

## “IMPACT OF GENDER ON FAMILY PURCHASES IN INDIA”

**DR. HEMANT J. KATOLE**

*Associate Professor, Department of Management Sciences, Savitribai Phule Pune University, Ganeshkhind, Pune, India*

### **ABSTRACT**

*Family purchase decisions are mostly affected by gender. This paper focuses on men and women approach towards family purchases. The categories of products covered under study are food & grocery, cleaning products, electronic equipments, medicines, childcare products, furniture, and cloths. This paper is mainly analysed and compare shopping parameters which are considered by men/women while purchasing. Author identified dissimilar parameters for men and women. It was observed that compare to females; males prefer to visit different websites to check the reviews of product/services. It was also observed that male and female have common reasons for selection of online mode of shopping and offline mode of shopping.*

**KEYWORDS:** *Gender, Family Purchase & Online/Offline Mode of Shopping*

**Received:** Jun 08, 2020; **Accepted:** Jun 28, 2020; **Published:** Sep 05, 2020; **Paper Id.:** IJMPERDJUN20201082

### **INTRODUCTION**

Family purchase: According to Alderson (1965) family purchase mostly influenced by wife as the principal family purchasing agent. The research on family purchases has been primarily focused on husband and wife influence. (Centers at al, 1971; Heer, 1963; Rollins, 1936; Safilios, 1970; Schleisinger, 1962). This research also centred on the effect of gender (men and women) on family purchases.

Gender: Becker (1965) considered family a “small factory” that consumes goods. Risman (1998) concluded that a family is a gender factory. Therefore, understanding gendered differences in consumption of goods vary and hence purchasing also. Ferber and Birnbaum (1980) observed that women are more serious about family purchases than men. Sussman (1993) observed that housework predominated by women and men spend more time with their children. Gentry and Commuri (2003) explain how gender differences have been observed in terms of household production and consumption behaviours.

Family purchase: Levy and Lee, 2004 consider family is the most important decision making and consumption unit. Therefore purchasing would be the collective than individual decision.

Williams and Burns, 2000 explain that every members in the family is important while purchasing any category of products. Lee and Collins (2000) disputed that conflicts are observed during family purchase decision because of their varied preferences.

Online/offline mode of shopping: Sarkar and Das (2017) identify that the main issue arise to consumer is which mode of shopping (online or offline) to choose while purchasing any category of products. Customers drive the market. Wang et al., 2013 urged that online channels have different advantages than offline channels. Brynjolfsson and Smith (2000) and Clay, Krishnan, and Wolff (2001) identify that merchandise prices are dropped drastically due to online channels. Degeratu and Rangaswamy (2000), explains that consumer buying process will

remain same for both online and offline mode of shopping and major difference would be shopping environment and marketing communication.

## LITERATURE REVIEW

According to Kolyesnikova, N., Dodd, T. and Wilcox, J. (2009), female purchase behavior are influenced because of obligations while gratitude for male. Mann, M. and Liu-Thompkins, Y. (2019), revealed that imagination can enhance purchase behavior of female customer and have negative impact on male customer. Chiu, Y., Lin, C. and Tang, L. (2005), conclude that gender preference for selecting online purchase is different. Online personal security influence purchase intention of male consumer while online ease of purchasing for female consumers. Barber, N., Dodd, T. and Kolyesnikova, N. (2009), Source of Information are different for males and females as per purchase confidence and internal knowledge. Nieves-Rodriguez, E., Perez-Rivera, M., Longobardi, T. and Davis-Pellot, J. (2017), influence of culture specially seasons and special occasions on gender change the purchase behavior of apparel. Pradhan, D., Kapoor, V. and Moharana, T. (2017), this study conclude that celebrity personality has a positive impact on user personality. Remaud, H. and Forbes, S. (2012), gender has moderate impact on wine purchase decision. Across globe both gender are using same parameters while purchasing wine. Hazari, S. (2018), prediction of purchasing sport material as a result of considering a social media advertisement is gender followed by playing actual sport. Ferraris, A., Giudice, M., Grandhi, B. and Cillo, V. (2019), researchers identify positive impact between the perception of cause related marketing and gender specially related with goal achievement and brand fit. Atulkar, S. and Kesari, B. (2018), the result shows that the gender moderates the association between consumer traits and situational factors with impulse buying. Maurer Herter, M., Pizzutti dos Santos, C. and Costa Pinto, D. (2014), the results show that positive emotions increase urge of shopping for men and that negative emotions reduce urge of shopping for women. Handarkho, Y. (2020), study reveals that gender and occupation were significant impact on intention to purchase. Nikhashemi, S. and Valaei, N. (2018), this study shows that the effect of brand personality and functional congruity is different across gender groups. Lee, H. and Lee, S. (2010), the mobile services most and least were similar across the gender, however male showed a higher use of mobile services.

