

Effects of Gender on a Family Buying Decision

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Abstract

Researchers and marketers have been curious about gender's influence on family purchasing decisions for a very long time. Consumer behavior and marketing strategies are impacted by this complex and multidimensional subject. The kinds of things that families buy are influenced by gender as well. Clothing, food, and household goods are typical purchases made by women for their homes and families. Men, on the other hand, are more likely to buy items that are relevant to their jobs and hobbies, such technology, cars, and sporting goods. Through advertising, marketers frequently reinforce these gendered linkages by using gender stereotypes to target particular customer groups. The purpose of this paper is to look into how gender affects consumer behavior and purchasing decisions made by families. The research also intends to emphasize how gender roles are evolving and how this impacts family purchasing decisions. This paper includes Descriptive Research. The sample size is 100 people. Data has been collected using a structured questionnaire. The study of the data yields conclusions, and relevant suggestions are provided.

Introduction

Making purchases for the family involves a large number of people with a variety of opinions. A key factor affecting family buying choices is gender. To have a market share and a mind share of consumers, numerous components must interact and present an unexpected exhibition of decision taking mechanisms based on the interplay of demographic data and consumer exploration tendencies. (Mor, 2022). Men and women have different attitudes, ideas, and guiding principles while making decisions for their families. Gender disparities in social interactions and Internet tie strength may affect an individual's information-seeking activities. (Sun, Song, House, & Kwon, 2019). In the past, men have typically served as the family's major breadwinner and decision-maker, while women have typically been responsible for household duties and childrearing. Through socialization processes, these roles are acquired and reinforced, and they have an impact on how people approach making purchases. For instance, males might view significant expenditures like homes or vehicles as a representation of their position and identity as family providers. Women, however, may give preference to purchases that improve the wellbeing of their family, such as toys for children's education or health and beauty items.

However, gender roles are not immutable or irreversible, and they have evolved over time as a result of social and cultural developments. Today, more and more women are entering the workforce and exercising greater control over family decisions. (Alon, Doepke, Olmstead-Rumsey, J., & Tertilt, M., 2020). Traditional gender roles have become more ambiguous as a result, resulting in a more flexible approach to decision-making within families. Depending on the circumstance and each person's choices, men and women often fill different roles in households. Girls are more negatively affected by family strife than males because they are more closely scrutinized and sometimes severely judged by significant socialization agents such as family members and acquaintances. (Roberts, J. A., Pullig, C., & David, M., 2019). The prevalent societal expectations and behavioral patterns connected with men and women are known as gender roles. These positions directly impact the choices a family makes while making purchases of products and services. For instance, when promoting a product, a corporation might highlight various benefits for men and women. Males may be more receptive to communications that highlight features and performance, whereas females may be more receptive to messages that highlight connections and relationships. In order to appeal to both decision-makers within a family, businesses may also ensure that their sales force is diverse and comprises both male and female representatives. Knowing how gender affects a family's purchasing choice might help businesses create more successful marketing campaigns and boost sales. (Kiefer, Heileman, & Pett, 2022)

Literature Review

Men's psychology and behaviors are impacted more by intellect, whilst women are influenced more by emotion. As a result of these disparities, gender may have mitigating impacts on the influence of perceptions of brands on purchase intention. (Xue, J., Zhou, Z., Zhang, L., &

Majeed, S., 2020). Because gender is one of the many factors that has an enormous impact on consumer preferences and behavior, and individuals of various genders respond distinctly to a commercial in terms of visual focus and attitudes, managers should exercise caution when deciding if they want to associate a brand and a commercial with a specific gender. A company's return on investment can be increased by correctly selecting the kind of advertisement since the demographic being targeted will devote greater attention to the commercial and digest the data with more favorable attitudes. (De Mooij, M., 2019). Neuromarketing, such as this one, should be expanded in the advertising sector to better understand how people feel and act towards adverts. (Boscolo, J. C., Oliveira, J. H. C., Maheshwari, V., & Giraldo, J. D. M. E., 2021). Understanding the factors that drive customer purchasing behavior is quite interesting, how an individual or consumer is influenced by the things that persuade him or her to purchase a specific commodity or service. (Qazzafi, S., 2020).

