member; 2. The family as a whole, and 3. the household unitll (Sheth,

1970, p.40). What a family consumes comes as a result of their family buying decision (Sheth, 1970).

When something is rented, gifted and acquired not by buying it is not considered as family consumption (ibid). Sheth (1970) divides the family buying decision into two types: when it is done autonomously by one single member or when it is done together by several or all family members. It would appear that a member that buys something individually would buy its favorite brand. But this is not always the case because usually housewife's act as a purchaser agent for all the family members. This means that they take into consideration even the preferences of their husbands.

On the other hand, the buying act may be totally autonomous but the consumption is from all the family members (ibid). According to Zaichkowsky (1991) the theoretical models of consumer's decision making have gone through different stages from the economic paradigm of 1940s where purchasing decisions are the results of largely 'rational' and conscious economic calculations (p. 52), through the irrational consumer of 1950s consumers were seen as passive, open and vulnerable to external influences (p. 52), and 1960s, to the information processor of 1970s where consumers had the right to be informed and protected (p. 53), and 1980s to cognitive miser which is a low-involvement decision maker as unable or unwilling to engage in extensive decision making activities in many cases and settle instead for "satisfactory" decisions (p. 54) and 1990s to the collective decision maker shift in joint decisions for purchase of goods and services, since goods and services will be shifting to a collective consumption style (p. 55).

Chaudhary and Gupta (2012) confirm what Zaichkowsky (1991) states that in the 1940-1950s children were not considered part of the buying experience they were just their parent's extensions. Time have changed and now with the influence of television and internet children have become experienced consumers and have the buying power for almost every product category as research shows (Chaudhary & Gupta, 2012). Differently from earlier studies where the focus for the family decision-making process was primarily focused on the spouses, nowadays the role of children has increased, by being a vital part of this process. This comes as a result of a higher family income, an increase in nuclear families which have fewer children (ibid). Wimalasiri (2004) on the other hand attributes this power to working couples that can afford to give their children whatever they request, the constant exposure of children to media and advertising and as Chaudhary and Gupta (2012) stated to families having fewer children.

Everybody who has attained the age of making choices have a relevant role in families purchasing decision and this role depends on the product, parents, child, decision stage and family characteristics that is what different researchers claim (Shergill, Sekhon, & Zhao, 2013). Ishaque and Tufail (2014) suggest that family structure has an impact on the level of influence that everyone has when it comes to decision making. For instance, Swinyard and Sim (1987) claim that children have more influence in the purchase of nondurable products which are for their personal use.

The Social Group Theory

The social group is explained in social science as two or more people who interact together, share similar characteristics and have a sense of unity

(Turner & Tajfel, 1982). One of such groups that share the same unity and interdependence is family (ibid.). Definition of a family and what is accepted as a family differs based on demography, culture and what national regulation allows. Family can be defined as a group of two people or more related by birth, marriage, or adoption and residing together; all such people are considered as members of one family“ (Glick 1957; Casper & O’Connell 2000; Fields & Casper, 2001; as cited in Tillman & Nam, 2008, p.368). Assael (1998) identified the family as the most important consumption and decision-making unit (as cited in Shoham & Dalakas, 2005) and over recent years, children and adults are viewed as a major market force for the food and beverage industry (Haryanto, Mautinho & Coelho, 2016). Therefore, it is very important to know how its complexity affects buying behaviour.

A family can have following types: a) married couple without children; b) married couple with one or more unmarried children; c) father with one or more unmarried children; d) mother with one or more unmarried children e) couples living in consensual unions (Tillman & Nam, 2008). In recent years, individuals changed the way in which they form families and therefore a family structure can be seen as traditional family and nontraditional family (Li, 2014; as cited in Bouchard & Lachance-Grzela, 2016). Traditional family structure is the most common type and has four main aspects to be considered as traditional: a) role of male is to be husband and father with reference to masculinity; b) role of female is to be wife and mother with reference to femininity c) husband, wife and parent-child relationships, where attention is concentrated on authority and responsibility; d) to have general values, expectations, and morality (Levinson & Huffman, 1955). On the other hand, there is a non-traditional family, which

can be defined as a same-sex family or single parent family. Single parent family is defined as father or mother with one or more unmarried children (Tillman & Nam, 2008).

Same-sex family is considered to be a married couple of same-sex or homosexual couple living in consensual union with or without children. The study considers both types of families structures important and both types of structures were chosen due to change in the way individuals form their families (Li, 2014; as cited in Bouchard & Lachance-Grzela, 2016) and that non-traditional families are becoming more common worldwide, where single parents or same-sex families are raising children (Minnotte, 2012). The number of children was studied by scholars to find out whether more children have a stronger impact on buying behavior (Ward & Wackman, 1972; Gupta, 2015; Pettigrew et al., 2016).

According to Ward and Wackman (1972) number of children did not play any significant role in the decision making of parents. Their study shows that there was no higher or lower significance when there was more or less number of children. On the other hand, Gupta (2015) claims that a single child participates in family buying process more than if the child has one or more siblings. Pettigrew et al. (2016) partially support the idea of Gupta, where they claim that a smaller number of children parents have, the more likely they influence the family buying decision. Their findings show that a single child or two children have the strongest influence on buying decision. Due to previous findings, which are not unified, the study considers the number of children important and therefore will have it as a part of family complexity.

Consumer Socialization Theory

Consumer socialization is defined as processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace (Ward, 1974, p. 2). Ward states that some of the reasons why it is important to study consumer socialization are to understand: family consumer behavior; inter-generational consistency and change; and the impact of social trends on buying patterns of young people and on family consumer behaviour. This theory is going to be used to understand gender as a consumer variable. As consumers, they are influenced by different variables but they take the role of the influencer also. Ahmad et al. (2011) explain the consumer socialization model as comprised of socialization agents and outcomes. The socialization agents are the ones that influence the family in purchasing decisions, those that transmit the knowledge and the ones that help in forming their attitudes. Previous research features three main socialization agents which are: parents, peers, and mass-media (Ward, 1974; Ahmad et al., 2011; Gbadamosi, 2012).

On the other hand, the outcomes are the skills, knowledge, and attitudes that a person learns from the socialization agents. Moreover, Ahmad et al. (2011, p. 9) state that researchers have identified some of the socialization outcomes as: consumer affairs knowledge, consumer activism and ability to manage consumer finance, attitude towards prices, materialism, consumption motivation, brand evaluations, exposure to media and advertising information processing, participation in family purchasing process, influence in family consumption decisions and choice of influence strategy.

Inducing a change in behaviour is called compliance and inducing a change in attitude is called persuasion. Chaudhary and Gupta (2012) explain this process through the exchange theory, where the family get the tangible and intangible assets they crave for. This kind of exchange between tangible and intangible entities helps in maintaining harmony among family members and their interdependence (Chaudhary & Gupta, 2012).

Conceptual Review

Men and women's differences in consumer behavior are so pronounced that they must be included in virtually every study of consumer behavior. Gender and consumer behaviour have always attracted consumer experts' interest. Studies on gender differences in consumer behavior have been conducted on a variety of topics, including product consumption patterns, information processing processes for advertising messages, and rational and impulsive purchasing patterns.

The Concept of Gender in Consumer Behaviour

In scholarly and popular discourse, the terms "gender" and "sex" are often used interchangeably (Palan, 2001). The words "sex" and "gender" were increasingly being used interchangeably to refer to an individual's biological sex, whether female or male, as well as psychological characteristics linked with biological sex that are socially created (Lips, 2001; Palan, 2001). It was thought for many years that men were masculine and women were feminine; however, marketers have long known that some men are more feminine than masculine, and some women are more masculine than feminine. (Lips, 2001; Palan, 2001).

The most apparent biological difference between men and women is their physical physique. Males are often taller, bigger, and stronger than

females, but they are also more likely to be bald and colorblind. Additionally, there are significant functional and anatomical differences between men's and women's brains (Huffman et al., 2000; Lips, 2001). Numerous clinical, experimental, and observational studies indicate that biological factors may contribute to some of the observed gender disparities. These disparities are referred to as "sex-differences" (Gross, 2001; Huffman et al., 2000; Lips, 2001). Although there are many influences on sexual differences, the biological influences are far more common. (Huffman et al., 2000). These biological differences may not always lead to societal inequalities (Evans, 2008). These differences indicate that the bulk of work division is driven by cultural ideas of appropriate interactions between men and women, rather than physical differences between the sexes. The notion of "gender" is used to differentiate the social character and duties of men and women in a certain social cultural context (Evans, 2008; Carney, 2002). Men and women perform different roles in different cultures, and their situations are affected by laws, religious norms, economic status, cultural values, ethnicity, and the types of productive labor available in their nation, community, and at home. In most civilizations, women play an important role in the family's productive activities, such as farming and paid domestic work, to mention a few. In other cultures, they also serve unique communal roles. Gender refers to socially constructed masculine and feminine characteristics rather than physical distinctions between men and women (Giddens, 2004).

It differs not just from one culture to the other, but also through time within civilizations; culture evolves (Niehof, 2004). As civilizations become more complex, men and women's roles are influenced by external sociopolitical

and economic forces as well as traditional culture. Images and ideas about gender, according to Locher-Scholten and Niehof (2002), suggest a focus on the cultural definition of sex roles, with the biological truth of sexual difference serving merely as a starting point. The construction of gender, which has major social consequences and appears to impact overall gender decisions about the procurement of goods and services, has a cultural foundation.

Gender Identity

Gender identity is crucial in socialization research, since it is believed to have a major impact on behavioral distinctions. This school of thought claims that children, at first, identify with a gender and then try to confirm that identification by comparing their personal features to acceptable gender standards. The longer an attempt is made to align one's self-attributes with perceived gender-role norms, the stronger this identification grows. Both social behavior and cognitive ability patterns are anticipated to be impacted (Lips, 2001). According to McClelland (1975), in the 1960s and 1970s, males were achievement-oriented, while females were affiliation-oriented. Additionally, it has been argued that males sought agentic objectives while women pursued community objectives (Lips, 2001).

The desire to attain external objectives, to succeed, and to be aggressive, self-sufficient, and self-centered are all examples of accomplishment orientation. Concern for the emotions of others, the need for acceptance from others, the formation of loving connections with others, and the maintenance of interpersonal harmony are all characteristics of attachment orientation (McClelland, 1975). Aggressiveness, achievement orientation, and self-centeredness are all examples of agentic traits; acceptability, consideration for

social acceptance, and idiosyncrasy are all examples of communal characteristics. Men, for example, are dubbed ego-centrists because they often create their own pleasures and put a premium on being at the center of their universe. On the other hand, women are described as altero-centrists because they channel their emotions, pleasure, and aspirations away from themselves (Lips, 2001).