## RESEARCH QUESTIONS

Researcher aimed to examine the impact of men and women on family purchase. From the literature review, researcher identifies and responds the following research questions,

- Who (male/female) demographic wise prefer to visit different websites and check the reviews of products/services before making the final purchase decision?
- What factors are consider by male and female for monthly spending on shopping? And whether there is any gender opinion difference between these factors?
- What factors are considered by male and female to choose online and offline mode of shopping? And whether there is any gender opinion difference between these factors?

## RESEARCH METHODOLOGY

An online survey through google form was carried out to collect primary data. Online survey was appropriate for this study because it reached large audience and with their convenience they completing the questionnaire (Katole, 2019; Neuman, 2004; Ha H. & Coghill K, 2008). Online survey was most efficient method of primary data collection because it saves time

and money both with accuracy of data (Lokken et al., 2003). Also, respondents did not disclose their identity. The secrecy of respondents improve the trustworthiness of primary data collected (Mehta & Sivadas, 1995; Kent & Lee, 1999; Gunn, 2002; Ilieva et al., 2002; Archer, 2003; Parker et al., 2004; Katole, 2011). Online survey necessarily answer each question before continuing to the next question hence no missing data occurred in this study (Saunders et al., 2003; Veal, 2005). Additionally, online survey permitted the responses to be stored automatically in prescribed format nourished into SPSS software. For data analysis researcher conduct descriptive statistics. And for hypothesis testing was completed through chi square test and multiple regression test.

**FINDINGS AND DISCUSSIONS**

The subsequent section confers and analyse demography and hypothesis testing.

**Demography**

The demography of the respondents is shown in table 1, One thousand four hundred and one valid responses were received. 59 per cent of the respondents are male and 41 per cent are female.

**Table 1: Sample Demographics**

Parameter(s)	% (n = 1401)
<b>Gender</b>	
Male	59
Female	41
<b>Age (years)</b>	
18-24	26
25-40	49
41-60	21
61 and above	4
<b>Occupation</b>	
Students	24
Employed	54
Unemployed	12
Business	10
<b>Family annual income (in INR)</b>	
1-5 lakh	27
6-10 lakh	43
11 lakh and above	30
<b>Who generally does shopping for home?</b>	
Male	59
Female	41
<b>Frequency of shopping</b>	
Daily	10
Weekly	42
Monthly	48
<b>Monthly spending on shopping (in INR)</b>	
1000-5000	37
5001-10000	30
10001-20000	19
20001 and above	14
<b>Do you visit different website before making the final purchase decision?</b>	
Yes	68
No	32
<b>Source:</b> survey data	

Majority of respondents were belonging to 25-40 age group and 54 per cent were employed. This shows that the respondents are adult to take their own decisions. Data also shows that 43 per cent of the respondents have 6 – 10 lakh as family annual income. 59 per cent male respondents were generally doing shopping for home and 48 percent respondent were doing shopping on monthly basis. 67 percent respondents were spending Rs. 1000-10000 monthly for shopping for home purpose. 68 percent respondents were visited different websites before making the final purchase decision.

### Hypothesis Testing

Hypothesis 1: Compare to females, males prefer to visit different websites to check the reviews of product/services.

**Table 2: Chi Square Test**

	$\chi^2$	p-Value	Male %	Female %
Gender Vs visit website	12.081	0.001	72	63

**Table 3: Age, Occupation and Income wise Association of Male Gender who Visit Different Website to Check the Reviews of Products/Services**

Age	$\chi^2$	P-Value	Accept/Reject	Occupation	$\chi^2$	P-value	Accept/Reject	Income	$\chi^2$	P-value	Accept/Reject
18-24	5.159	0.027	Accept	Student	0.031	0.859	Reject	1-5 Lakh	5.165	0.023	Accept
25-40	1.285	0.328	Reject	Employed	5.795	0.016	Accept	6-10 Lakhs	3.083	0.049	Accept
41-60	0.890	0.852	Reject	Unemployed	0.118	0.731	Reject	11 lakhs and above	3.083	0.256	Reject
61 and above	2.310	0.046	Accept	Business	4.370	0.037	Accept				

