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INFLUENCES OF GENDER ON FAMILY'S PURCHASING DECISION IN SAUDI ARABIA

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Keywords: Buying decision, gender, purchasing decisions

ABSTRACT

Male and female both influence purchasing decision according to the respective perspectives. This study evaluates the purchase differences and factors that influence genders to make specific choices in making purchasing decisions for a particular product. The study is significant as it would support marketers and organizations by providing relevant information related to the promotional activities and other marketing strategies to increase effectiveness of marketing and sales of the products. Additionally, the scope of this study is limited to the focus group is male and female customers who specifically live in Jeddah. The mixed methodology has been used in this study in which quantitative and qualitative both methods are utilized to evaluate the study. In qualitative method, literature is reviewed and in quantitative study, a questionnaire is distributed among 40 consumers in which 20 respondents were male and 20 were females between the age group of 20-40 years.

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INTRODUCTION

Nowadays, customers are offered with a lot of different promotional offers such as some retailers usually offer, promotional incentives in order to attract customers; some persuade them to prefer their stores than competitors; or some retailers offer consumers to buy bulk quantities in affordable prices to attract customers and hasten numerous of customer's shopping trips to the store (Saleh Alothman & Alhoshan (2013). For some foodstuff, sales promotion techniques are more significant than advertisement in order to gain more profit from the product.

As indicated by Bakshi (2012), guys and females need distinctive items and they are probably going to have diverse methods for preferring and acquiring these. Sexual orientation has an imperative part in shopper practices. Since, the contrasts amongst men and ladies about desire, need, require, way of life and so forth reflect to their utilization behaviours (Vijaya Lakshmi, 2017). Monroe (2003) in his study observed that the effect of behavioural

characteristics of the customers can give certain benefits to the sellers and they exactly know that how important these advantages are to them.

The interests and motives of consumers to engage into social media also provide insights into the activities of the consumers. Information, entertainment and social aspects are the three main motives of the consumers for using the internet as medium (Heinonen, 2011). The effect of social media on the buying behaviour of the customers can be in any products and services. The significant connection between consumer lifestyle and online shopping behaviour is verified by Wu (2003) and similarly Nijmeijer et al. (2004) examined the association involving food life styles and consumption of vegetables by using personal values, food beliefs, lifestyle components as well as attitudes and indicates that personal values had strong effects on the purchases and consumption frequency of the customers.

Lim, Osman, Salahuddin, Romle and Abdullah (2016) stated that decision making of family members has long been of immense interest to many scholars. According to recent studies, gender plays a vital role in family decision making for a particular product because there are different choice preferences and product perceptions which differ according to the gender that influence family purchase decisions. Therefore, this study determines the influence of gender on effective family buying behaviour.

METHODOLOGY

In this study, quantitative approach is used to investigate the reliability of study because this method is more significant and consistent so that statistical techniques can be easily applied to investigate the study as well as it helps to understand the relationship of independent variable with dependent variables. Another way of gathering information in a form of knowledgeable interviews from respondents for their opinions, views and thoughts related to the study.

In this study explanatory approach is used because it helps to forecast the future events and there causes and effects on dependent variables. It helps to test and then prove the relationship of dependent variables with independent variables with the help of statistical tools. Quantitative research is a way of gathering a numerical data based on respondent's attitudes, opinion, behaviour and much more other variables representing a large sample population which can be converted into form of statistics. This study includes questionnaire filled by surveys (online on mobile or computer, systematic observations, website interceptors and much more) for collection of data.

Data collection

In order to obtain secondary data, most relevant literatures has considered from online journals, blogs, articles, and other internet sources. The primary data has gathered through the combination of qualitative and quantitative approaches. Qualitative data collected through conducting interviews, from the store managers of Saudi Arab in order to evaluate their observations about the impact of gender on family purchasing decisions. The study mainly consists of quantitative approach in which consumers are asked to fill questionnaires in order to evaluate individual perspective about the role of gender in family purchase decision.