2.1 Definition of "Gender"

The term "gender" refers to socially constructed notions about the traits, functions, and behaviors that distinguish men and women. These beliefs are based on cultural and societal norms and expectations, and a number of elements, such as culture, society, religion, and politics, can have an impact on them. Gender identity is stable for certain individuals throughout life and context, whilst for others it shifts from one time to the next in life or across time and context in daily life. (Lindqvist, A., Sendén, M. G., & Renström, E. A., 2021). Individuals do not have a consistent gender identity from which to act. Rather, through repeated behaviors and stylizations, they establish an appearance of a permanent gender identity. (Johnson, C., 2021).

A. Historical Understanding of Gender

The idea of gender has changed over time, and being male or female now has diverse meanings in many societies. In the past, biology has been used primarily to understand gender. Early societies thought that men and women were fundamentally different from one another and that these differences were predetermined by God. Women's historians frequently began by putting women into identifiable historic classifications - nations, periods in history, social classes, religious affiliation - only to discover that this technique, dubbed "put in women and stir," seemed unsatisfying. (Wiesner-Hanks, M. E., 2021). Women's roles were frequently limited to household chores, while men were viewed as the family's breadwinners and protectors. (Kamberidou, I., 2020). Our knowledge of gender is continually changing as a result of ongoing discussion and research.

B. Modern Understanding of Gender

Modern gender theory acknowledges that gender is a social construct and that people may identify with a gender other than the one that was given to them at birth. This perception is predicated on the notion that gender is created by a confluence of internal and external elements, such as social expectations, cultural standards, and personal identity (Lal & Sharma, 2021). Additionally, this perspective acknowledges that the concept of gender is not always

binary and that some people may identify as having a non-binary gender identity. In order to do this, one may choose to identify as genderqueer, or some other identity that does not correspond to the conventional ideas of male and female. This understanding can also be demonstrated in the usage of pronouns that are not gender-specific, such as they/them/theirs, to refer to people who do not identify as either male or female in a courteous and inclusive manner. It has been proposed that when analyzing impressions regarding social media use, women typically concentrate on social and people-oriented elements, favoring conversational and pleasant behaviors. Men, on the other hand, favor a pattern of aggressive and autonomous actions, indicating that their behaviors are centered on technological aspects. Gender might be a greater mystery than previously thought. (Rubin, J. D., Atwood, S., & Olson, K. R., 2020). Gender variations in social commerce behaviors can be attributed to the social positions they perform in the environment, according to research. (Wang, X., Lin, X., & Spencer, M. K., 2019). Women, who were once the most apathetic portion of the Indian population, are today engaged in all aspects of life. (Sharma, M., & Kota, H. B., 2019). Women are more aware of their social standing than men. They seek to communicate in more formal ways than is necessary. (Bui, V., 2021). Gender inequalities within race are notable because the overall gap may neglect important pathways that are specific to a race and could underestimate the importance of certain pathways that are irrelevant to some races. (Aucejo, E. M., & James, J., 2019). The modern view of gender, in general, aims to empower people to express their gender identification in a way that is real and authentic to them while also being more inclusive and appreciative of the diversity of human experience. (Teixeira, M. B. M., Galvão, L. L. D. C., Mota-Santos, C. M., & Carmo, L. J. O., 2021).

