*Original Article*

# Survey of Effects of Gender on Consumer Behavior; Case Study on Mobile Phone

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**ABSTRACT**

Consumer behavior is the study of when, why, how, and where people do ordo not buy a product. Gender has an important role in consumer behavior. Because, the differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behavior. Survey of effect of gender on consumer behavior (a case study on mobile phone) according to the marketing mix. The methodology is causal-comparative Research. The current searching society is the student of Islamic Azad university of Neyshabuor and we have used the stratified random sampling and simple random sampling to select samples. Sample reach to 364 people. Also, in this search has been used from Questioner for tools of gathering data, and it is Reliability is accounted with using of Cronbach test. Also, have been used T-Independent Method, has results from Analyzing Assumption show that, There is a significant relationship between gender and consumer behavior. Also, there is a significant relationship between gender and consumer behavior in terms of promotion and place, There is no significant relationship between gender and consumer behavior in terms of product and price.

**Keywords:** Consumer Behavior, Gender, Price, Product, Place, Promotion.

## Introduction

We all are consumers. That is, based on a special principle, we consume food, clothing, housing, education, services, ideas, etc. The main factor in successful marketing and advertising strategies is a proper understanding of consumer behavior.

Recognizing the consumer behavior is the key to industrial development in underdeveloped and developing countries. Until the consumer behavior is not recognized, it is impossible to establish a logical and systemic relationship between industry and consumer, and those organizations and companies are successful that adjust their goals, methods and structure based on ever increasing recognition of their customers and consumers.

Gender is an important factor in consumer buying behavior. Women's shopping is different from men's. This difference is

resulted from a different attitude. Consumer behavior is to investigate human's behavior in shopping in order to manufacture products based on consumers' tastes.

## Problem presentation and the research importance

CB has an interdisciplinary look into consumers' behavior, so familiarity with psychological, sociological and anthropological principles seems necessary.

CB is a controversial and challenging topic that encompasses people and what they buy, why and how they buy, marketing and marketing mixtures and market. There are several factors that affect CB. CB is not simple at all, but it is very vital to understand it. Consumers' shopping behavior is the final consumer's shopping behavior, i.e. people and households who purchase goods and services for a certain goal. Most salesmen, using their daily experience resulted from direct sale to consumers, obtain the required information and recognition toward them. However, as companies and markets grow gradually, a lot of marketing decision makers have lost their contact with consumer and have turned to research and study on consumer. The assigned budgets for gaining a better recognition of CB are increasing. Indeed, who are buyers and how they buy? When they buy? Where they buy and why they buy? (Kotler, 2000). On the other hand, in many societies women are among those people who have the highest consumption. In fact, they are the biggest buyer in family necessities. Today we are witnessing the presence of women in many consumption markets. The main reason can be the change in economic status, in social roles and in women's life style. Thus, given the high volume and the potential capacity of

consumption markets among women, marketing managers need to evaluate their marketing strategy in order to make their products and services suited for women. (Campbell, 2000). Other stimuli are the basic forces and events in buyer environment. These forces are mainly economical, technological, political and cultural. All of these stimuli enter the buyer's black box, where, after going through some stages, they transfer into observable responses of the buyer. These observable responses are the very good choice, brand choice, seller choice, and the time and sum assigned to shopping. (Kotler, 2000). Gender plays a major role in CB, since men and women have different expectations, demands, needs and life styles and these differences affect their shopping behavior. Gender has different aspects and is not just a variable in market dividing. There are a lot of differences in attitudinal and behavioral aspects of women and men and they lead to different behaviors in buying goods and services. (Bakashi, 2012). This research helps producers, importers and sellers to achieve a higher profit by making decisions considering consumer's shopping behavior. To date, there has been conducted a lot of researches on CB before, during and after shopping. But this one investigates the effect of gender on shopping behavior.

## The research theoretical framework

Maryam Ranjbar 2006 has conducted a thesis titled "investigating the importance of the determinant factors in choosing and buying decision on cell phone consumers in Tehran". This study, using a field-survey methodology and applying a questionnaire instrument to collect the data, has investigated the importance of the determinant factors in choosing and buying decision. The results of this

research show that, with a 95% probability, the product features are important for buyers in choosing and buying decision, which include: apparent features, technological features, functional and entertaining features, demographic variables including gender and job have been effective in choosing and buying decision. Women care more for apparent features and men care for technological features. As such, gender and job have a significant relationship with the amount paid. Zeinali, Dadvand and Soltan Nejad 20012 have conducted a research titled "investigating the relationship of gender and purchase motivations with loyalty to local businesses – a case study of Kerman". 342 questionnaires were distributed in different regions of Kerman. In order to analyze the data regression method in SPSS18 software was used. The findings of this research point out that gender has an effective role in purchase motivations. Especially, the findings showed that men are more susceptible in accessing (achieving) information and searching for comfort, while women were more susceptible talented in seeking for uniqueness and categorizing, social interaction and walking. Also, male and female consumers have different motivations for buying. The obtained results are compatible with gender difference theories and support them from this viewpoint that men and women are socialized differently.