Questionnaire development

The questionnaires technique was used to collect the data in this study. The questionnaires are developed through Likert scale technique which is based on the questions related to the gender influence on family purchase decisions. Moreover, the questionnaire is based on 5 point scale such as, highly disagree, disagree, neutral, agree, and strongly agree.

Sample Size

The representation size of this study is limited to 40 respondents were males and 20 respondents were females between the age limit of 20 years to 40 years, as majority of the users lies between the age group of 20-40 who highly influence the purchase decision. Furthermore, 40 surveys were disseminated equally to five strip malls in different parts of Saudi Arabia. Surveys were hand-conveyed to each third customer. The finished surveys were come back to a particular individual/area in each strip mall. The factual tests were run and results were investigated.

RESULT AND DISCUSSION

There were 40 respondents participated in this study, about 20 are males and 20 are females. The range of their ages is between 20-40 years.

Fig. 1 shows about 45% of the participants agree that in most of the families, the decisions are taken by men while shopping. While there are 50% disagree and 5% is neutral with the statement. In the society of Saudi Arabia, the purchasing decision usually taken by the male sector.

Fig. 2 shows majority about 62% of the participants support women are more confident in buying grocery, decorative items of household in most of the families. Only 13% of the participants disagree with the statement. While, there are also 25% of the participants neutral with it. In most of the families in the modern society of Saudi Arabia, women are confident and they are earning on their own. The Saudi women and house wives are more confident in purchasing grocery and decorative items. Therefore, in this case women are more dominate on men in purchase decision making. The results of this question favour women more than men.

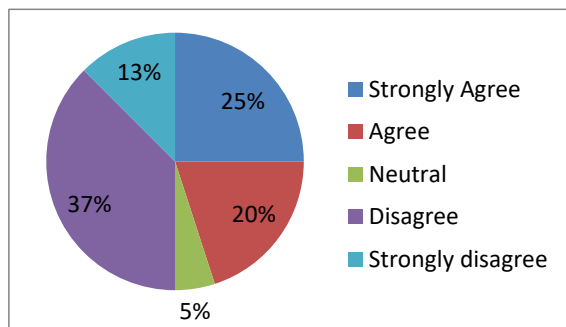


Fig. 1. In most of the families, the decision are taken by the men during the shopping

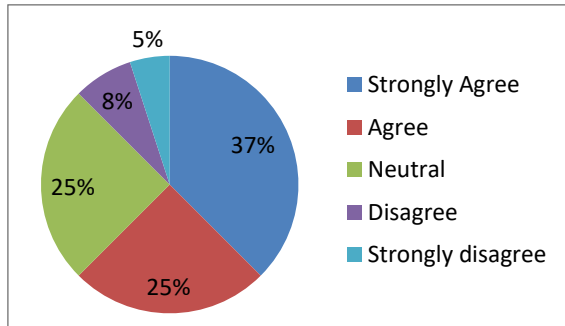


Fig. 2. Women are more confident in buying grocery, decorative items of household

Fig. 3 shows majority of 62% agreed that men are more experienced in buying and selling of houses and lands. There are 25% of the participants neutral with the statement. While, there are 13% of the participants disagreed with the statement. In most of the families in the modern society of Saudi Arabia, the men are found more active in the activities of buying and selling of houses and lands. The results of this question favour men more than women.

Fig. 4 demonstrates about 57% of the participants agreed that women have the ability of bargaining power, which helps them in purchasing decisions. There are 20% of the participants neutral with the statement and 23% of the participants disagreed with the statement. In most of the families in the modern society of Saudi Arabia, women are more confident and experienced in the bargaining prices, they are considered more powerful than men in this situation. The results of this question favour women more than men.