2.2 Family Buying Decision

A family buying decision is the method a purchasing unit employs to make a purchase decision. This decision-making procedure can be intricate and multifaceted, involving input from a number of decision-makers with various goals and interests. The requirements of each family member, the resources at hand, and the manner in which decisions are made together play an integral part in the decision-making process for family purchases. Both internal and external factors, including family members' desires and requirements, the availability and accessibility of goods and services, and their preferences and opinions, can have an impact on family purchasing decisions. Family purchasing decisions are significant because they are frequently decided by a group of individuals with diverse interests and viewpoints, which can make them more difficult and multidimensional than solo purchasing decisions. They may also entail bigger financial commitments, which implies they could have an effect on the family's present and long-term financial stability. (Sutton, A., Clowes, M., Preston, L., & Booth, A., 2019). One of the elements influencing the millennial generation's housing purchasing decision is location. (Kurniawan, C., Dewi, L. C., Maulatsih, W., & Gunadi, W., 2020). If a marketer is successful in understanding consumer behavior as it relates to the consumer purchasing decision process for products or services, the marketer may be successful in selling its products or services. (Qazzafi, S. H. E. I. K. H., 2019). Various impulsive purchasing behaviors studies studied the influence of external variables on impulse purchase behavior, like the business atmosphere, advertising campaigns, employee conduct, and features of the product. (Ozdemir, E., & Akcay,

G., 2019). In conclusion, a family's decision to purchase a home is the outcome of an intricate procedure that involves numerous people and can have a big, long-term impact on the family's finances and well-being. This is a significant choice that has to be thoroughly and thoughtfully thought through.

2.3 Socio Economic Status of Family

A family's social and economic standing in relation to other families in society is referred to as its socioeconomic status. It depends on a number of things, such as the family's wealth, occupation, degree of education, and income. (Kapiyangoda, K., & Gooneratne, T., 2021). A family's socioeconomic status can impact both their ability to access resources like housing, education, and health care as well as their overall well-being. (Lee, J., Hong, J. S., Choi, M., & Lee, J., 2023). The key factor determining academic achievement is family socioeconomic status (SES), however the relationship between SES and academic achievement varies among socio-cultural situations. (Liu, J., Peng, P., & Luo, L., 2020). There has been an idea that families with higher social and economic standing dedicate greater manpower and financial assets to their children. (Bian, F., & Wu, D., 2021).

2.4 Influence of Gender Across Product Categories

Certain Product Categories are significantly influenced by gender. Males are more inclined than females to take an instrumental, solely pleasure seeking perspective on intimate relationships, according to studies (Baumeister et al., 2001; Greer & Buss, 1994). According to advertising investigations, male customers are more inclined to perceive opposite gender people as desired things, which leads to pleasant sentiments and subsequent behaviors (Reichert & Walker, 2006), exhibiting stronger opposite gender responses (Gray et al., 2011). (Trivedi, R. H., & Teichert, T., 2021). The impact of food attributes on oral cognitive behavior and eating rate, consumer variables such as age, gender, and ethnicity also influence oral behavior. (Ketel, E. C., Aguayo-Mendoza, M. G., de Wijk, R. A., de Graaf, C., Piqueras-Fizman, B., & Stieger, M., 2019). Men favor technology like cellphones, computers, etc., whereas women are more drawn to skincare and cosmetics. Men are also more likely to enjoy outdoor leisure pursuits like hunting, fishing, and camping, whilst women are more likely to enjoy indoor pursuits like crafting, cooking, and housekeeping. Understanding these variations and preferences might help with more precise product targeting and marketing. Gender disparities in psychological variables and attitudes may also contribute to the gender imbalance in financial literacy. (Preston, A. C., & Wright, R. E., 2019).