From table 2, researcher observed significant association between gender and their perception on actual visit of different website to check the reviews of products/services ( $\chi^2=12.081$ ,  $p=0.001 < 0.05$ ). Now to know the exact association between these variables, researcher observed that as compared to female respondents (63%), male respondents (72%) are actually visit different websites to check the reviews of products/services. Hence researcher concludes that compare to females, males prefer to visit different websites and check the reviews before making the final purchase decision. Further researcher performs demographic analysis specially age, occupation and income of respondents in Table 3. From Table 2, it was observed that age group 18-24 ( $\chi^2=5.159$ ,  $p=0.027$ ) and 61 and above ( $\chi^2=2.310$ ,  $p=0.046$ ) are significantly associated. As per occupation, employed persons ( $\chi^2=5.795$ ,  $p=0.016$ ) and businessman ( $\chi^2=4.370$ ,  $p=0.037$ ) are significantly associated. As per income, 1-5 lakh ( $\chi^2=5.165$ ,  $p=0.023$ ) and 6 to 10 lakh ( $\chi^2=3.083$ ,  $p=0.049$ ) are significantly associated. Hence researcher observed that gender wise males are more prominent to visit different websites and check the reviews of products/services before making the final purchase decision. So product information and their reviews need to be present online, hence marketing manager prepare a marketing strategy. Hence they should know the exact targeted customer. As per the analysis, researcher suggests that they should prepare two different marketing strategy based on two targeted customer. First targeted customers would be males with age 18-24 years who are recently employed or started their own business and having income below 10 lakhs. And second targeted customer would be males with age 61 and above years, who would be either retired or having their own business whose income would be below 10 lakhs.

Hypothesis 2: Monthly spending by Females on shopping mainly depends on convenience of shopping centres followed by information given by sales advisor, availability of product category and availability of branded product.

**Table 4: Regression Equation Coefficients<sup>a,b</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.239	.199		6.218	.000
Price of product	-.027	.050	-.032	-.534	.594
Convenience of shopping centres	.154	.059	.175	2.616	.009
Online Review of product	.015	.052	.017	.295	.768
Referral through others	.068	.054	.072	1.246	.213
Offers and discounts	.048	.051	.057	.952	.341
Availability of product category	-.098	.047	-.118	-2.067	.039
Advertising of product	-.041	.053	-.044	-.768	.443
Customer Service by malls	.016	.054	.018	.296	.767
Quality of product	.066	.059	.074	1.120	.263
Previous Product Experience	.077	.057	.085	1.367	.172
Performance of Sales Advisor	.107	.053	.118	2.023	.044
Availability of Branded products	-.093	.047	-.106	-1.994	.047

a. Dependent Variable: Monthly spending on shopping  
 b. Selecting only cases for which Gender of Responses = Female

From table 4 regression equation coefficient, researcher reveals that the significant factors impacting monthly spending on shopping by females are convenience of shopping centres, availability of product category, performance of sales advisor and availability of branded products. The linear regression equation model is as follow,

Monthly spending on shopping by females = 1.239 + 0.175 convenience – 0.118 availability + 0.118 sales advisor - 0.106 brand

From this regression equation, it can be concluded that monthly spending on shopping by females are positively affected by convenience of shopping centre and performance of sales advisor while negatively affected by availability of product category and availability of branded products.

Hypothesis 3: Monthly spending by Males on shopping depends on past experience of product followed by online reviews and advertising of product.

**Table 5: Regression Equation Coefficients<sup>a,b</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.608	.172		9.350	.000
Price of product	.019	.039	.023	.477	.634
Convenience of shopping centres	.018	.048	.021	.382	.703
Online Review of product	-.121	.045	-.140	-2.693	.007
Referral through others	.035	.043	.039	.817	.414
Offers and discounts	.061	.041	.073	1.472	.142
Availability of product category	-.074	.037	-.094	-1.970	.049
Advertising of product	-.081	.040	-.093	-2.008	.045
Customer Service by malls	.033	.043	.038	.753	.452
Quality of product	-.028	.049	-.033	-.572	.567
Previous Product Experience	.199	.048	.235	4.142	.000
Performance of Sales Advisor	.012	.036	.014	.328	.743
Availability of Branded products	.004	.036	.005	.112	.911

a. Dependent Variable: Monthly spending on shopping  
 b. Selecting only cases for which Gender of Responses = Male

From table 5 regression equation coefficient, researcher reveals that the significant factors impacting monthly spending on shopping by males are online reviews of product, availability of product category, advertising of product and

previous product experience. The linear regression equation model is as follows,

Monthly spending on shopping by males = 1.608 - 0.140 online review - 0.074 availability - 0.081 advertising + 0.199 previous product experience

From this regression equation, it can be concluded that monthly spending on shopping by males are positively affected by previous product experience while negatively affected by online reviews, availability of product category and advertising of product.