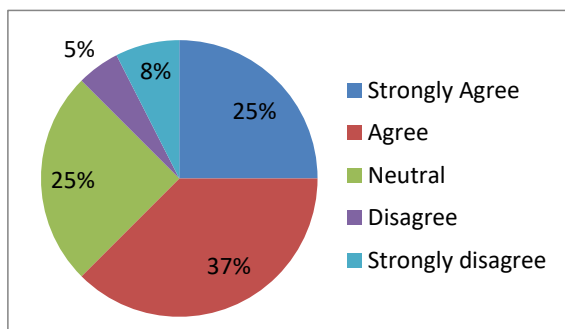


Fig. 3. Men are more experienced in buying and selling of houses and lands

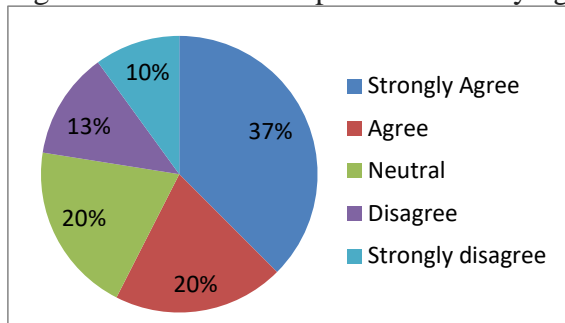


Fig. 4. Women have the ability of bargaining power, which helps them in purchasing decisions.

Fig. 5 shows majority about 57% of the participant support that men are confident in buying vehicles, televisions and other big items. About 20% of the participant neutral and 23% of the participant disagreed with the statement. In most of the families in the modern society of Saudi Arabia, men are more active participants in the buying of big items like cars, televisions and other huge items. They are more experienced and knowledgeable than women in this situation. The results of this question favour men more than women.

Fig. 6 signifies that half of the participant strong agreed that when girls go on shopping with their families, most of the decisions are made by mothers, 25% of the participants also agreed. There are 12% of the participants are neutral and 13% of the participants disagreed with the statement. In most of the families in the modern society of Saudi Arabia, when small girls go on shopping with their families, they ask their mothers to choose the best dress and other accessories. In this situation, the women of Saudi Arabia have preference to take decision regarding the purchases. The results of this question favour men more than women.

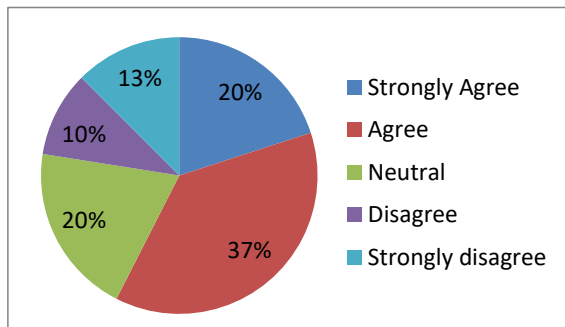


Fig. 5. Men are confident in buying vehicles, televisions and other big items.

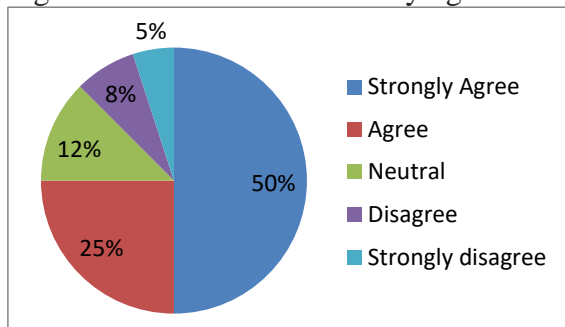


Fig. 6. When girls go on shopping with their families, most of the decisions are made by mothers.

Fig. 7 shows majority about 62% of the participants agreed that boys usually ask their fathers when they are purchasing gadgets, cell phones and laptops. There are 25% of the participants are neutral and 13% of the participants disagreed with the statement. In most of the families in the modern society of Saudi Arabia, when boys are purchasing gadgets such as laptops, smart phones etc. They ask their fathers to help them out in those situations, as men are more knowledgeable and experienced than women. Gadgets and other these types of things are more interested among the boys and men. They are all well aware of the models, technology and other technical aspects in gadgets. The results of this question favour men more than women.