2.5 The Influence of Gender Roles on Family Buying Decisions

Gender roles are a series of socially prescribed actions, views, and thoughts that people are supposed to take depending on their sex. These roles are frequently picked up early on through socialization and may have a big impact on a lot of things in a person's life, including how they make decisions. Both men and women have distinct goals and obligations when it comes to family purchases, which may affect their choices. For instance, men are possibly more likely to buy products for home remodeling, whereas women may be more inclined to buy things for the house and the kids. Social expectations and standards may also have an impact on these

choices (Lal, Vats, & Khan, 2015). Gender greatly mitigates the impact of security risk, social relationships, and commitment on users' attitudes towards information sharing, and also the effect of mindset on the decision to disclose information. (Lin, X., & Wang, X., 2020). The structural and behavioral levels of men's and women's brains are starkly opposite. These distinctions develop from infancy and remain throughout their lives, influencing attitudes and behaviors that influence their buying behavior and consumer decisions. (Stefko, R., Tomkova, A., Kovalova, J., & Ondrijova, I., 2021). Women have traditionally been viewed as the primary carers for the home, and as a result, they are frequently in charge of making decisions about purchases for the home. Groceries, furniture, and appliances can all be included in these purchases. When it comes to bigger, more expensive purchases like automobiles or homes, men typically have more decision-making power because they are generally thought of as the family's breadwinner. These conventional gender norms, however, are not as strict as they formerly were. Nowadays, a lot of women hold jobs outside of their homes, and they frequently share the same purchasing authority with their husbands. In addition, males are increasingly contributing to domestic chores and a more equitable distribution of decision-making authority within the home results from child care. In conclusion, gender roles can have a big influence on what families decide to buy. However, it is likely that the impact of these roles on these judgements will diminish as gender roles continue to change.

2.6 How Gender Roles have Influenced Family Buying Decisions Throughout History

Gender roles have historically had a big influence on how families make decisions about what products and services to purchase. In many societies, it was customary for men to make decisions regarding purchases like property or cars, while women were in charge of acquiring items for the house. As a result, goods and services like kitchenware or cleaning supplies were frequently marketed exclusively to women. In other societies, men were the main consumers and decision-makers, and goods like power tools or men's apparel were directly sold to them. Unexpected labor market disruptions have the ability to reorganize the distribution of labor at home, perhaps causing gender roles to shift on a societal scale. (Reichelt, M., Makovi, K., & Sargsyan, A., 2021). According to traditional masculine gender roles, men are extremely agentic, exhibiting attributes such as optimism and power, and taking on the duties of breadwinner outside the house and higher prestige roles in society. (Fisher, A. N., & Ryan, M. K., 2021). Gender-related cultural norms have also influenced the purchasing decisions of families. (Mane & Lal, 2023)

For instance, in some societies, particular goods or services—such as healthcare or financial services—were thought to be more suitable for one gender than the other. Although gender roles have changed and are more fluid now, their impact on family purchasing decisions has not diminished (Jain et al., 2023).

2.7 Impact of Gender on Shopping Habits

Shopping habits are significantly influenced by gender. Men are more inclined to shop for utilitarian reasons like refilling household supplies or purchasing gifts for others, whilst women

are more inclined to do so as a means to socialize and decompress. Additionally, research suggests that men and women have distinct priorities when buying. Men typically prioritize price and product qualities, whereas women typically prioritize social considerations like convenience and customer service. (Rosmaniar, A. (2022). Quality and role-play shopping both lower compulsive online purchasing, with the latter having a greater impact on females; nonetheless, role-play shopping was irrelevant to compulsive online purchasing in males. Shopping habits are changing as the proportion of online and smartphone users grows. (Ayuni, R. F., 2019). At the end of the day, businesses can better serve the demands of both male and female clients by recognising these various buying behaviors. Consumer experiences, awareness, and sustainable buying habits are generally positive, although there are considerable disparities in opinions between generations, genders, and locations of residence. (Holotová, M., Nagyová, L., & Holota, T., 2020).

A. Influence of Traditional Gender Roles on Shopping Habits

The way men and women shop is significantly influenced by traditional gender norms. Men, for instance, are more likely than women to buy products that are needed for running their homes or cars since they are frequently expected to be the breadwinners and to care for their families (Lal, 2023). Contrarily, women are more inclined to purchase groceries and other domestic goods because they are frequently perceived as the carers for children and the home. These positions have been perpetuated through the generations and are frequently supported by the media and society.

