

Specifying gender roles in decision making as a post marital individual

Dr. Saket Narendra Bansod

Assistant Professor Dr. Ambedkar Institute of Management Studies & Research

ABSTRACT

It is often said that the life takes a topsy turvy turn once you get married. The study intends to find out reality behind the saying. The study intends to analyse the actuality and gender effectiveness while studying the spousal role in buying post marriage. The purpose of this study is to check that which partner contributes more while purchasing household and other things that are needs and wants of any human being. There are various sectors in which an individual requires to make decisions such as confectionary items, automobiles, investments, electronics etc. In such sectors the amount of contribution of couples are different according to their gender, knowledge, time, requirement etc. To conduct the research, we identified and collected the information from 150 respondents. The sampling technique was convenience sampling.

KEYWORDS: - Gender role, buying behaviour, decision making.

INTRODUCTION: -

Consumer behaviour is the study of retail consumers and the processes that they use to select, purchase and dispose off the goods and services. This process contains various areas like psychology, sociology, anthropology and economics. This study reveals the decision-making process of individuals.

It is also termed as **consumer buying behaviour, end user behaviour** or **buyer behaviour**. It is the decision-making process of individuals to allocate their potential resources, i.e., time, effort and money.

Definitions: -

“Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.”

- According to Solomon

“Consumer behaviour can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.”

- According to Leon G. Schiffman and Leslie Lazar Kanuk

Buying Decision Process: -



1. Problem Recognition: -

A Consumer purchase any product or services based upon the needs, wants and desire. This need may be personal in nature or based on any type of advertisements or recommendations. In other words, it is about understanding the reason behind the purchase of specific product.

2. **Pre-purchase Information Search: -**

After ascertaining the needs, the next step is to collect the information related to the product. This information can be collected through various sources such as advertising, newspapers, magazines, internet, etc. this information helps the customer to form an idea related to the product and if the product will fulfil the needs and wants or not. The sources through which the consumers receive are separated in four categories: -

- a) Personal sources
- b) Commercial sources
- c) Public Sources
- d) Experiential Sources

3. **Evaluation of Alternatives: -**

It is a very common practice in present market environment for examining the products that are present for sale by different brands along with comparative parameters and prices of each. The customers have generally rational thinking which makes them to spend a lot of time in critically examining the products of all the brands under the umbrella. The consumers do not form an idea regarding a product or services in one go, but they prefer to take inputs from various sources and analyse each thoroughly to arrive at the final decision on purchase. Before taking a final decision retail consumer first looks at the positive and the negative aspects of each product and then makes the judgement. The formation of an idea a consumer makes according to: -

- a) Choices
- b) Beliefs
- c) Attitudes
- d) Intentions

4. **Purchase Decision: -**

After analysing different brands of a product, the consumer finally reaches upon one or maximum two alternative out of which the consumer will buy the one. The decision remains unpredictable because it totally depends upon the individual nature of the consumer which is largely influenced by perceived risk. The person's perceived risk varies with the amount of money involved, uncertainty and confidence of a consumer.

5. **Post-purchase Behaviour: -**

After consumer makes a purchase, the individual uses the product and compares the performance of the product with the earlier product. In this comparison process either the individual is satisfied or dissatisfied. If the consumer is satisfied then he will start forming a positive perception towards that product and mainly the brand. But if the consumer is dissatisfied then he will form a negative perception towards the brand. In case of dissatisfaction immediately the consumer will try to replace, sell off, trade off, rent or dispose the product.

LITERATURE REVIEW: -

Impact of Gender on Consumer Purchasing Behaviour

- **V. Vijaya Laxmi, D. Aparanjini Niharika, G. Lahari**

From study it is found that purchasing decisions related to household items, automobiles, televisions and financial planning are moving from being primarily male dominated to joint decisions. This may be due to the rising education level and increasing in the number of working women. Study also shows that household decision-making areas that were once dominated by one gender are now decided by both the partners. The gender plays a very crucial role in buying things in all categories because the perspective of all the gender are required and necessary.