According to Mitchell and Walsh (2004), men and women desire and are more likely to acquire different commodities in various ways. The effects of gender on consumer behavior (Akturan, 2009). The products are sex-typed according to Solomon et al. (2010), that is, the goods have male or female characteristics. Barbies are just for women and hot wheels for men. In terms of socialization males are more likely to be exterior, while women are more inclined to be warm, expressive, emphatic and understanding in their own eyes (Broverman et al., 1972; Ruble, 1983; Williams & Best, 2009).

In a variety of buying activities, such as consumer goods, mood products and fast-moving consumer goods, gender inequality may be observed. Infinitely recognized by marketing professionals across the world, this trendy paradigm of male-female disparities. There are clear sex differences as a consequence, not just of genetic variations but also of cultural differences; thus, for gender segmentation and targeting, sex has been one of the largest factors assessed (Teather 2005).

Social Roles

According to some researchers, male-female variations in aptitude and personality characteristics often reflect societal gender norms. According to Social Role Theory (Eagly, 1987), the gender division of work generates

gender-role expectations, which result in variations in social conduct and personality. Men and women, according to this idea, possess characteristics that are suited to the roles they often play. Men are stronger and more aggressive because they have traditionally held more leadership positions. Women, on the other hand, have not taken on these responsibilities and therefore lack these traits. For example, in a segregated economy, women have traditionally been responsible for child raising and household labor, while men and women are also more likely to engage in a variety of various kinds of paid jobs. The community substance of the female gender role is affected by the home role and the disproportionate number of women who hold professional positions such as nurse, teacher, and secretary.

Individuals who have a strong identification with the right gender role and a high aptitude for endeavors deemed suitable for their gender are more likely to be well-adjusted in a society with well-defined prescriptions for appropriate gender-role conduct. Individuals who fall short of these criteria are more likely to make unsuccessful adjustments (Lips, 2001). Males outperform females in the majority of aggressiveness tests, whereas females outperform males in the majority of interpersonal relationships (Costa et al., 2001). Men and women see interpersonal interactions differently. Men are more inclined to organize their social connections hierarchically, while women are more likely to recognize and value both sides of an interdependent relationship.

Males are more prone to see affiliation circumstances negatively owing to their fear of confinement, while females view affiliations positively as a protective barrier against the prospect of isolation (Pollack & Gilligan, 1982). Men seem to be more influenced by communications including agentic

emotions than by messages devoid of agentic emotions, while women appear to be more influenced by messages containing community components. Furthermore, men seemed to prefer self-generated information when making decisions, while females appeared to value both self-generated and externally supplied information (Meyers-Levy, 1988). As a result, men's and women's gender roles seem to have an effect on how people process information and make purchasing decisions.

According to Moschis' (1985) Socialization Model, men and women learn mainly via dialogue with and exposure to different socialization agents such as parents, friends, and the media. These agents of socialization stimulate people's interest in certain problems or goods and educate them how to gather and evaluate data. Men and women's views toward product labels and information are likely to vary because they communicate and engage differently with the three socialization agents - parents, peers, and the media. If women are socialized into nurturing roles that emphasize interpersonal peace, they are more likely to be exposed to good marketplace information from social agents. This kind of communication is consistent with the feminine role's emphasis on interpersonal connections. Men, on the other hand, are socialized into masculine roles that emphasize assertiveness and independence. As a result, they are less likely to be exposed to marketplace-related communications from social others, and even if they are, they may discount their value due to the male preference for self-generated information.

Females are less engaged in technology than men are, and they perceive themselves to be less educated about and comfortable with it. Additionally, they get less pleasure from its use. Men have a higher sense of self-efficacy and a

more favorable attitude toward high-tech goods than women do as a result of gender indoctrination (Kiesler et al., 1985; Rudell, 1991). As a result of their disparate social positions, the social psychology literature indicates that men and women think and act differently as a result of their disparate social positions.

To a degree, these distinctions are influenced by an individual's level of gender identity or identification, as well as direct contact with relevant social actors. To summarize, there is enough evidence to indicate that both genetics and socialization contribute to often seen gender disparities. All of these research establish a difference between male self-centered, activity-driven identity development and female other-centered, relationship-driven identity formation. According to the results, females are more susceptible to persuasion and are more likely to be exposed to favorable marketplace communication from social actors.

Gender and Decision-Making

The vendors create and sustain gender in goods. Most of their products now have either male or female features. Research has shown that shopping is more exciting for women than for men (Teather, 2005). Compared to males, women are more autonomous while shopping. Another distinction is that women see purchasing as a social need whereas males give priority to a product's main role above its secondary purpose (Akturan, 2009). As mentioned above, men and women have different buying options from problem detection through post-buying behaviour.

In the issue, detection and information search phases, women were found to be more dominant in research according to Davis and Rigaux (2007),

whereas husbands were found more dominant in information research for male dominant goods, such as cars, TV set and razors. Gender in information research and other key consumer behavior factors has been shown to be an influencing aspect (Putrevu, 2010). In a French survey of more than 700 individuals (Helga, Karen, and Rosie, 2004), the buying commitment of women was considerably higher than that of males, especially in emotional terms and the quality of men.

In addition, Belch and Willis (2010) found that with the increase in education, home goods such as automobiles, televisions and financial planning are becoming more common choices, primarily masculine. The family decision-making rooms of Davis and Rigaux (2007) were reviewed. They discovered that the decision making process includes three phases: identification of the issues, search for information and final choice. They discovered that, depending on decision making and product type, the function of husbands and females is different (Moore-Shay & Wilkie, 2008; Yavas et al., 2008).

Women tend to make emotional choices, whereas men rely more on facts and statistics when it comes to buying. A study entitled 'Men Buy, women shops' showed that women react more strongly than men to a personal connection with sales people in the Wharton's Jay H. Bakers Retail Initiative and the Green Group. The practical aspects of the shopping experience such as parking access, whether the item they came for is in stock and the check-out queue length are more likely to be addressed to males. Selectivity, Joan Meyers defined Levy's idea is that men and women should have separate searching behaviors. Men are more likely to be focused on the main clue, whereas women are more likely to get all information provided (Meyers-Levy and Maheswaran, 2011). Women are more subjective, intuitive, comprehensive, and related,

whereas men are more logical, analytical, selective, and object-specific. The study seeks to collect literature on the effects of gender in the Ghanaian environment on family purchasing decisions.

Consumer Buying Processes

The first stage in any buying process is to establish a condition of deprivation that can only be relieved by recognizing a need for that state of deprivation (Kotler et al., 2010). As a result, marketers must understand the spark that drives customer demand in order to develop appropriate tactics. After identifying the need, perform the aforementioned information search. When consumers are searching for additional information to address a problem, they reach the information search stage. Consumers will look for information in their surroundings to help them make a choice.

According to Solomon and Behavior (2010), there are two types of information search processes: pre-purchase search processes, in which consumers seek information to satisfy their needs, and ongoing search processes, in which consumers browse for information to keep up to date with new products or current market situations (Bloch, 1972). Following a search, buyers intuitively evaluate product or service options. They examine the product or service options obtained in the previous phase, which results in the information search (Solomon & Behavior, 2010). Because there are so many brands on the market, people may build their own evoke set, resulting in brands existing in their thoughts (Jobber, 2004). The brands featured in the buyers' incentive packages may have a higher probability of being selected by the client for personal or family usage.

According to Jobber (2004), the purchasing intent stage is the point at which the customer analyzes all available brands and selects one. In addition, the customer may acquire a desire to purchase the most popular brand. Other people's opinions and unforeseeable contextual factors may prevent a purchasing intention from becoming a purchase decision. Both Jobber (2004) and Dahlqvist & Linde (2002) highlighted that consumers often reconsider their selections even after they have completed a purchase. This is because people want to feel confident in their choices and know that the product will meet their requirements, which is referred to as post-purchase assessment.

Factors Influencing Buyer Behaviour

A variety of factors influence how individuals of various genders behave in a buying scenario. Indeed, huge differences in age, income, education, interests, and other factors often play a role. These buying characteristics are caused by four main factors. As a result, although individuals of the same age, gender, and social background may seem to be similar, psychological factors that vary from person to person may have a major effect on each person's choice.

Difference in Age

Age is a contextual element to consider when making family buying decisions (Barnett & Stum, 2013). Absolute and relative gender age disparities influence who in a family controls decision making. The woman is always younger and subject to the decision of the husband in most of the Ghanaian households. The perceived age differences, which in turn impact the domination of marital decision-making, affect regard and respect. Research shows that the age of a husband and wife affects their family purchasing choices. Conflict may occur when a women believe that her husband has a presupposed decision role;

although making such a choice appear to be mutually agreed upon, the husband only takes the decision roles (Burns, 2007). Where family purchasing conflicts are resolved, decisions and acquisitions are frequently shared, affecting both partners irrespective of age (Barles-Arizon, Fraj-Andres, & Martinez-Salinas, 2013). The study hypothesizes thus that variations in the age of the spouse influence who controls the purchase option.

Socio-cultural/Religious Characteristics

In decision-making it is essential to understand the culture, beliefs, traditions, values and religion of individuals who affect gender roles. Some ideologies enable certain sexes to make particular decisions (Lotfizadeh, 2013). Cultural effect refers to the cultural norms of individuals which influence their ability to make decisions. The traditions, rituals and rules of culture, myths and reverence, taboos and punishments, are transmitted from generation to generation, define each group of culture (Durmaz, 2014). The majority of cultures used to see women as properties of a husband, as property of their own, as a household with their own property and the option of buying permanent goods remains unaltered (Polya, 2013). Social connections, sanctions, and fears of collective action, peer affinity, and pressure, and the social group of reference that a woman's wife forms and gives some choice (Al-Azzam, 2014). We hypothesize and argue that the male indoctrinated into social-cultural and religious activities is convinced by these mixed motives to have more power in the buying option.

Income Variation

Family decision-making theories enable a higher-income sex to communicate its unique point of view throughout the purchasing process

(Barnett & Stum, 2013). This means that there is a perceived economic difference, and the gender contributing to family expenditure tends to influence the choice of purchase. Spouse's income is the discretionary, net, disposable and hereditary money that affects the purchasing choice of a spouse (Kancheva & Marinov, 2014). Studies show that the decision-making power of a person is derived from its financial gains and contribution (Lotfizadeh, 2013; Kang & Lee, 2015). The study hypothesis supports this.

Level of Involvement

Engagement in a given circumstance is described as the degree of personal relevance, commitment and interest generated by an incentive (Kang & Lee, 2015). It takes time, commitment and personal participation in decision-making and readiness to accept the outcomes (Burns, 2007). A person may be interested in choosing what he or she is passionately enthusiastic about in a family setting. For commodities that need substantial financial commitment and irreversible family decisions, individual participation of high levels is required. The degree of engagement affects the time it will take to evaluate a purchase (Altekar & Keskar, 2014).