-Men as providers: men traditionally shopped for necessities

Traditionally, men went grocery shopping alongside women. Their shopping lists, however, tended to be shorter and more centered on useful products (Singh et al, 2022). Men were more likely to buy things like food, clothing, and equipment, but women were often in charge of purchasing domestic items like towels, cleaning materials, and personal care products.

- Women as homemakers: women traditionally shopped for household needs

Women have historically been associated with being homemakers. Consequently, they have been assigned the task of shopping. They frequently indulged in shopping for groceries, clothing, kitchenware, and other necessities. Even the cleaning, cooking, and managing the finances were under their purview. In order to make sure that there were adequate provisions, it was done. (Singh et al., 2021).

B. Changes in Gender Roles and Their Impact on Shopping Habits

The once-clear gender roles are gradually becoming less distinct. Men are now encouraged to participate in household chores in addition to just being expected to support their families. Shopping patterns have changed as a result of this transformation.

Men are investing more of their time and money in taking care of themselves, and they are also showing an increased interest in house furnishings and décor. The number of males buying

clothing has also increased, and a majority of them choose to purchase it online. Given the ongoing evolution of gender roles, this is an intriguing pattern which appears likely to persist.

- Working women: working women are more likely to shop for work-related items

Compared to working males, professional women are more inclined to buy products relevant to their jobs. For instance, employed females might purchase professional clothing, office equipment, or publications pertinent to their line of work (Singh, Prakash, & Lal, 2021). They could also buy things linked to their interests and pastimes, such as painting supplies or exercise equipment. The study of working women's QoL is important for public health because the basis for QoL and functional health status is built early in life. (Xiao, Y., Zhang, T., Gu, X., Lee, J., & Wang, H., 2020)

-Stay-at-home dads: stay-at-home dads are more likely to shop for household needs

Dads who stay at home with their children are also referred to as stay-at-home husbands. The primary carers for these children are their fathers, who are also in charge of household duties and other responsibilities. Due to their frequent home visits, dads who stay-at-home are also more inclined to make purchases for essentials for the home. The proportion of dads who are primary carers for their kids has increased. (Lee, S. J., Lee, J. Y., & Chang, O. D., 2020).

- Impact of Gender on Spending Habits

Spending patterns are greatly influenced by gender. Compared to men, women often spend less money (Rahman et al., 2022). Men are more inclined to purchase luxury goods than women are to acquire everyday necessities. Additionally, women are more prone than males to shop about and compare prices. The fact that each person is different and that there are anomalies to these trends should be noted.

Methods

The systematic methods and techniques used to gather, examine, interpret, and present data in a study are referred to as research methodology. It entails utilizing a range of strategies and instruments to plan and carry out research investigations that contribute to the resolution of research problems or the testing of hypotheses. Secondary data is gathered through studies, blogs and publications (Sarkar & Lal, 2023). Primary research was carried out via an online survey to examine the effect of gender on family buying decisions (Saika et al., 2021)

A questionnaire was developed to carry out the analysis for this research. Data was gathered from 100 respondents. The respondents were reached using WhatsApp and Email. The questionnaire asked them about their role in household purchases as well as the factors that they considered when choosing products in different product categories. The responses that were made by the respondents provide an unambiguous display of their opinions. Respondents received a link to the survey that was prepared online using Google Forms.

Result

The fundamental characteristics of the data that were gathered for the study have been described using descriptive analysis. The tabular representation was used to conduct the analysis. The respondents personal information appears first on the questionnaire. The information includes the responders' name, age, and email address. Following these inquiries, the survey about Effects of Gender on a Family Buying Decision starts. Each survey question's specific details are listed below in tabular format, followed by a summary of the results:-

Table 1 : The age is asked from the respondents

S/No.	Age	Responses in Percent
1.	18-25	54%
2.	26-35	35%
3.	36-46	6%
4.	50+	5%

The above table represents the age of the respondents. In terms of the number of responders 54% are 18-25 years, 35% are 26-35 years, 6% are 36-46 and 5% are 50%.