A Study of Spousal Role in Decision Making in Selected Sectors With Reference To Nagpur City

Dr. Saket Bansod, Dr. Vandana Rao

Couples have become a primary decision-making unit of society and have a significant role in purchase decision making processes of individuals. It is more and more characteristic of spouses make decisions commonly; both parties take part in purchase, which used to be typically the competence of wives or husbands. Over time, close emotional boundaries are evolved among family members and this influences the decision-making process and its output. (Bansod Saket)

Purchase Decision-making in the couple. Conflict Solving Tactics: -

- **Maria Jose Barles- Arizon, Elena Fraj- Andres, Eva Martinez- Salinas**

From this paper it is interpreted that the women in the house takes the decision related to food, cleaning, clothes, grocery, etc. While the men take the decisions regarding financial situations, investments, etc. some areas are there where the couples together take the decision such as automobiles, electronics etc. But this also varies according to the education level, knowledge regarding the product, preference of the couples. In this research they have also researched about the conflicts that can happen among the couples while purchasing any product and making a mutual decision. To this they have also provided some solutions.

Survey of Effects of Gender on Consumer Behaviour; Case Study on Mobile Phone

- **Marzieh Ronaghi, Hassan Danae, Hamed Haghtalab**

While concluding this research, the researchers observed that the consumer’s purchases are affected by their cultural, social, personal and psychological characteristics. The marketer should be aware that how to analyse the perspective of consumer and how they behave in different circumstances. They also explained that how a consumer has different perception towards different products, services, brands based on their importance, needs, wants, desire.

RESEARCH METHODOLOGY: -

Nagpur city was selected as the area of study. The questions of the survey were asked to the couples as we were trying to analyse the gender role in various items that the individuals require for themselves or for their families. This study helped us to understand the nature of individuals based on their gender, marital status, age, income, etc. Since we wanted to know the opinion of our respondents in detail therefore we divided our sample size in two categories. One category respondents were given the physical forms. Around 80 respondents were given physical forms while almost google forms were circulated to other 80 respondents. Samples were drawn through convenience sampling. The information is presented in tabular form after which analysis & interpretation was done with the help of bar charts.

Objectives of the study: -

- 1) To Study the role of gender in buying behaviour.
- 2) To know that among the married couples who influences whom by taking some items into consideration.
- 3) To study the contribution of couples in various sectors.
- 4) To understand the characteristics of the couples while purchasing the products.
- 5) To know the dominance of gender in areas where earlier only one gender used to take decisions.

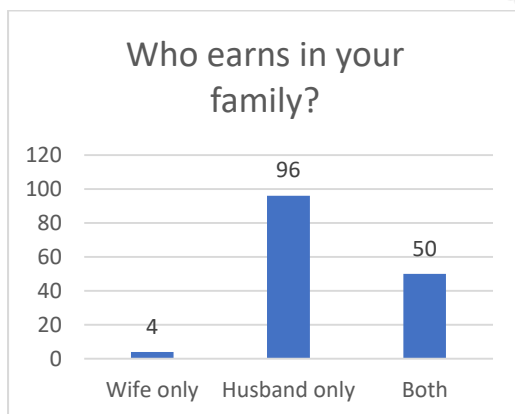
Hypothesis of the study: -

H0: - Salary contribution by spouses is not directly equals to dominance in decision making.

H01: - Salary contribution by spouses directly equals to dominance in decision making.

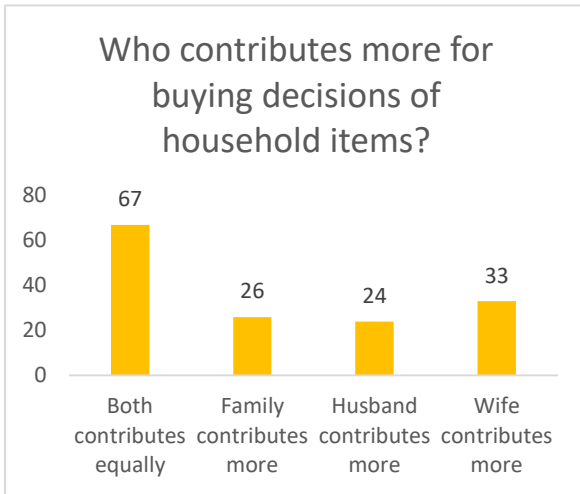
DATA ANALYSIS & INTERPRETATION: -

Analysis 1): Who earns in your family?