Liang's (2012) study shows that a customer is more informed about a product of interest for himself that has a major impact on their decision-making capability. The relationship between product engagement and product knowledge is thus investigated. The new pattern in familie consumption rather than two distinctive individuals with egoistic and selfish aims is collective consumption or the degree to which couples see their partnerships as restricted (Kang & Lee, 2015; Zitkiene, Markeviciute, & Mickeviciene, 2017). The study

seeks to show how sex affects the decision of buying. The results of the examination.

Purchase Idea/Information

Wisdom is a powerful weapon. Product knowledge relates, throughout the assessment, choice and usage scenarios, to how much knowledge and information a person has about the product. In determining who makes the ultimate purchase decision, gender exposure or pre-informantion in the buying process arises from conventional knowledge about product accessibility, characteristics, performance, and pricing. By removing cognitive disconnections, the buying concept minimizes the inter-gender conflict between purchases in a family and allocates gender decision making authority with this information (Kang & Lee, 2015).

Intimacy within the family is beneficial to improve product knowledge, exchanging ideas, and the use of communication methods to convince the spouse (Barles-Arizon, Fraj-Andres, & Martinez-Salinas, 2013). The way information is found differs on the kind of products. Couples frequently look forward to information to resolve a buying problem from the pre-buying stage to the buying stage and ultimately through to the post-buying stage. Family couples compare, decide together and validate their decision-making skills to ensure that they make the best decisions (Kang & Lee, 2015).

Empirical Review

In a research Sexton and Perlman (1989) found that dual women considered themselves to be less feminine than single wives, although they had comparable views about men. These findings, reasoned by the authors, indicated that women in the group at least considered themselves masculine.

According to the findings of the authors there are no substantial variations in the power structure of the family, but the traditional orientation of women is distinct. This result indicates that while the marriage arrangements of spouses are different, they have comparable views of marital power. Equality of power or inequality of spouses was also affected by the orientation of sex (Scanzoni, 1982; Scanzoni and Polonko, 1980).

The attitude towards the employment of women and the sharing of homework affected the allocation of duties in family financial management. Webster (1995) points out that the sex roles orientation is the most significant element for married couples in creating role structures for high-level commodities. Women with a contemporary perspective on the function of sex have a lot of oral power. On the other side, husbands who focus on modern sexual roles have little relative influence. Piron (2002) has seen that men of working couples share housework more often when their women start working outside the home.

According to Laroche and Zhou (1996), consumer consideration with regard to buying a brand and desire to get a product may be utilized to predict customer buying decisions. Examples of deliberative components include customer engagement, comprehension and evaluation as part of the entire process to influence the purchase intent. According to Shafiq, Raza and Zia-ur-Rehman (2011), consumer understanding, product packages/ designs and celebrity support all have a major impact on the purchasing choice of a product. The model was re-tested as independent variables by client knowledge, product packaging/design and prominence support, and the value perceived and purchase decision of the mediating variable as dependent variables, and the

perceived value had no impact on the effect of independent variables on the decision on purchase.

No consumer choice is affected just by the presence of a celebrity. Companies must take extra aspects like packaging and consumer understanding into account in order to attract more clients to their business (Agarwal, Kumar, and Kumar, 2013). Wang's (2013) research was conducted in China, examining the impact on perceived product quality, product value and brand choice of customer attitudes on visual food packaging. Product pictures allow consumers to create a sense of the quality and perceived value of the product according to the findings, resulting in brand preferences. Swami, Taylor & Carvalho (2009), in a research with 287 men and women in London, discovered an important and definitely anticipated excitement for goods. Previous experiences have been relevant. Besides the items' experience, they discovered that consumers prefer authentic products rather than false ones.

Babiarz et al. (2012) showed that greater negotiating power people (husbands) (more family wealth and more financial knowledge) had better financial security than those with less negotiating power to meet their hypothetical widowhood living standards (wives). Male households are more prosperous than female householders. Eastern European women residing in Poland, Hungary, Estonia and Latvia have been characterized as "low financial situation" by European study as a risk financial decision maker (Mader & Schneebaum, 2013, p. 20). This research did not establish whether during financial difficulty, women controlled their money or were previously in charge of family financial choices. Spousal effects may contribute to the wealth

difference between women and men and harm the financial future of women over extended periods of time, particularly when marriages collapse.

When the studies investigating the consumers' impulse buying behaviour in terms of gender were examined, it was seen that these studies generally focused on "*biological sex*". Some of these studies aimed to reveal the effect of biological sex on the consumers' impulse buying behavior. In one of the related studies, Ghani and Jan (2011) found that biological sex had no effect on the consumers' impulse buying behaviour. In the study of Ekeng et al. (2012), it was found that biological sex had an effect on the consumers' impulse buying behavior and that females had more impulse buying behavior than males.

Khan et al. (2016) investigated the effect of biological sex on generation Y consumers' impulse buying behavior for fashion apparel products. The results of the study showed that biological sex affected generation Y consumers' impulse buying behavior for fashion apparel products. Sangalang et al. (2017) found that biological sex did not affect consumers' impulse buying behavior. In some of the studies examining consumers' impulse buying behavior in terms of gender, it was aimed to reveal whether the consumers' impulse buying behavior differed according to biological sex.

For instance, Akagün Ergin and Özdemir Akbay (2011) investigated whether the consumers' impulse buying behavior in apparel and food product categories differed by biological sex. As a result of the study, it was found that females exhibited more impulse buying behavior than males. Rana and Tirthani (2012) investigated whether the consumers' impulse buying behavior for readymade garment products differed according to biological sex. They found

that the consumers' impulse buying behavior did not differ according to biological sex.

In the study of Awan and Abbas (2015), it was investigated whether the consumers' impulse buying behavior differed according to biological sex and as a result of the research, it was found that males made more impulse buying than females. Özgüven Tayfun (2015) who investigated whether the consumers' impulse buying behaviour in grocery shopping differed according to biological sex found that females made more impulse buying than males. In another study, Gandhi, Vajpayee, and Gautam (2015) examined whether the consumers' impulse buying behaviour for beverage products differed according to biological sex. As a result of the study, it was found that females exhibited more impulse buying behaviour than males.

Ronaghi et al (2013) on their research proposed a conceptual framework to investigate the effect of gender on consumer behavior. Methodology of their research is causal-comparative research. The current searching society is the student of Islamic Azad university of Neyshabuor and we have used the stratified random sampling and simple random sampling to select samples. Sample reach to 364 people. Also, in this search has been used from Questioner for tools of gathering data, and it is reliability is accounted with using of Cronbach test. Also, have been used T-Independent Method, has results from Analyzing Assumption show that, There is a significant relationship between gender and consumer behavior. Also, there is a significant relationship between gender and consumer behavior in terms of promotion and place. Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. Gender has an important role in consumer behaviour. Because, the

differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behaviour.

Shabbir and Safwan (2014) on their research proposed the gender differences in consumer's decision making style. In branding literature, consumer's shopping characteristics are an important area in marketing research. In this study gender differences for six consumer shopping characteristics, brand consciousness, quality consciousness, price consciousness, fashion consciousness, impulse consciousness, and hedonic consciousness are empirically examined. The purpose of the study is to compare males and females for existing differences in consumer's decision-making styles, using the Consumer Style Inventory (CSI), to compare shopping pattern differences between consumers in Pakistan. The sample size is 140 and data were collected by convenience sampling method. The product category is apparel. An alpha level of .05 was set. Independent sample T- Test was applied to test the gender difference of different constructs. The reliability of the scales was evaluated by calculating as Cronbach's α for all variables, which is 0.807.

Gender is considered as a dependent variable while other all factors are independent variables. In results, consumers demonstrated different shopping patterns on brand, quality, price, fashion, impulse, hedonic consciousness. Moreover, male and female consumers exhibited different shopping patterns in relation to brand, quality and, price. Females (means 2.86) in Pakistan have more tendencies to make purchases due to hedonic consciousness than men (mean 3.08). This shows that both males and females shop for apparel due to hedonic consciousness but men are less hedonic conscious with respect to women.

Conceptual Framework

A conceptual framework as defined by Orodho (2008) is a model of presentation where the researcher presents the relationships between variables in the study and shows the same graphically or diagrammatically. Figure 2 illustrates the conceptual framework of the study.

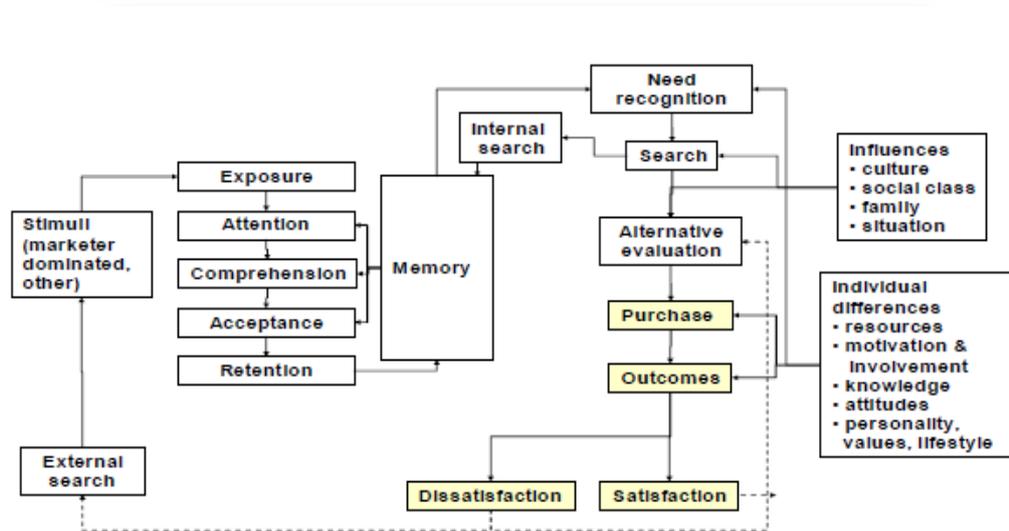


Figure 1: Conceptual Framework (adopted from Anderson et al, 2005)