Fig. 8 indicates about 65% of the participants are agreed that men are considered as the head of the family, decisions of purchasing generally taken by them. There are 25% of the participants are neutral and 10% of the participants disagreed with the statement. In most of the families in the modern society of Saudi Arabia, men are considered as the dominating member of the family and referred to head of the family. So, most of the decisions in purchasing and buying process, men are more active. They take a lot of interest regarding all the decisions of buying and purchasing of items. The results of this question favour men more than women.

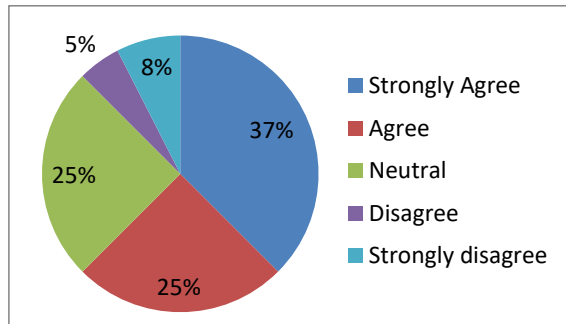


Fig. 7. Boys usually ask their fathers when they are purchasing gadgets, cell phones and laptops

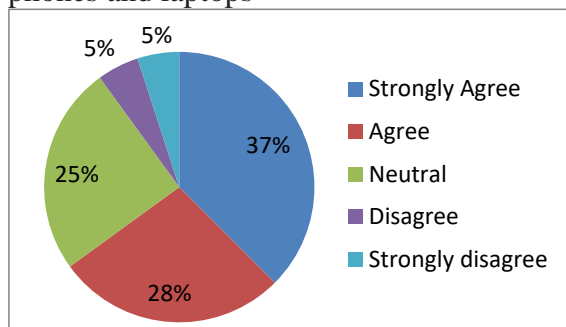


Fig. 8. Men are considered as the head of the family, decisions of purchasing generally taken by them

In some situations the results were in the favour of women while on the other situations the results of the findings were in the favour of men. The Saudi men were more active in buying new motor cars, sound systems, televisions and etc. which influence on the purchase decision, self-confidence when buying cars, smart phones, televisions, houses, etc; experience in buying, and intensity of interest in these things. The women of Saudi Arabia were active in buying related to kitchen and other home appliances. The Saudi women help their daughters in purchasing dresses and other accessories, and in this situation and condition they were dominating in the buying decision. The result shows that there was no significant difference between men and women buying and purchasing decisions. They are almost equal.

As per the socialization of ladies and men, ladies are found to be more important and frequently talk as a manner to relate and recognize with others, however men are found to be slightly busy and regularly find circumstances as problems to be settled. They discuss with educate to others. This acknowledgment however is concluded and may have lot of special conditions

and situations yet freedoms don't disgrace speculations. Fundamentally, not all men have a solid male mind, and not all ladies have a solid female mind, but rather there are usual contrasts amongst women and men, and men are much more biased to have typical men thinking and ladies are considerably more tending to have the female minds.

CONCLUSION

This study intended to find out the effectiveness of gender on family buying decision in Saudi Arabia. The outcomes of the findings were mixed, there was not one gender dominating in the buying decision. The result also shows that the effectiveness of gender on family decisions in Saudi Arabia play a very significant role in the lives of the Saudi people. They follow their own tradition, customs and norms. They give importance to the family values and cultures. They consider the fathers as the head of the families and most of the Saudi people take help from their fathers, as they honour and respect them a lot. It is also concluded that how gender affects the decision making and purchasing attitude processes is a crucial topic area with enhancing percentage of working women today and their ability to buy anything, it is important for the marketers to know how gender affects the buying decision. When understanding these differences between men and women, the decision making process in buying things help and support the families of Saudi Arabia.

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