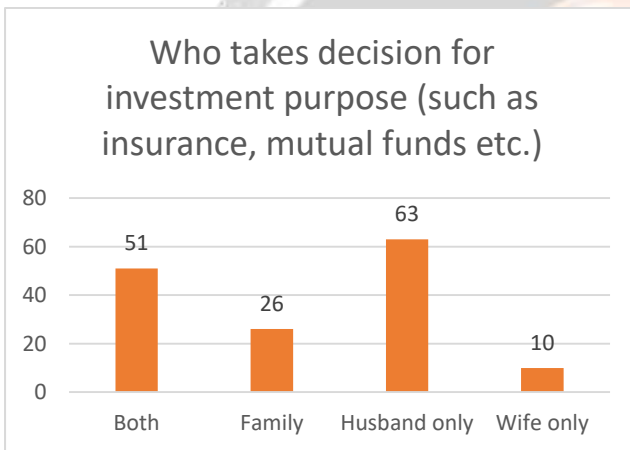
This was the basic question which was asked to the respondents so to understand that how the spouses contribute in the family when it comes to contribution in the form of money.

Analysis 2): Who contributes more for buying decisions of household items?



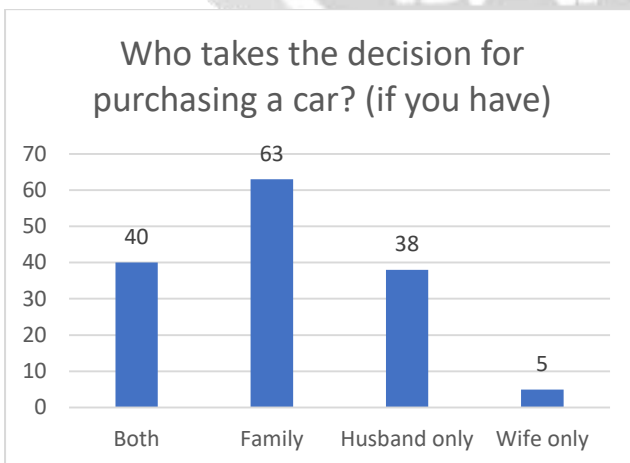
When it comes to take decisions in household items, through the research it is observed that out of 67 individuals think that they and their spouse both contribute equally while the 26, 24 & 33 individuals think that their family, husband & wife contributes respectively

Analysis 3): Who takes the decision for investment purpose (such as insurance, mutual funds, etc.)



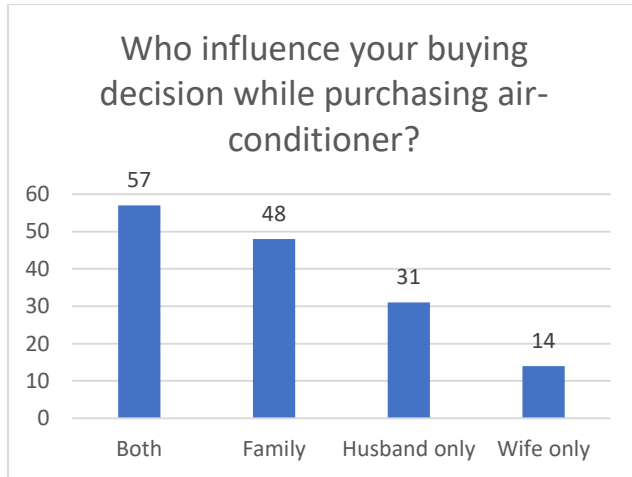
When it comes to contribute in financial decision, it was observed through research that this area is still male dominated. While taking opinions personally from respondents, on this woman accepted that men have more knowledge in this area. Due to this the ratio of only men taking decision in this area is more.