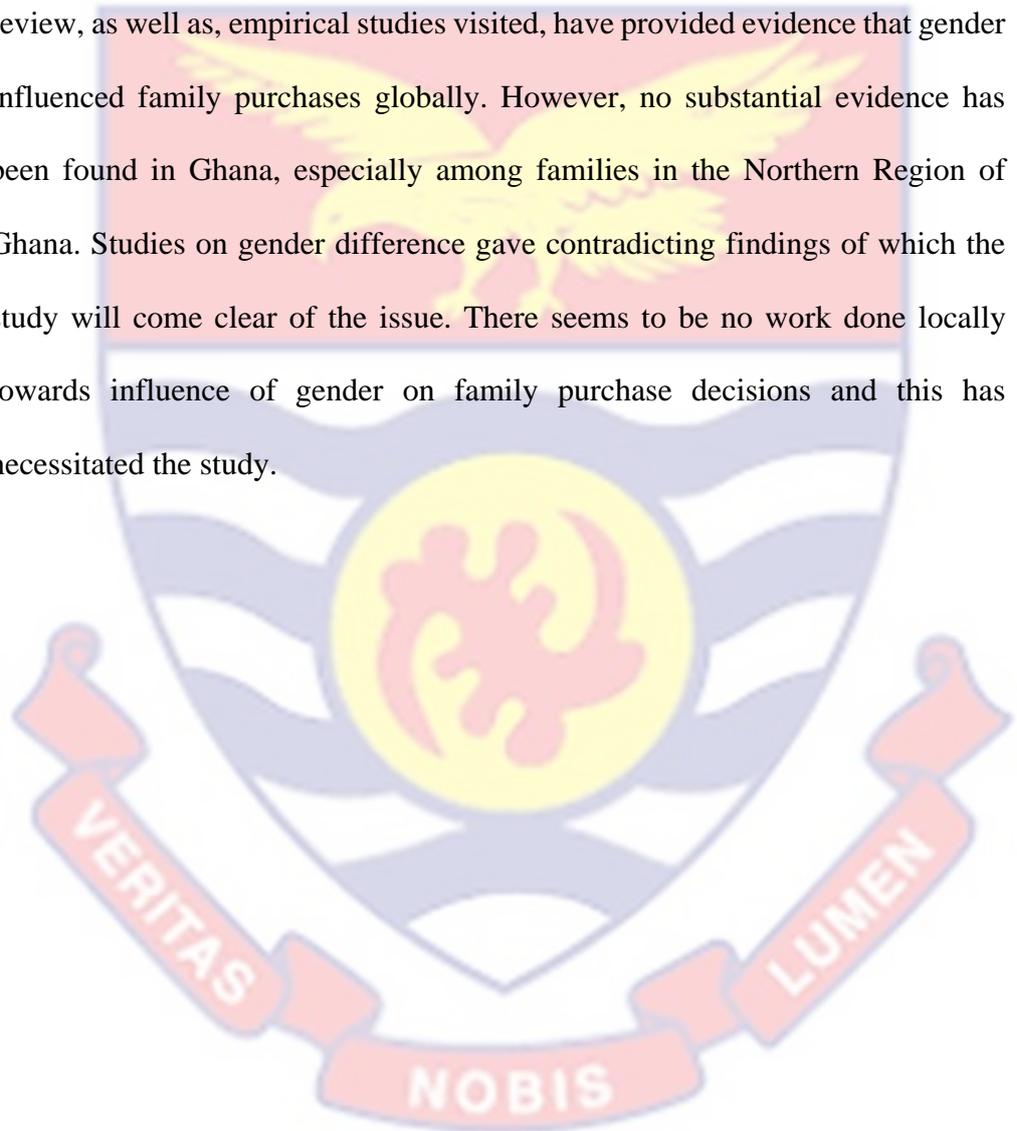
Consumer behaviour, as defined by Belch and Belch (2017), is the process and actions individuals participate in while looking for, selecting, acquiring, using, reviewing and disposing of items and services to meet their wants and preferences. Dahlqvist and Linde (2002) also classified customer purchasing behaviours into conscious, social, rational and unconscious consumer behaviour.

Consumer behaviour has become more applicable across disciplines. It figures out how people shop, when and what they purchase. In its intuitions, it incorporates aspects from behavioural psychology and sociology ideas. It tries to figure out how buyers make decisions, both individually and in groups. In order to comprehend people's desires, the model depicted in Figure 1 above examines demographics, psychographics, and behavioural aspects of individual

customers. It also attempts to analyze the effect of groups such as family, friends, reference groups and society on the consumer (Akir & Othman, 2010).

Chapter Summary

The literature review has looked at depicted several factors that influence of gender on family purchase decisions. Theoretical bases, conceptual review, as well as, empirical studies visited, have provided evidence that gender influenced family purchases globally. However, no substantial evidence has been found in Ghana, especially among families in the Northern Region of Ghana. Studies on gender difference gave contradicting findings of which the study will come clear of the issue. There seems to be no work done locally towards influence of gender on family purchase decisions and this has necessitated the study.



CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter examined the methodology underpinning the present research work as well as the numerous procedures performed for the purposes of methodology. The methodology for the chapter was hence organized in this order; research design, field of study, population, sample and sampling methods, data collecting technique, data collection procedure, data processing and analysis as well as ethical issues associated with data collection.

Research Approach

It has been noted that some writers use the terms ‘methodology’ and ‘method’ interchangeably (Hussey & Hussey, 1997). They consider that methodology refers to the overall approach taken, as well as to the theoretical basis from which the researcher comes, and that method is the various means by which data is collected and analysed (Hussey & Hussey, 1997). Similarly, Mason (2002) separates “the concept of methodological strategy” (2002: 30) from the method, while noting that a particular method will be a part of the strategy. In line with these writers, the approach taken here is to include all facets of the research process under the overall heading of methodology. Therefore, the research design, the approach taken, the particular data collection methods chosen and the means of analysis, are all considered to be part of this thesis’s methodology, and are set out in the following sections.

However, underpinning the methodology, by necessity, is a philosophical stance in relation to the purpose and place of research in general,

and this research in particular. A distinction that is frequently made regarding research philosophies is between positivism and interpretivism (Bryman & Bell, 2007). A central tenet of positivism is that researchers can take a ‘scientific’ perspective when observing social behaviour, with an objective analysis possible (Travers, 2001). Bryman and Bell (2007) caution against assuming positivism and science are synonymous concepts, noting that there are some differences between a positivist philosophy and a scientific approach. They also note that there are some circumstances where an inductive strategy is apparent within positivist research, with “knowledge arrived at through the gathering of facts that provide the basis of laws” (Bryman & Bell, 2007, p.16).

Nonetheless, research based on a positivist philosophy tends to be based on deductive theorising, where a number of propositions are generated for testing, with empirical verification then sought (Babbie, 2005). Considerable data are often required as a positivist study would favour the use of quantitative methods to analyse large-scale phenomena (Travers, 2001). Inherent in this overall approach to research is the view that it is possible to measure social behaviour independent of context and that social phenomena are ‘things’ that can be viewed objectively (Hughes & Sharrock, 1997).

In contrast, interpretivism tends to view the world in quite a different manner, requiring a different response from researchers. As Bryman and Bell (2007) state, interpretivists take the view that: the subject matter of the social sciences, people and their institutions, is fundamentally different from that of the natural sciences. The study of the social world therefore requires a different logic of research procedure (2007, p17). This different logic within an

interpretivist stance might prompt a researcher to use inductive theory construction, reversing the deductive process by using data to generate theory.

Researchers would observe aspects of the social world and seek to discover patterns that could be used to explain wider principles (Babbie, 2005). In addition, it is seen that there is no one reality, rather reality is based on an individual's perceptions and experiences (Robson, 2002). Linked to this position is the argument that the facets of the real world that are distinctly human are lost when they are analysed and "reduced to the interaction of variables" (Hughes & Sharrock, 1997, p102). For this reason the role of the researcher should be to analyse the various interpretations that actors related to a particular phenomenon give to their experiences (Easterby-Smith et al., 2002).

An interpretivist position was adopted in this research. That is, it is considered that there are multiple realities that make measurement difficult, and we can only seek to understand real-world phenomena by studying them in detail within the context in which they occur.

Research Design

According to Malhotra (2009), a research design is a framework for carrying out a research work. It describes the processes for gathering data needed to solve a research problem. Despite the fact that a general approach to the problem has previously been determined, the study design outlined the specifics and practical elements of putting that strategy into action. The current study focuses on using both qualitative and quantitative research techniques to extract important information from a sample of Nalerigu residents. According to Fraenkel and Wallen (2006), the aim of a descriptive survey is to observe, describe, and record features of a phenomena as they occur naturally.

Due to the nature of the task, the study employed descriptive methods. Using a series of properly prepared and delivered questionnaires, a descriptive survey collects responses from a large population of individuals (Fraenkel & Wallen, 2006). According to Cohen, Manion, and Morrison (2007), the descriptive survey has the benefit of producing new information about a subject. Furthermore, according to Polit and Beck (2008), descriptive surveys gather data in order to create a picture of what is happening at any given moment. According to Amedahe (2002), descriptive research is concerned with interpreting and explaining the connection between variables. It is important to highlight that the descriptive survey approach has flaws of its own.

When a researcher uses a questionnaire to collect data, this is a possibility since all surveys have low response rates. Furthermore, when using structured or closed-ended questionnaires as a data collection tool, there is the issue of not being able to ask probing questions or request explanations. Furthermore, by introducing biases in the measurement equipment, the design is sensitive to or readily affected by distortions. Errors arising from the use of questionnaires or interviews, for example, may cause study findings to be skewed.

Despite its flaws, the descriptive survey methodology was considered acceptable since it includes the application of logical techniques such as inductive and deductive reasoning to reach generalizations. It makes use of the randomization technique to quantify error while inferring population features from sample data. Variables and methods are documented as accurately and fully as feasible so that other researchers may duplicate the study. Finally, the researcher has the opportunity and responsibility to methodically arrange and

display data in order to reach meaningful and correct findings. Moreover, a single cross-sectional design was used to obtain data from respondents. The rationale for descriptive research is that it is distinguished by the prior formulation of specific research questions. Thus, the information required is clearly specified. However, the exploratory approach would aid in dealing with responses from respondents' own opinions to certain specified study topics.

Study Area

The research area, Nalerigu, is located in the East Mamprusi Municipality in the North East Region. The neighborhood has been projected to contain over 3,000 homes and over a hundred thousand residents. The study area is known to have active gender related cases hence the study is well placed within the community.

Population

Mugenda (2008) describes population as the set of all groups of individuals, objects, items, cases, articles or things with common attributes or characteristics. According to Kothari (2004) a population consists of all items in any field of inquiry. Participants for this study involved households in the Narelegu Community in the East Mamprusi Municipality of the North East Region. To get a better understanding of the influence of gender on family purchase decisions, I deemed the views of people who most likely are the ones who buy tangible and intangible things for the household and those who have informed knowledge in the subject area as very relevant. In this investigation, studying the entire population was inappropriate as it would be time consuming and quite costly to attend to all the elements forming the population. In view of the limited time given to work within, an appropriate sample was therefore

chosen to suit the study. The study population was therefore 100 households in the Narelegu community.

Sample and Sampling Procedure

The sample size for the study is one hundred (100) participants, which was determined using the Krejcie and Morgan (1970) sample size determination table. This sample size was chosen due to the nature of the population and the time within which the study was to be completed. For the purpose of this study, both probability and non-probability sampling techniques were used. Thus, purposive and simple random sampling techniques were used in selecting the sample or group of subjects from the population for the study. Saunders et al. (2012) defines simple random sampling as probability sampling procedure that ensures each case in the population has an equal chance of being included in the sample.