Table 2 : The gender is asked from the respondents

S/No.	Gender	Responses in Percent
1.	Male	47%
2.	Female	51%
3.	Non-Binary	2%
4.	Prefer not to answer	-

The above table represents the gender of the respondents. In terms of the number of responders 47% are male, 51% are female, 2% are Non-Binary.

Table 3 : Are you the primary decision maker for family purchases is asked from the respondents

S/No.	Primary decision maker	Responses in Percent
1.	Yes	36%
2.	No	64%

The above table represents the primary decision maker for family purchases. In terms of the number of responders 36% are the primary decision makers for family purchases and 64% are not the primary decision makers for family purchases.

Table 4 : When it comes to family purchases, who do you think has more influence is asked from the respondents

S/No.	Who has more influence?	Responses in Percent
1.	Men	9%
2.	Women	34%
3.	Both Equally	56%
4.	Other	1%

The above table represents who has more influence in family purchases. In terms of the number of responders, 9% think men have more influence, 34% think women have more influence, 56% think both equally have more influence and 1% think others.

Table 5 : Have you ever noticed gender-based marketing or advertising strategies when making family purchases is asked from the respondents

S/No.	Have you ever noticed gender-based marketing or advertising strategies?	Responses in Percent
1.	Yes	53%
2.	No	47%

The above table represents gender-based marketing or advertising strategies. In terms of the number of responders 53% have noticed gender-based marketing or advertising strategies when making family purchases and 47% have not noticed gender-based marketing or advertising strategies when making family purchases.

Table 6 : In your experience, which gender tends to prioritize quality over price when making family purchases is asked from the respondents

S/No.	Which gender prioritizes quality over price?	Responses in Percent
1.	Men	9%
2.	Women	39%
3.	Both Equally	52%
4.	Other	-

The above table represents prioritizing quality over price. In terms of the number of responders, 9% think men prioritize quality over price when making family purchases, 39% think women prioritize quality over price when making family purchases, 52% think they both equally prioritize quality over price when making family purchases.

Table 7 : When it comes to purchasing products for children, which gender do you think has more influence is asked from the respondents

S/No.	Which gender has more influence?	Responses in Percent
1.	Men	10%
2.	Women	90%

The above table represents the purchase of products for children. In terms of the number of responders, 10% think men have more influence when it comes to purchasing products for children and 90% think women have more influence when it comes to purchasing products for children.

Table 8 : Do you think that gender-neutral advertising and marketing strategies are more effective than gender-specific ones when it comes to family buying decisions is asked from the respondents

S/No.	Which advertising is more effective?	Responses in Percent
1.	Yes, gender-neutral strategies are always more effective	16%
2.	It depends on the product/service being advertised	70%
3.	No, gender-specific strategies are always more effective	14%

The above table represents gender-neutral advertising, marketing strategies and gender-specific advertising and marketing strategies. In terms of the number of responders, 16% think that gender-neutral strategies are always more effective, 70% think it depends on the product/service being advertised and 14% think gender-specific strategies are always more effective.

Table 9 : Do you believe that the gender of the decision-maker effects the final outcome of the buying decision is asked from the respondents

S/No.	Does it affect the final outcome?	Responses in Percent
1.	Yes, it always does	13%
2.	Sometimes	34%
3.	Rarely	31%
4.	No, it never does	22%

The above table represents the final outcome of the buying decision. In terms of the number of responders, 13% believe that gender of the decision-maker always effects the final outcome of the buying decision, 34% believe that gender of the decision-maker sometimes effects the final outcome of the buying decision, 31% believe that gender of the decision-maker rarely effects the final outcome of the buying decision and 22% believe that gender of the decision-maker never effects the final outcome of the buying decision.