Analysis 4): Who takes the decision for purchasing a car? (if you have)



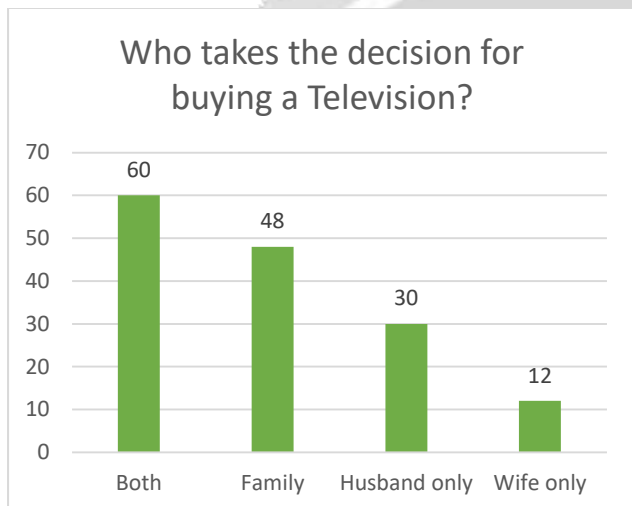
In this analysis, it was observed that while purchasing the car the contribution of whole family is more rather than only spouses taking the decision. The brand, the colour, the price of the car, the features; based on these, the families mutually reach upon one or two alternatives.

Analysis 5): Who influence your buying decision while purchasing air-conditioner?



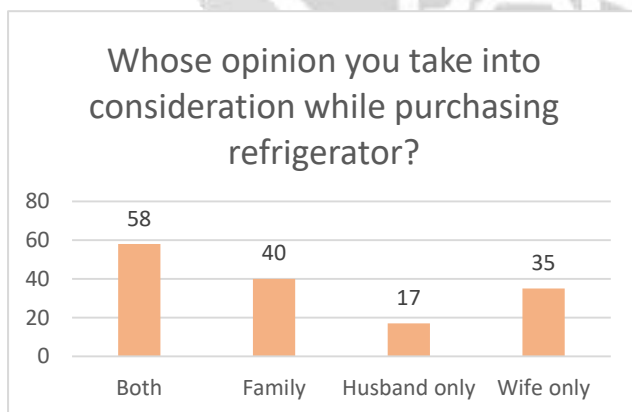
When it comes to influencing the other partner for purchasing one electronics item, the most number of couples have admitted that both try to influence each other. Due to this it can be interpreted that both men and women do preliminary research about the product because without having information beforehand they cannot try to influence each other's decision.

Analysis 6): Who takes the decision for buying a television?



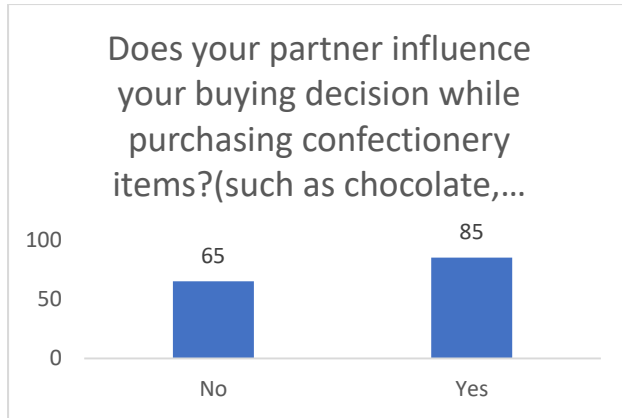
This interpretation is similar to 5th interpretation. This question was asked only to confirm whether the couples are truly giving their responses or are just answering abruptly. According to this question, it was confirmed that when it comes to takes decisions for purchasing electronics items, maximum number of couples takes the decisions mutually.

Analysis 7): Whose opinion you take into consideration while purchasing refrigerator?