This technique therefore affords each individual of the population to have an equal chance of being included in the sample. In order to identify response to the questionnaire, the purposive sampling technique was adopted because there is no available sample frame for influence of gender on family purchase. The sample consisted of households in the Narelegu community. However this technique is prone to biases by the researcher since the study must use sample which is a representative of the total population (Saunders et al., 2007). The sample size for the study constituted 100 households who provided information relating to who is responsible for purchases. This sample size was selected because, at any alpha level, increased sample sizes produce greater power for the statistical test (Hair, Black, Babin & Anderson, 2010).

Data Collection Instrument

The main research instrument for the collection of data was a questionnaire. This is a survey research and that using questionnaire was appropriate (Creswell, 2003). The measuring scales were adapted from similar articles in the relating to this study (Clemes, Gan & Zang, 2010; Colgate & Lang, 2001; Gerrard & Cummingham, 2001; Keaveney, 2005; Narteh, 2013). These measuring scales were nominal, ordinal, interval, and ratio. The first part of survey questionnaires elicited information from respondents on their demographics. The second part of the questionnaires collected data on the extent to which gender plays a role in the purchase decisions of the family; the third part dwelt on the factors that influence family buying decision; while the fourth looked at which gender makes the most decisions in the family. A five point Likert scale was used to collect data on these independent variables. The scales ranged from least agreement (1) to strong agreement (5).

A questionnaire, according to Sekaran (2003), is a set of pre-formulated written questions to which participants record their responses. Questionnaires are effective data collection tools if the researcher knows exactly what they're looking for and how to measure the dependent and independent variables. The researcher believed that using a questionnaire would allow him to get the exact response he was looking for from participants. Using a questionnaire to gather data has its own set of drawbacks. According to Mouton (1996), the response rate is poor. Despite these flaws, the researcher felt that the questionnaire style of instrument was the best fit for the study's purpose

Data Collection Procedure

The study used only primary data sources. Thus, the study used primary data collected across households in Narelegu community. With the source of information been the sampled households, the data collection procedure adapted was the self-administered questionnaire by the respondents. In this study, structured questionnaire as a primary data collection method was used to collect the data. Questionnaires were the data collection instruments enabled the researcher to pose questions to respondents for answers to the research questions.

The questionnaires contained both closed and opened ended questions. A covering letter was attached to the questionnaire to assure respondents of their anonymity. The use of closed-ended as well as opened-ended questions allowed the researcher to make easy categorization and analysis. The administration and collection of copies of the questionnaire were carried out the same day but continuously over a period of two weeks due to the observance of the Covid restrictions in the community. This was done in the month of May, 2021.

Data Processing and Analysis

The data collected from research becomes meaningful only when it is organised, summarized and observations explained in order to determine its essential causes, statistical relationships, pattern and trends (Dane, 2011). The process requires the researcher to analyse the data that have been collected (Leary, 2004). Thus, the statistical programme used for the analysis and interpretation of data was the Statistical Product for Service Solution (SPSS)

version 20. Prior to this, copies of the questionnaire were coded for the data analysis. The coding ranged from 001–100.

Returned questionnaires were edited to correct probable errors and to sort out misconceptions and misunderstandings to ensure credibility of the research. The first part of the questionnaires was analysed to identify the demographic features of respondents using descriptive analysis.

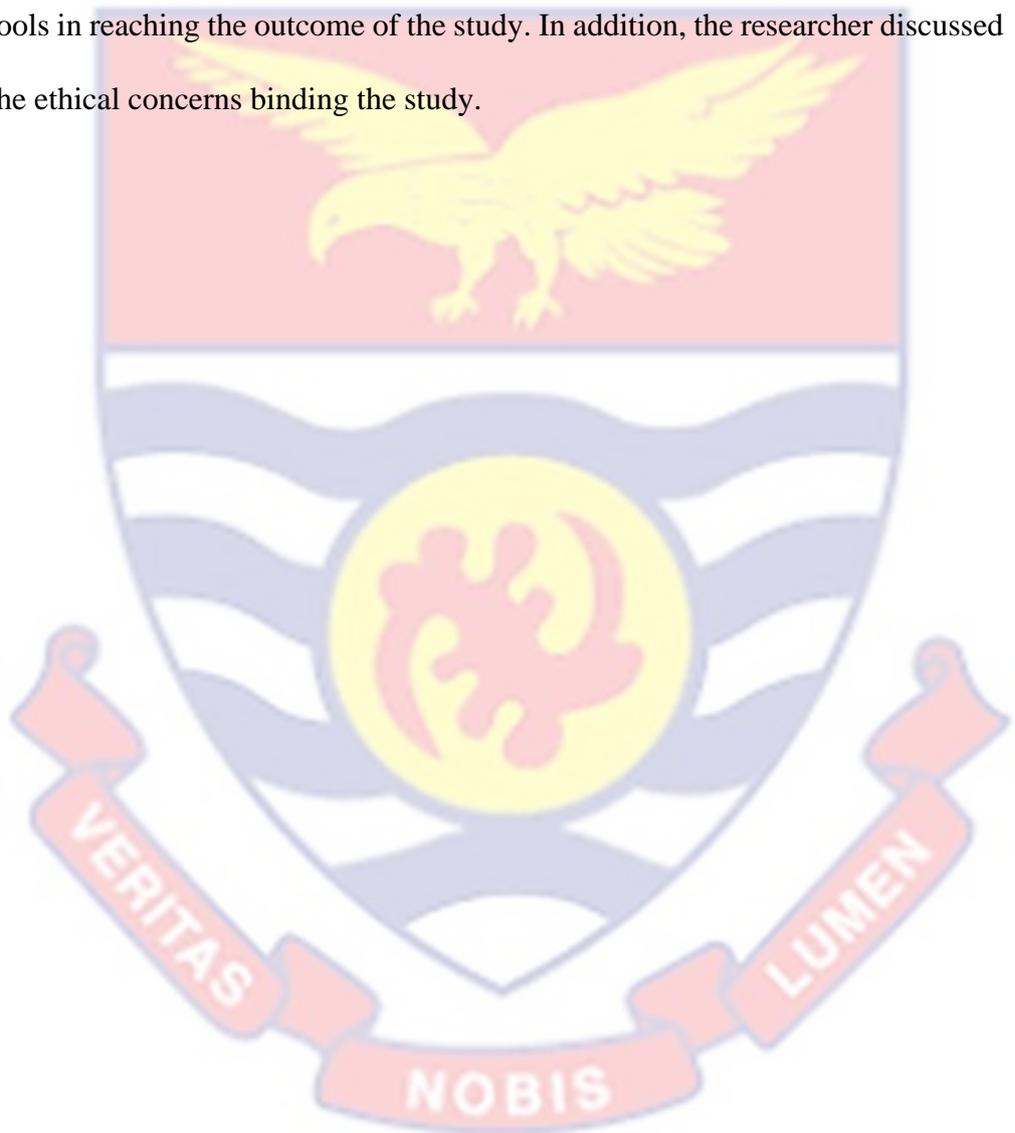
Ethical Considerations

The privacy of the participants was protected in this study by first obtaining their permission to participate or not, since one of the principles of social research demands voluntary involvement of individuals. In this respect, there were explanations of the study's goals, as well as its importance in increasing participants' voluntary involvement. There is a widespread notion that exposing people to answering questions on a questionnaire would bring them bodily and mental damage. As a result, statements in the questionnaire were written in a manner that gave participants a range of alternatives and free will, allowing them to choose things that were relevant to them.

Anonymity and secrecy were guaranteed to all participants. The researcher disclosed her name to study participants in order to rid their minds of any concerns or deceptions about the study, as well as to assure them that the information they provided would not be shared with anybody. Concerning confidentiality, participants were not requested to give their identities or the names of their schools on the questionnaire. To prevent scientific misconduct in research, known as plagiarism, the study carefully adhered to the established norms of scientific behaviour. The researcher verified that all ideas, works, and publications used were properly recognized and cited.

Chapter Summary

This chapter dwelt on the method and research design which employed the use of the quantitative approach, specifically the descriptive survey. It discussed in detail ways of data collection and analysis, as well as emphasized on the statistical tools, not failing to mention the rationale behind the use of such tools in reaching the outcome of the study. In addition, the researcher discussed the ethical concerns binding the study.



CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter deals with the results from the data analysis as well as the discussion of the findings. The analysis was done guided by the research objectives. Hence, relevant tables are used to display the data complemented with a short description. The discussion on each finding, which is separated from the results, comprises the interpretation of the data supported with previous findings from the related literature coupled with its implications where possible. The instrument used to collect the data was the questionnaire. In all, 100 household members in Narelegu were selected and given the questionnaire to respond to. The researcher employed the use of descriptive statistics (frequencies, percentages, means and standard deviations) to describe the demographic characteristics as well as answering the research questions. The results in this section is organized into two parts, with the first part dwelling on statistical analysis of demographic information of respondents, while the second part dealt with the research questions formulated for the study. The statistical programme used for the analyses and presentation of data in this research is the statistical package for social sciences version 21.

Analysis of Demographic Information of Participants

Analysis of demographic information of respondents is centered on gender, marital status, age, level of education and occupation. On the issue of gender, data collected indicated 65 males (65.0%) and 35 (35.0%) females as shown in Table 1.

Table 1: Distribution of Respondents by Gender

GENDER	NO	%
Male	65	65.0
Females	35	35.0

Source: Field Survey, (2021)

Results in the Table 1 depict a slight majority of males (65.0%) participating in the study as against females (35.0%).

Table 2: Age Distribution of Respondents

Age	Frequency	%
20-25	36	36.0
26-30	16	16.0
31-35	22	22.0
36-40	9	9.0
41-45	7	7.0
45 and above	10	10.0

Source: Field Survey, (2021)

Of the respondents chosen for the study, 10 (10.0%) were between the ages of 41-45, 22(22.0%) were also between ages 31 and 35, 36 (36.0%) were between the ages of 20 and 25. The above age ranges indicate that all the respondents chosen for the study were in a position to know what gender influence is about in relation to family purchases. It was therefore hoped that the true information would be given due to their maturity. The respondents had an adult work force with a mean age of 2.65 and a standard deviation on 1.666.

Table 3: Level of Education of Respondents

Level of education	Frequency	%
Tertiary	80	80.0
Sec/Voc./Tech	14	14.0
JHS/Middle School	6	6.0

Source: Field Survey, (2021)

From Table 3, out of a total of 100 respondents, 80 (80.0%) had attained a tertiary education, 14 (14.0%) had a certificate either from a secondary school, vocational school or a technical school. Again, 6 (6.0%) had attained basic education.