Hypothesis 4: There is significant association between gender reasons for selecting online shopping

**Table 6: Chi Square Test between Gender & Reasons for Selecting Online Shopping**

S. No.	Hypothesis	$\chi^2$	p-Value	Accept/Reject Hypothesis
1	There is significant association between gender and preference of online shopping because of Payment security	8.428	0.004	Accept
2	There is significant association between gender and preference of online shopping because of free delivery of product	6.239	0.012	Accept
3	There is significant association between gender and preference of online shopping because of trust	8.048	0.005	Accept
4	There is significant association between gender and preference of online shopping because of fast refund policy	0.256	0.613	Reject
5	There is significant association between gender and preference of online shopping because of availability of product	1.993	0.158	Reject
6	There is significant association between gender and preference of online shopping because of quick delivery	4.264	0.039	Accept
7	There is significant association between gender and preference of online shopping because of virtual understanding of product	0.677	0.411	Reject

From table 6, researcher observed significant association between gender and reasons for selecting online shopping which specifically include payment security ( $\chi^2=8.428$ ,  $p=0.004<0.05$ ), free delivery of product ( $\chi^2=6.239$ ,  $p=0.012<0.05$ ), trust on e retailer ( $\chi^2=8.048$ ,  $p=0.005<0.05$ ), and quick delivery of product ( $\chi^2=4.264$ ,  $p=0.039<0.05$ ). It means that a specific gender either male or female buy online because of these reasons. Reasons of buying online due to payment security (62% male > 54% female), free delivery of product (71% male > 64% female) and trust on e-retailer (59% male > 51% female) are valid to male as gender. And reason of buying online due to quick delivery (68% female > 62% male) is valid to female as gender. Further researcher observed no significant association between gender and reasons for selecting online shopping which specifically include refund policy ( $\chi^2=0.256$ ,  $p=0.613>0.05$ ), availability of product ( $\chi^2=1.993$ ,  $p=0.158>0.05$ ) and virtual understanding of product ( $\chi^2=0.677$ ,  $p=0.411>0.05$ ). It means both the gender (male and female) have these common reasons for selection of online shopping. Hence researcher partially accepts the hypothesis for payment security, free delivery of product, trust on e-retailer and quick delivery.

Hypothesis 5: There is significant association between gender and reasons for selecting offline shopping

**Table 7: Chi Square test between Gender & Reasons for Selecting offline Shopping**

Sr. No.	Hypothesis	$\chi^2$	p-Value	Accept/Reject Hypothesis
1	There is significant association between gender and preference of offline shopping because of Payment security	2.296	0.130	Reject
2	There is significant association between gender and preference of offline shopping because of free delivery of product	3.556	0.05	Accept
3	There is significant association between gender and preference of offline shopping because of trust	0.000	0.991	Reject
4	There is significant association between gender and preference of offline shopping because of fast refund policy	2.734	0.098	Reject
5	There is significant association between gender and preference of offline shopping because of availability of product	1.629	0.202	Reject
6	There is significant association between gender and preference of offline shopping because of quick delivery	4.318	0.038	Accept
7	There is significant association between gender and preference of offline shopping because of touch and feel of product	0.474	0.491	Reject

From table 7, researcher observed significant association between gender and reasons for selecting offline shopping which specifically include quick delivery of product ( $\chi^2=4.318$ ,  $p=0.038$ ) and free delivery of products ( $\chi^2=3.556$ ,  $p=0.05$ ). It means that a specific gender either male or female buy offline because of this reasons. Reasons of buying offline due to free delivery (70% female > 61% male), quick delivery (68% female > 63% male) are valid to female as gender. Further researcher observed no significant association between gender and reasons for selecting offline shopping which specifically include payment security ( $\chi^2=2.296$ ,  $p=0.130$ ), trust on e-retailer ( $\chi^2=0.000$ ,  $p=0.991$ ), refund policy ( $\chi^2=2.734$ ,  $p=0.098$ ), availability of product ( $\chi^2=1.629$ ,  $p=0.202$ ) and actual touch and feel of product ( $\chi^2=0.478$ ,  $p=0.491$ ). It means both the gender (male and female) have these common reasons for selection of offline shopping. Hence researcher partially accepts the hypothesis for free delivery of product and quick delivery of product.

**CONCLUSIONS**

This paper has focused on gender issues in family purchase, with much emphasis being placed on household concerns. Overall this research has generated new insights into the nature of gender behaviour on family purchase. The research generated the interested data and analysed it. Researcher concludes that gender wise males are more prominent to visit different websites and check the reviews of products/services before making the final purchase decision. Monthly spending on shopping by females are positively affected by convenience of shopping centre and performance of sales advisor while negatively affected by availability of product category and availability of branded products. Monthly spending on shopping by males are positively affected by previous product experience while negatively affected by online reviews, availability of product category and advertising of product. Researcher observed significant association between gender and reasons for selecting online shopping which specifically include payment security, free delivery of product, trust and quick delivery. Researcher observed significant association between gender and reasons for selecting offline shopping which specifically include quick delivery of product and free delivery of products.

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