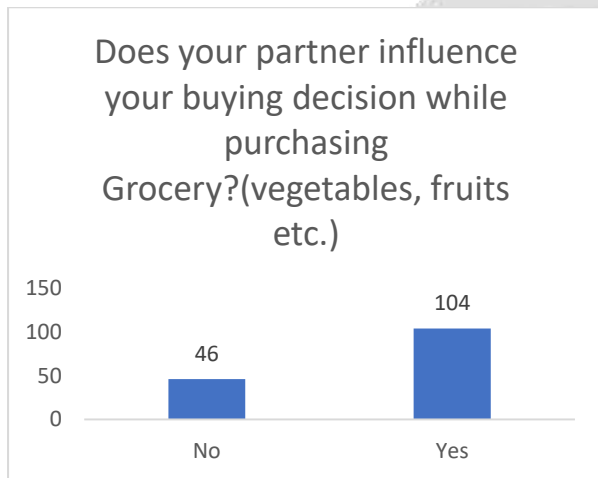
There are times when spouses try to consider each other while taking the decision and sometimes they don't. But when it comes to buy a product which are for household use which are not purchased every now and then, then in that situation both spouse consider each other while making the decision.

Analysis 8): Does your partner influence your buying decision while purchasing confectionary items? (such as chocolates, chips, etc.)



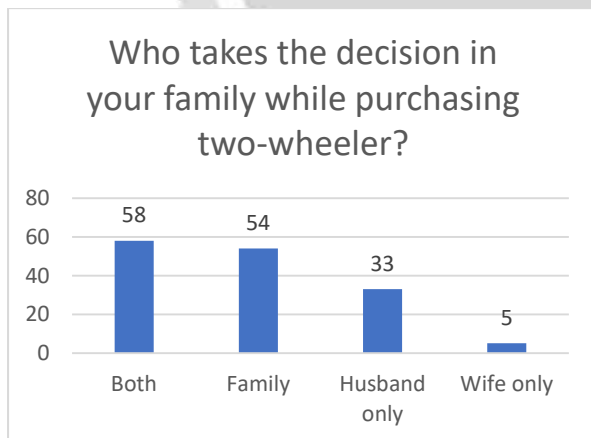
Confectionary items such as chocolates, chips are not planned before purchasing. These are the items while any individual buy impulsively major times. This question was raised because to know that whether in decisions which are very minute but still the spouses consider each other or not. And the study showed that they do consider each other.

Analysis 9): Does your partner influence your buying decision while purchasing grocery?



When it comes to food, the food in the house are made according to the preferences, tastes, health needs of all the family members in the house. In this analysis it was observed that the whomsoever purchases the grocery items, they purchase it according to their partner's taste, preferences, etc.

Analysis 10): Who takes the decision in your family while purchasing two-wheeler?



This question is again similar to the question of purchasing car. In Indian context, that also mostly in middle class family when it comes to purchasing the two-wheeler for the child their parents influence the decision of child and if the spouse wants to use it for them then they try to make the decision mutually.

HYPOTHESIS TESTING: -

From the first analysis it was observed that the ratio of male earning in the family is highest, after both spouses earning and only 4 families are there where women are earning and men are not working but when it comes to decision making in various sectors, the numbers are fluctuating which shows that salary contribution by spouses is not directly equals to dominance in decision making. therefore, null hypothesis is accepted.

FINDINGS: -

1. 96 individuals out of 150 are men who earn in the family while only 25 couples are together earning and only 4 females out of 150 are there where their spouses are not working.
2. When it comes to purchasing of household items, around 67 respondents think that both the spouses contribute equally while 26 think that their family contributes more and 24 think that husband contributes more and 33 think that wife contributes more.
3. While taking financial decisions still the number of only men taking decisions is more.
4. The purchasing car and two-wheeler in such cases the whole family together and the spouses take the decisions respectively.
5. The most number of respondents said that while purchasing the electronics items both spouses contribute equally.
6. For items as small as confectionary & grocery, the influence of the partner on the respondents is present.

CONCLUSION: -

From this whole research, the researchers found out that the behaviour of the spouses are different in different sectors. For examples when it comes to finances, men are the ones who prefer to take the decisions. But this gap is filling as now today's women prefer to work rather than sitting at home and trying to contribute equally in the form of money, decisions, etc. There was a time when all the household decisions were taken by the women and all other decisions were taken by men when it comes to high investments and the high expenditure. But this scenario is also changing. Now we can't say that a particular sector is gender biased. Because the education level, the skills among all the genders are equivalent. The maximum interpretations told us that both the spouses contribute equally.

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