Table 4: Occupation

Level of education	Frequency	%
Unemployed	20	20.0
Self-employed	73	73.0
Employed by private entity	3	3.0
Employed by formal sector	4	4.0

Source: Field Survey, (2021)

About 73.0% of the participants in the study were self-employed while 20 percent were unemployed. It was observed that many of the households do not have large family size.

Table 5: Marital Status

years	Frequency	%
Married	38	38.0
Divorced	18	18.0
Separated	3	3.0
Co-habiting	5	5.0
Single (in a relationship)	32	32.0
Single (in a relationship)	4	4.0

Source: Field Survey, (2021)

The data in Table 5 shows the distribution of respondents with respect to their marital status. This is to say that, out of a total of 100 respondents, 38 (38.0%) of the respondents were married representing a mean of 2.87 and a standard deviation of 1.846.

Table 6: Monthly Income

years	Frequency	%
Less than ₵500	18	18.0
₵500-₵699	12	12.0
₵800-₵999	30	30.0
₵1000plus	40	40.0

Source: Field Survey, (2019)

The data in Table 6 shows that 18% of the respondents earned less than ₵500, which was the least income identified, 40% thus the majority earned between ₵1000plus, whilst 30% earned between ₵800-999.

Analysis and Results of the Research Questions

Research Question 1: To determine the extent to which gender plays a role in the purchase decisions of the family

This section therefore examines the extent to which gender role in a family influences purchase decision. Item 1 revealed that the respondents agree that the culture setting of the family largely influences specific gender role in buying. This is consistent with findings by Lotfizadeh (2013) who discovered that culture influences and shape the decision-making ability of gender in a family.

Teather (2005) asserts that products have gender attributes which was obvious in the item 8 of the findings. It was however disagreed with sex roles being rigid in these modern times as eluded by the findings in item 2. In conclusion, it was strongly agreed in item 7 that the magnitude of financial commitment largely influences gender dominance during family purchase decision.

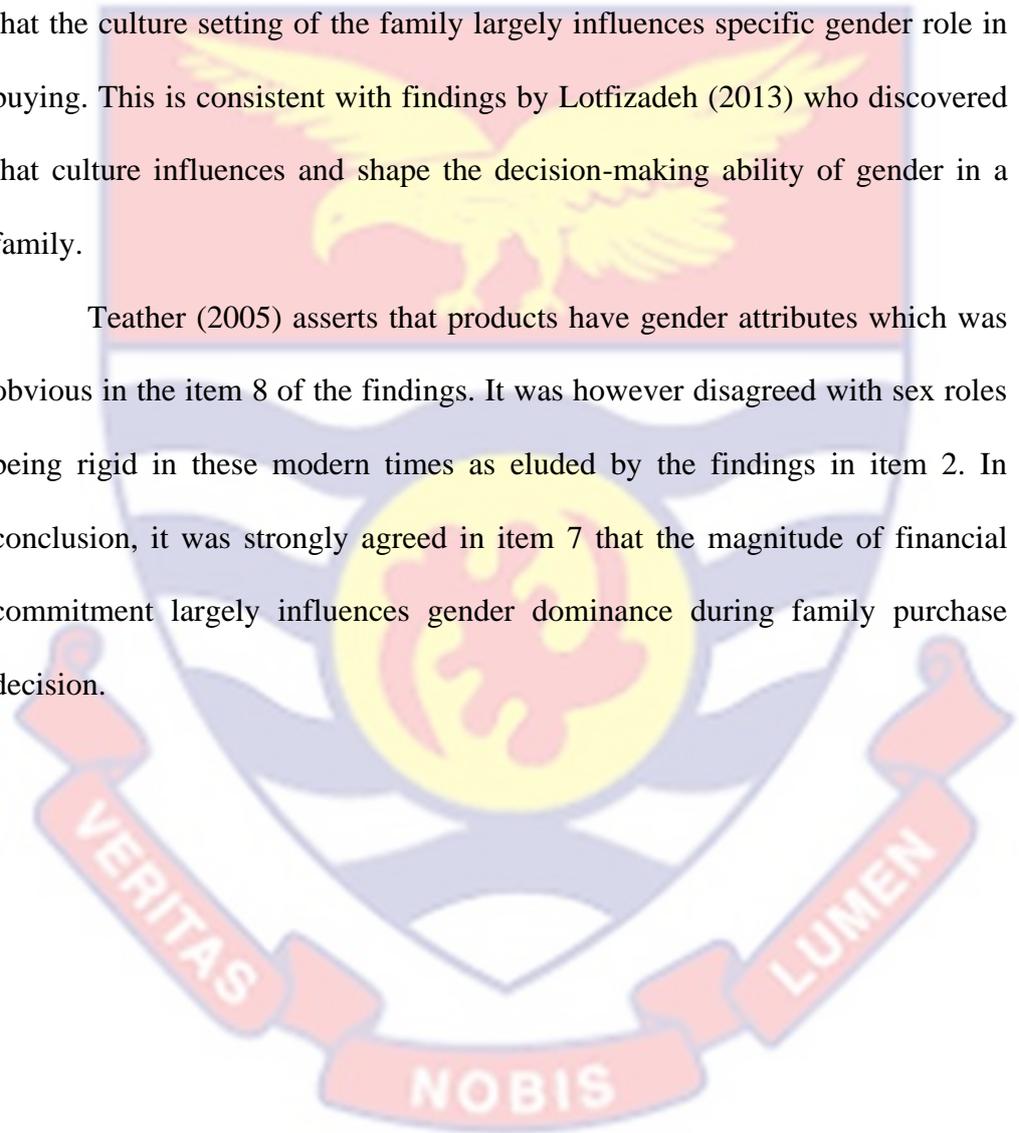


Table 7: Gender role in the purchase decisions of the family

Statement	Response				
	LA	SA	MA	A	SA
Culture setting of the family largely influences specific gender role in a buying situation.	18 (18.0)	48 (48.0)	15 (15.0)	13 (13.0)	6 (6.0)
Traditional sex roles are rigid and tend to make decision making less rigid in a family buying situation.	33(33.0)	35(35.0)	16 (16.0)	13 (13.0)	3 (3.0)
Type of product purchase decision to a large extent influences male or female dominance during family buying decisions.	16(16.0)	23(23.0)	13(13.0)	23 (23.0)	25(25.0)
Modernization and elitism give both gender equal roles in family purchase decision.	13(13.0)	39(39.0)	23(23.0)	22 (22.0)	3(3.0)
Particular gender lifestyle affects family decision making during product patronage.	4(4.0)	37(37.0)	22(22.0)	23 (23.0)	14(14.0)
Conflict occurrence is realized due to variations in gender ideologies when making purchase decisions for a family.	10(10.0)	27(27.0)	23(22.0)	22 (22.0)	18(18.0)
The magnitude of financial commitment largely influences gender dominance during family purchase decision.	19(19.0)	29(29.0)	26(26.0)	16(16.0)	10(10.0)
Products by themselves exhibit specific gender appearance hence influences gender type decision during family buying.	19(19.0)	33(33.0)	19(19.0)	21 (21.0)	8(8.0)

Source: field survey (2021), Data presented as frequencies and percentage (%)

Participants stated that gender is a major factor when purchasing items for the household. This is evident in the frequencies, percentages presented in Table 7. Out of a total of 100 respondents who responded, 35(35.0%) somewhat agree to the view that traditional sex roles are rigid and tend to make decision making less rigid in a family buying situation, while 10.0% were in strong agreement with the view that the magnitude of financial commitment largely influences gender dominance during family purchase decision. On the other hand, 39(39.0%) somewhat agreed with the statement that modernization and elitism give both gender equal roles in family purchase decision, with 10% moderately agreeing.

Table 8: Gender role in the purchase decisions of the family

Item	Responses	Mean	Std. Deviation
1	Culture setting of the family largely influences specific gender role in a buying situation.	2.41	1.111
2	Traditional sex roles are rigid and tend to make decision making less rigid in a family buying situation.	2.18	1.123
3	Type of product purchase decision to a large extent influences male or female dominance during family buying decisions.	3.18	1.445
4	Modernization and elitism give both gender equal roles in family purchase decision.	2.63	1.060
5	Particular gender lifestyle affects family decision making during product patronage.	3.06	1.153
6	Conflict occurrence is realized due to variations in gender ideologies when making purchase decisions for a family.	3.11	1.270

7	The magnitude of financial commitment largely influences gender dominance during family purchase decision.	2.69	1.237
8	Products by themselves exhibit specific gender appearance hence influences gender type decision during family buying.	2.66	1.233

Source: Source: Field Survey, 2021

The Likert scale used for this analysis is “Least Agreement (LA); Somewhat Agree (SA); Moderately Agree (MA); Agree (A); and Strong Agreement (SA) which represent 1, 2, 3, 4, and 5 respectively. Thus, from the table above, a mean of 3 denotes a neutral valuation of the variables by the respondents. The Data in table 7 presents respondents’ responses to the research question “Gender role in the purchase decisions of the family”. For “Conflict occurrence is realized due to variations in gender ideologies when making purchase decisions for a family”, respondents indicated that it is not a major contributor to purchases in the household with a mean score of 3.11. Respondents indicated that “Products by themselves exhibit specific gender appearance hence influences gender type decision during family buying” positively affect their household purchase with a mean score of 2.66.

Research Question 2: The extent to which other factors influence family buying decision

The research noted in Table 9 that certain additional factors influence purchasing decisions in a family setting, the research took keen interest in these factors. Item 2 showed that respondents strongly agreed that income level variation by gender influenced their decisions. This sits well with Barnett and Sturn (2013) who cited that family decision making theories particularly

empowers a gender with a higher income bracket to project his or her individual opinion during the purchase decision-making process.

Indeed, there is the male dominance in higher-paying jobs and so they tend to control the decision-making process. Similarly, item 3 revealed high agreement in terms of a given gender's degree of education influencing purchase decisions in a family environment. Also, it was widely acknowledged that gender-specific product knowledge influenced purchasing decisions. Knowledge, as is commonly stated, is power hence, consumer judgments are heavily influenced by gender exposure, education and expertise (Kang & Lee, 2015). Having said that, several factors shown in the table below only had a little impact on purchasing decisions. These were accomplished in items 1 and 7. Thus, age alone can only have a little impact on buying decisions, whereas buyer personality influenced family buying decisions.