Table 10 : Do you think that there is a need for more research on the effects of gender on family buying decisions? If so, what areas would you like to see researched is asked from the respondents

S/No.	Do you think? What areas would you like to see researched	Responses in Percent
1.	The role of gender stereotypes in family buying decisions	39.4%
2.	The effectiveness of gender-neutral advertising and marketing strategies	17.2%
3.	The effectiveness of gender-specific advertising and marketing strategies	14.1%
4.	The impact of cultural and societal factors on the role of gender in family buying decisions	16.2%

5.	No, there is no need for more research	13.1%
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The above table represents the need for more research. In terms of the number of responders, 39.4% think the role of gender stereotypes in family buying decisions should be researched, 17.2% think the effectiveness of gender-neutral advertising and marketing strategies should be researched, 14.1% think the effectiveness of gender-specific advertising and marketing strategies should be researched, 16.2% think the impact of cultural and societal factors on the role of gender in family buying decisions should be researched and 13.1% think there is no need for more research.

Discussion

According to Table.1, the majority of respondents are between the age range of 18 and 25, accounting for 54% of all respondents. This suggests that the inquired group is primarily made up of young adults. The next most populous age group, which accounts for 35% of respondents, is 26-35 years. This shows that a sizable proportion of the questioned population is still classified as a young adult but is significantly older. Only 6% of respondents were between the ages of 36 and 46, showing that the population surveyed was mostly made up of people under the age of 46. Finally, just 5% of respondents are over the age of 50, implying that the questioned population is particularly representative of those over the age of 50.

According to Table.2, the survey covered 100% of respondents, with 47% being male, 51% being female, and 2% identifying as Non-Binary. The majority of respondents (51% of the overall sample) identified as female. As a result, females were somewhat overrepresented in the sample. Males, on the other hand, constituted 47% of the sample, making them the second largest group. The 2% of respondents who classified as Non-Binary made up a modest percentage of the sample. This information can help explain other survey results by providing context for different gender groups' viewpoints and experiences.

According to Table.3, the breakdown of primary decision makers for family purchases among respondents is shown. Out of the total respondents, 36% are the key decision makers for family purchases, while the remaining 64% are not. According to the data, a sizable proportion of respondents do not have primary responsibility for making family purchases. This could imply that the decision-making process is shared among numerous family members, or that one family member has outsourced this obligation to another. Alternatively, it could imply that some respondents are not participating in their family's purchasing decisions. The 36% of respondents who are the key decision makers for family purchases, on the other hand, could be considered a sizable group. This statistic reveals that a significant number of people are in charge of making

purchasing decisions for their entire family. It would be fascinating to investigate the elements that influence these people's purchase decisions, such as their income level, the demands of their family, or their personal preferences.

According to Table.4, it is clear that a sizable proportion of people feel that men and women have equal power when it comes to making family purchases. This category accounts for the majority of respondents, accounting for 56% of all respondents. On the other hand, it is worth noting that only 9% of respondents believe that men have greater power in family purchasing, while 34% say that women have more influence. This shows that there is a widespread belief that women play a larger role in making family purchasing decisions. It's also worth noting that only 1% of respondents believe that others have more sway over family purchases.

According to Table.5, when making family purchases, it can be extrapolated that gender-based marketing or advertising methods are evident to the majority of respondents. In particular, 53% of respondents stated that they witnessed gender-based marketing or advertising methods, whereas the remaining 47% did not. This research suggests that gender-based marketing or advertising methods may have a considerable impact on customer behavior and preferences, particularly when it comes to family purchasing. The fact that such techniques have been seen by more than half of the respondents suggests that marketers and advertisers may have a substantial influence on how consumers perceive and choose items based on their gender. It is crucial to highlight that the data does not provide insight into the efficacy of gender-based marketing or advertising techniques.