Table 9: Extent to which other factors influence family buying decision

Responses	Mean	Std deviation
Age by itself influences gender buying behaviour in a family setting.	2.79	1.320
Income levels/variations of a specific gender influence buying decisions in a family.	2.35	1.132
The level of education of specific gender influences family buying decisions.	2.11	1.004
The culture, beliefs, norms, values and religion of gender in a family affects their buying decisions.	3.02	1.263
Degree of gender relevance, participation or interest stimulates buying decisions of specific products in a family.	2.87	1.195

Gender specific knowledge of products to a large extent influences family buying decisions.	2.61	1.163
Degree to which personality of the buyer influences their decisions in a family.	3.26	1.260

Source: Field Survey, 2021

Data in Table 9 supports the assumption that gender plays a major part in decision-making. The statistical data provided shows that participants agree entirely to the various statements on decision-making since the various statements rated had mean scores between 2.11 to 3.26. The mean value per the grading system indicates that decision-making acts as a determinant of purchases in the household. Participants agree that their decision-making is largely determined by “gender specific knowledge of products to a large extent influences family buying decisions” (M = 2.61, SD = 1.163). In addition, statements such as “Degree of gender relevance, participation or interest stimulates buying decisions of specific products in a family” (M = 2.78, SD = 1.195), “Income levels/variations of a specific gender influence buying decisions in a family” (M = 2.35, SD = 1.132), “Age by itself influences gender buying behaviour in a family setting” (M = 2.79, SD = 1.320) go a long way to proving that gender experiences induces purchases amongst households in Narelegu community.

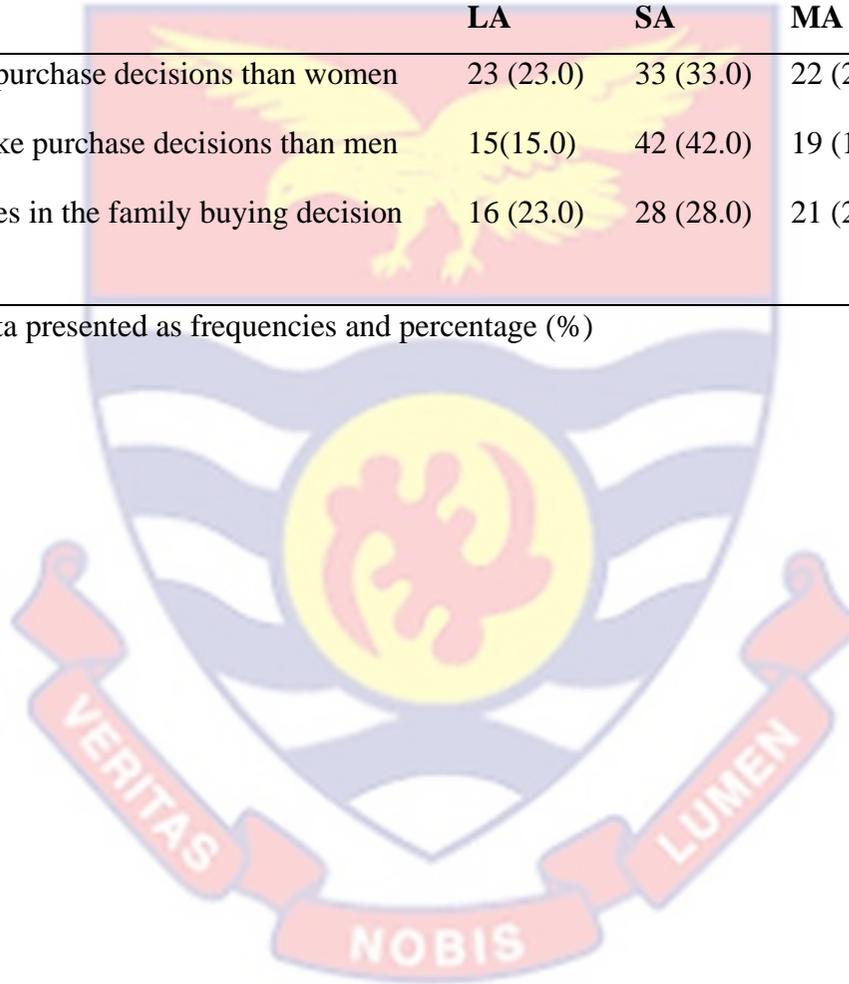
Research Question 3: Gender specific dominance in family buying decisions

According to the chart below, it was discovered in item 1 that respondents strongly agreed that males rather than females dominated their families' purchasing decisions. This matched the results of the regression analysis in Table 6, which showed a beta of 8.949 for male dominance.

Table 10: Gender role in the purchase decisions of the family

Statement	Response				
	LA	SA	MA	A	SA
In this household, men make purchase decisions than women	23 (23.0)	33 (33.0)	22 (22.0)	19 (19.0)	3 (3.0)
In this household, women make purchase decisions than men	15(15.0)	42 (42.0)	19 (19.0)	21 (21.0)	3 (3.0)
No particular gender dominates in the family buying decision making	16 (23.0)	28 (28.0)	21 (21.0)	26 (26.0)	9 (9.0)

Source: field survey (2021), Data presented as frequencies and percentage (%)



Women make purchase decisions more than as observed from the results presented in Table 10. Forty two percent of the respondents said women make purchase decisions than men while 23 (23.0%) least agree with the assertion that males make the most purchases in the household.

Table 11: Gender specific dominance in family buying decisions

Responses	Mean	Std deviation
In this household, men make purchase decisions than women	2.46	1.132
In this household, women make purchase decisions than men	2.55	1.077
No particular gender dominates in the family buying decision making	2.84	1.237

Source: Field Survey, 2021

The results in Table 11 indicates positively that gender specific dominance in family buying decisions. On the whole, participants agreed that in the household, women make purchase decisions more than men. Some of the decisions that the women make include the purchase of food items, clothing's for the children, buying of amenities, etc.

Discussions

We can draw inferences from the above discussion that gender is a very important factor among all the factors; it plays a very crucial role in purchase decisions. Women are more internally focused whereas men ought to be externally focused. Gender shapes different characteristics of female and male shopper. It has been suggested that male and female consumers demonstrate considerably different approaches in their decision making and purchasing behavior when shopping. The study's results provide important insights into the

dynamics of spousal decision-making. It was found that the perspective about the role of sex affected the role structure of family choices. In this analysis, the objectives developed related to gender in family purchases. For example, members of some cultures might be less willing to select extreme responses (Lee *et al.*, 2002). A study conducted by Roster, Albaum and Rogers (2006) showed that the US and the Philippines samples were more likely to use extreme scale end points than China or Ireland samples. In this study, the descriptive statistics corresponds to the results of the study conducted by Harzig (2006). When examining the sample distribution, it became clear that it did not followed a normal distribution, which not allowed the use of parametric tests.

The study's results will help marketers understand how families make purchasing decisions. Families have shown considerable buying power in the past as private and close-knit groupings. The findings indicate that gender role orientation has a significant effect on the family choices of women's relatives. Education is a critical factor in the development of women's sexuality. Furthermore, the findings of this study indicate that, in addition to using economically derived variables such as social class to segment the market, gender roles may be used as a basis for segmentation in the Narelegu community.

The product selection and sample size are two obvious limits of the study's results and generalizability. This study also revealed that women like to purchase more than males. Lizárraga et al. (2007) research backs this up. Their study offered a conceptual framework for investigating the effect of gender and age on the importance given to a variety of factors in the decision-making process. Statistical analyses revealed significant differences in the perception of

the factor affecting their decision-making processes by gender and age. Women are more concerned about the ambiguity, uncertainties, and dynamism involved in the decision-making process. They place a higher value on time and money and are concerned about the consequences of their decision, regardless of whether it impacts them or others. Women are more aware of the challenges posed by their surroundings and the people around them, and their emotions play a larger role in their decision-making process. Gender is a highly important factor among all of the factors; it is very important for purchasing decisions.

Gender influences a variety of characteristics in both women and men. When it comes to shopping, it has been suggested to men and women that their decision making and purchasing behaviour is substantially different. It was also found that, as stated by de Palma et al., (2008) a couple's combined decision-making is typically closer to the husbands' individual preferences. However, the critical conditions that change a couple's shared decision towards the woman's specific preferences were also identified. An increase in total household earnings or in the proportional portion of the woman's household earnings increases the likelihood that the choice of a woman is more similar to that of a woman than that of the husband. As a result, the item's results indicate that couples agreed that the shared decision-making process did not favor the spouse with more money.

Consumer purchase behavior is the study of how individuals, groups, an organizations select, buy, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. To understand consumer purchase behavior, marketers draw heavily on such fields as psychology and sociology. The result is a focus on four major influences on consumer behavior: psychological, personal, social and cultural.

By identifying which influences are more active in certain circumstances, marketers try to explain consumer choices and predict future buying behavior (Ebert & Griffin, 2013). It is seen that feminine consumers prefer feminine products or brands and masculine consumers prefer masculine products or brands.

This relationship between gender role attitudes and brand connections seems surprising at first; however, it does indicate an interesting phenomenon. Those with traditional gender role attitudes believe that there are specific and defined roles in the society, and they would make sure to behave themselves accordingly. As such, they would select the brand that matches well with their perceived social roles. On the other hand, egalitarian consumers would have less concern of appropriate social gender roles, and they would focus on what works best for them. As egalitarian individuals are more flexible in their attitudes toward social roles, rights, and social responsibilities for men and women, they are more likely to accumulate brand knowledge with different brands and freely show their attitude toward a brand.

The findings affirm the role of brand connections, including self-brand connection and functional brand connection, as motivating factors that strengthen the gender and brand link. As consumers can use the brand to clearly express their gendered self, their essential personality traits, they are more likely to have favorable evaluations and attitudes toward the brand. However, this does not mean functional brand connection is not important. Self-brand connection can be affected by femininity personality traits, masculinity personality traits, and gender role attitudes, and self-brand connection then impacts brand associations and brand uniqueness. Women feel pride in their ability to get the

best products for the best prices. Marketers empathize this perception greatly by placing selective deals to offer a sense of accomplishment for women's shopping experience. Men buy on immediate needs rather waiting for best deals. They only buy what they need despite of the deal offered.

Jain, Khan and Mishra (2015) classified motives behind consumers' luxury goods consumption as "intrinsic" (personal) factors and "extrinsic" (social) factors. Intrinsic factors refer to the acquisition of luxury goods mainly for inner satisfaction and extrinsic factors refers to the purchase of those products for social representation, to show their possessions and status. According to the test results, it was possible to conclude that women were not more driven by hedonic value than men, even if they responded slightly more positively in these items than men. This appears to contradict previous research, which suggests that women are more responsive to the uniqueness and hedonic value of luxury brands (Stockburger-Sauer & Teichman, 2013). However, results also show that women obtain more pleasure purchasing luxury brands than men. These results can be explained by the fact that in western cultures, gender roles are becoming increasingly blurred. More precisely, research on the dynamics of sex shows that women possess more male traits and that it is more accepted for men to adopt female traits than the contrary (Lueptow, Garovich-Szabo, & Lueptow, 2001). Twenge (1997) also shows that maintaining the degree of masculinity in Western cultures constant, the degree of femininity has increased over the years.

Chapter Summary

This chapter presented the analysis, interpretation and discussion of results. This was done in tandem with the research questions formulated for the

study. Frequencies, Percentage, the Cronbach Alpha and Means were used to answer the demographic and research questions. The results were interspersed with literature to refute or buttress the data that was gathered on the field. The chapter was divided into two main parts with the first part discussing the demographic data of participants. The second part dealt with the analysis and discussions on the research questions. The researcher found out that gender does, in fact, play a significant influence. In the next chapter the conclusions and recommendations are proffered.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter five is composed of an overview of the study, a summary of the various findings of the study. Again, the final chapter deals with the recommendations based on the key findings, as well as, suggestions for further research.

Summary

The study adopted a quantitative research technique and a survey design to conduct the investigation. The only research tool used to gather primary data was the structured survey questionnaire. A total of 50 questionnaires were received and included in the study analysis. Primary data was analyzed using descriptive statistics such as frequencies, percentages and inferential analysis on an interval scale. The results were primarily presented in tables, with the figures illustrating the findings.

Key Findings of the Study

The study had the following key findings.

1. The study's findings clearly showed that respondents were of the view that gender had a contributing factor in family purchasing decisions; this was influenced by the cultural, environment and rigid gender norms observed in households when purchasing decisions were made. Furthermore, the cost of purchase investment influences to a large extent the gender role when purchasing. It was also obvious that lifestyle had no bearing within the genders on purchasing making decisions.

2. Aside gender roles, the study made known that a variety of other factors affected family purchasing decisions. Among which are as follows; majority of respondents believed that income levels had an impact on a particular gender purchasing decisions, most families were also influenced by their level of education and understanding of the purchase process when making such decisions. While it was found that culture and degree of product relevance impacted purchase decisions to an extent, they were not as significant as the other factors.
3. The study found the female gender dominating family buying decisions due to the community's general gender dominance tendency.

Conclusions

Following the presentation of significant findings, the researcher came to the following conclusions, taking into account relevant literature.

1. Firstly, the study found that gender does, in fact, play a significant influence. More importantly, these gender roles are motivated by individual cultures, which is accountable for the inflexible gender roles that exist in families when buying decision making is concerned (Lotfizadeh (2013).
2. Secondly, it was discovered that family purchasing decisions were largely influenced by lifestyle. However, it was discovered to a desirable extent that the cost of the item being purchased decides the gender making the purchasing choice. Teather's (2005) outcomes that gender and cost of patronage impact purchasing decision making were consistent with these findings.

3. Thirdly, the study was of the view that characteristics such as a buyer's level of education and income fluctuation had a substantial impact on their purchasing decisions and this was also confirmed Barnett and Sturn (2013)'s study.

Recommendations

Based on the findings, the researcher made the following recommendations;

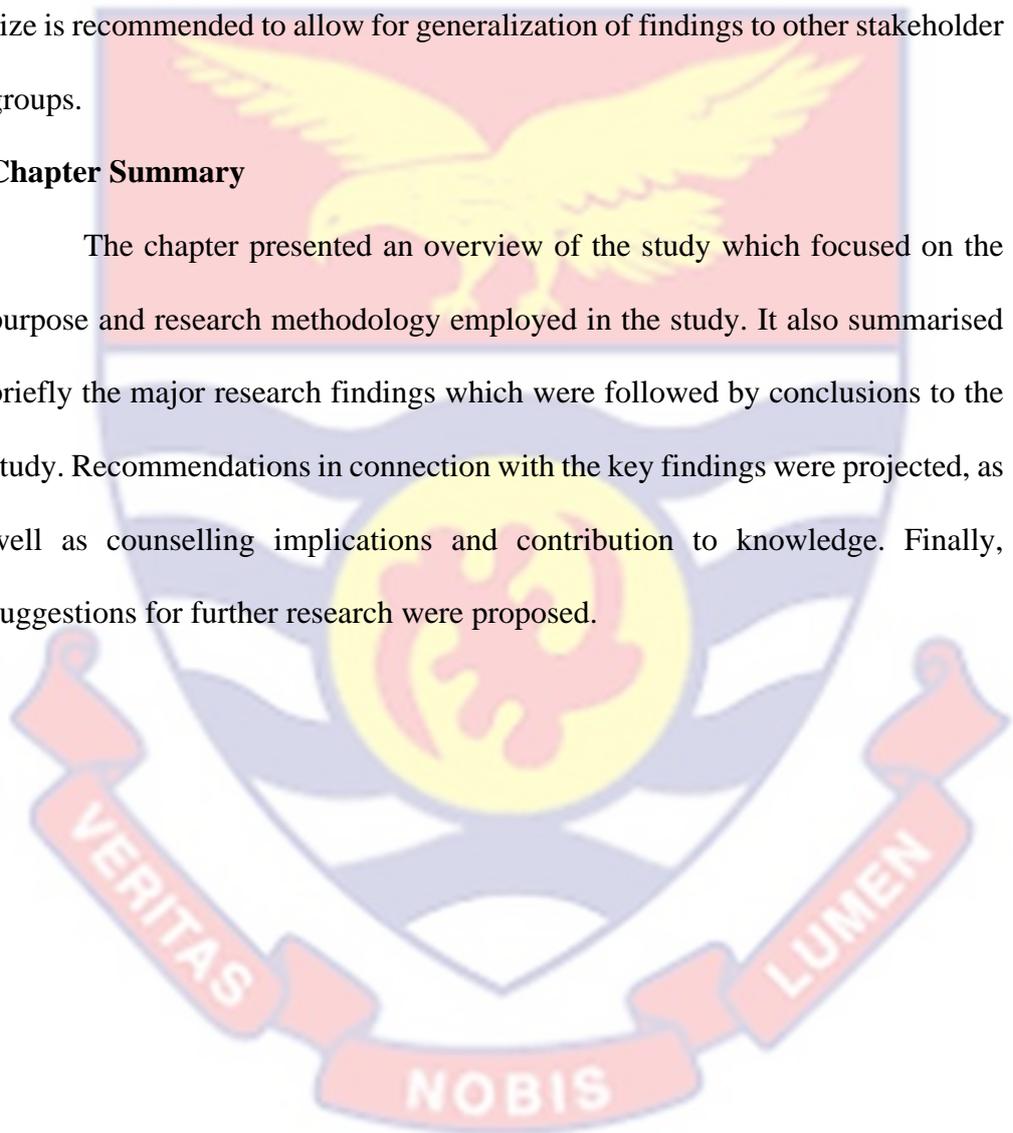
1. Females dominated the household purchasing decisions, according to the research. It is thus suggested to the dominant gender to recognize that contemporary trends and education imply that both genders should be included in the purchasing process within the community, since both are consumers of products and services.
2. It was discovered that wealth and education had a significant impact on purchasing decisions therefore the gender with the most income or education should not always make the purchasing decision. Instead, it must be a collaborative impact, since this will ensure that both sides are satisfied after the transaction.
3. Although the study identified other variables responsible for family purchasing decisions besides gender, it recommends further scientific study on areas such as product or service characteristics and how these could influence patronage decisions.
4. The study also advises the sampled respondents to adopt collaborative decision-making procedures to benefit collectively when making family purchasing selections, in order to minimize dissonance following patronage.

Suggestions for Further Research

The Nalerigu village in the North East Region of Ghana provided a small sample size for this study. Future studies researching comparable subjects should explore sample respondents from a cosmopolitan location with an effective working population of both males and females. Also, a larger sample size is recommended to allow for generalization of findings to other stakeholder groups.

Chapter Summary

The chapter presented an overview of the study which focused on the purpose and research methodology employed in the study. It also summarised briefly the major research findings which were followed by conclusions to the study. Recommendations in connection with the key findings were projected, as well as counselling implications and contribution to knowledge. Finally, suggestions for further research were proposed.



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APPENDIX
UNIVERSITY OF CAPE COAST
SCHOOL OF BUSINESS
QUESTIONNAIRES

Dear Sir/Madam,

This questionnaire is strictly for academic purposes as a partial fulfillment for an award of a Master's Degree. The questionnaire seeks to find out information on the influence of gender on family purchase decisions. I will be grateful if you could respond to the following questions. Please be assured that any information given will be used solely for the stated purpose and will be strictly confidential.

Section A

1. Gender: Male () Female ()
2. Marital status: Single () Married () Divorced () Separated ()
Co-habiting () Single (in a relationship) ()
3. Age 20-25yrs () 26-30yrs () 31-35ys () 36-40yrs ()
41-45yrs () 45yrs & above ()
4. Highest level of education: Tertiary () Sec/Voc/Tech ()
JHS/SHS/Middle School ()
5. Occupation: Student () Employed by Private Entity () Employed by
formal Sector () Unemployed () Self-employed ()
6. Monthly income bracket: less than ₵500 () ₵500-699 ()
₵800-999 () ₵1000plus ()

Section B: Extent to which gender plays a role in the purchase decisions of the family. *1 Least Agreement (LA) 2, Somewhat Agree (SA), 3 Moderately Agree (MA), 4 Agree (A) 5 Strong Agreement (SA)*

Item	Responses	LA	SA	MA	A	SA
1	Culture setting of the family largely influences specific gender role in a buying situation.					
2	Traditional sex roles are rigid and tend to make decision making less rigid in a family buying situation.					
3	Type of product purchase decision to a large extent influences male or female dominance during family buying decisions.					
4	Modernization and elitism give both gender equal roles in family purchase decision.					
5	Particular gender lifestyle affects family decision making during product patronage.					
6	Conflict occurrence is realized due to variations in gender ideologies when making purchase decisions for a family.					

7	The magnitude of financial commitment largely influences gender dominance during family purchase decision.					
8	Products by themselves exhibit specific gender appearance hence influences gender type decision during family buying.					

Section C: The extent to which other factors influence family buying decision.

1 Least Agreement (LA) 2, Somewhat Agree (SA), 3 Moderately Agree (MA), 4 Agree (A) 5 Strong Agreement (SA)

Item	Responses	LA	SA	MA	A	SA
1	Age by itself influences gender buying behaviour in a family setting.					
2	Income levels/variations of a specific gender influence buying decisions in a family.					
3	The level of education of specific gender influences family buying decisions.					
4	The culture, beliefs, norms, values and religion of gender in a family affects their buying decisions.					

5	Degree of gender relevance, participation or interest stimulates buying decisions of specific products in a family.					
6	Gender specific knowledge of products to a large extent influences family buying decisions.					
7	Degree to which personality of the buying influences their decisions in a family.					

Section D: Indicate which gender makes the most dominate decisions in your family and why.

1 Least Agreement (LA) 2, Somewhat Agree (SA), 3 Moderately Agree (MA), 4 Agree (A) 5 Strong Agreement (SA)

Item	Responses	LA	SA	MA	A	SA
1	In this household, men make purchase decisions than women					
2	In this household, women make purchase decisions than men					
3	No particular gender dominates in the family buying decision making.					

THANK YOU