According to Table.6, the table provides insights into male and female consumer behavior while making family purchases. According to the survey, a sizable proportion of respondents, 52%, believe that when it comes to family purchases, both men and women prioritize quality over price. This implies that the majority of consumers, regardless of gender, value quality when making purchasing decisions. However, the research also reveals a significant gender gap in consumer behavior. Only 9% of respondents feel that males prioritize quality over money when making family purchases, while a substantially higher percentage, 39%, believe that women prioritize quality over price when making family purchases. This data may be beneficial for firms and marketers looking to customize their marketing tactics.

According to Table.7, data on the perceived influence of men and women in purchasing children's products is offered. According to the research, 90% of the total number of respondents believe that women have more power in this regard, while just 10% believe that men have more influence. This data supports the widely held belief that women are more active in purchase decisions for children. This could be because women have traditionally been the major caretakers and homemakers in households, or because women are more sensitive to the needs and preferences of children.

According to Table.8, the majority of respondents 70% agree that the effectiveness of advertising and marketing methods is dependent on the product or service being advertised. This suggests that when it comes to gender-neutral or gender-specific advertising, there may not be a panacea that fits all. Surprisingly, 16% of respondents think gender-neutral techniques are always more effective. This shows that there is a rising awareness of and enthusiasm for gender-neutral advertising, which could be a result of shifting social norms and beliefs. However, 14% of respondents believe that gender-specific techniques are always more effective. This could mean that some advertisers and marketers still believe in gender stereotypes and roles, and that there is a market group that reacts well to such techniques.

According to Table.9, the survey's goal was to look into the perceived impact of gender on the final outcome of purchasing decisions. According to the findings, 47% of respondents believe that the gender of the decision-maker does not influence the purchasing decision. However, the magnitude of the influence differs widely between subjects. Among those who feel gender has an impact on purchasing decisions, a relatively small minority 13%, believe it always influences the outcome. On the other hand, 65% of respondents believe that gender influences final decisions rarely.

It is worth noting that a sizable proportion, 22%, feels that gender has no influence on purchasing decisions. The findings indicate that, while gender may not always play a key role in purchasing decisions, it can nonetheless have an effect.

According to Table.10, it is clear that additional research is needed in the area of gender and family purchasing decisions. The majority of respondents 39.4% feel that study into the role of gender stereotypes in family purchasing decisions should be conducted. This implies that there is concern about the impact of gender stereotypes on family purchasing behavior and the possible harm it may create. A sizable proportion of respondents 17.2% believe that the effectiveness of gender-neutral advertising and marketing methods should be investigated. This shows that there is a rising awareness of the necessity of avoiding gender stereotypes in advertising and marketing, as well as the need for research into the most successful methods of creating gender-neutral messages. Furthermore, 14.1% of respondents agree that gender-specific advertising and marketing tactics should be studied. This suggests that, despite the growing interest in gender-neutral approaches, there is still a desire to investigate the influence of gender-targeted advertising and marketing on customer behaviour. 16.2% of respondents mentioned the influence of cultural and societal influences on the role of gender in family purchasing decisions. This emphasizes the necessity of taking cultural and socioeconomic variables into account when studying gender and purchasing behavior in households. Finally, 13.1% of respondents say there is no need for additional research. This shows that there are divergent views on the need for additional study on gender and family purchasing decisions, and that more effort may be required to persuade those who hold these views of the value of ongoing research in this area.

Conclusion

The study looked at how gender affected what families purchased. While both men and women participate in the purchasing process, the study discovered that there are some significant distinctions. Women were discovered to be more engaged in the purchasing process, devoting more time to product research and evaluation. Males, on the contrary hand, tended to focus on the cost and craftsmanship when making snap judgements. The study also discovered that men and women prioritize various components of a product differently. Women, for instance, frequently place more importance on aesthetics than men do on usefulness and performance.

Overall, the research showed that a family's decision-making is significantly influenced by gender. It's critical to comprehend these variations in order to guide families in making wise decisions.

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