Seok and Sauls 2008: female and male buyers show significant differences in their purchase attitudes (trust in purchase, awareness of the fashion brands, awareness of prices, tendency to buying from home, awareness of time well-being, tendency toward planned purchase). Also, it was determined that purchase biases among age groups are different. Although, trust in purchase had the highest score

among men and women as well as among all age groups. It was revealed that female respondents paid more attention to well-being in shopping and price than men do. Kuruvil a. (2009) in their paper titled "Do men and women actually buy differently?" sought to discover shopping habits of Indian people and try to identify the possible differences between genders through examining 2721 consumers of shopping centers of 7 cities in India. The findings show that there is a significant difference between shopping behaviors that can be related to gender. Generally, women have a more positive attitude toward shopping centers and they buy more updated things than men. But men look more and pay more time and money for them. While men and women spend 2-4 hours in shopping centers, men visit more various places. Lui and Chu Chen 2009 investigated the gender differences in green shopping behavior on consumers, who were selected among 6010 teenagers (2975 male and 3035 female) from Hong Kong through multi-stage random sampling. The poll was distributed in Hong Kong through 48 high schools.

Findings: female teenagers obtained a significantly higher score in environmental attitude, environmental concerns, the existing serous environmental problems, environmental responsibility understanding, peer effect and green shopping behavior than male teenagers in Hong Kong. In contrast, the average score of boys in self-analysis and protecting environment is significantly higher than girls.

Odile et al., 2010 conducted a research titled "investigating the role of gender and the presented model of online consumer behavior", and concluded that men have a less shopping involved behavior than women and at the same time both genders have the same attitude toward

information, effectiveness and entertainment of the website.

Bakeshi in a research titled "the effect of gender on consumer shopping behavior" states that gender plays a major role in CB since women and men have different expectations, demands, needs and life styles. This difference is effective in consumer's shopping behavior. Researchers have shown that shopping is a more exiting activity for women than men. In women's view shopping is a social need but men care for the product's performance. They collect information and seek for quality and efficiency and tend to shopping based on urgent needs, but women mostly select subjective and emotional and see shopping as a long term decision.

## Methodology

## Research hypotheses

## 1. The main hypothesis

There is a significant difference between female and male consumer shopping behavior.

## 2. The secondary hypotheses

1- There is a significant difference between female and male consumer shopping behavior in terms of price.
2- There is a significant difference between female and male consumer shopping behavior in terms of product.
3- There is a significant difference between female and male consumer shopping behavior in terms of place.
4- There is a significant difference between female and male consumer shopping behavior in terms of promotion.

## The research conceptual model:

The concept of marketing mixture was introduced by Nill Borden for the first time in 1950 and is known as 4P.
The marketing mixture includes product, price, place and promotion.



**Figure 1.** The conceptual model of the research

In this research a part of Kotler's shopping behavior model is used: the effect of gender on shopping b using the marketing mixture.

## Setting sample size

In order to set the sample size the Kokran formula is used.
Given that the number of the population under study is 6500, using Kokran formula, the sample size is set to 364

people. In this research simple random sampling method has been used and the questionnaires are distributed in different universities.
Given that the sample size was 364 people, 400 questionnaire were distributed of which 375 questionnaire were returned and ultimately 346 questionnaire were used.

## Validity

In this research the formal method was used to evaluate the questionnaire validity, so that the questionnaire was handed to marketing experts and specialists and they were asked to state their comments. Then, after investigating their comments and guidance from my advisor and supervisor the questionnaire validity was approved.

## Stability and reliability

To investigate the reliability of the research questionnaire Crnobach alpha was used.
To this end, using 40 samples as pre-test, we used the following relationship and Crnobach alpha for the questionnaire was 0.831.

## Research variables

The independent variable is a feature of physical or social environment that accepts some value after selecting, interfering on manipulating by researcher in order to show its effect on another variable (dependent variable).
In this research the independent variable is the gender element (male and female). Two samples of men and women are selected from the population and the questionnaires were distributed among them.
Dependent variable is a variable the changes of which are effect by independent variable.
Independent variable: shopping b of consumers
Intermediate variable: product, price, place, promotion

## The analytical statistics used

## Independent T-test

We use independent T-test when we want to compare two independent groups that are either organized as a separate organization like men and women, or are placed in two groups randomly like experiment and control group, in order to see if there is a significant difference between them.
It should be noted that all the respective calculations are conducted by SPSS software.

Because questions have two ranges we use $\frac{\alpha}{2}$ = 0/025.
In order to investigate the research hypotheses the answers to questionnaires were exploited and the above-mentioned hypothesis can be stated as follows:
$H_0$: $\mu_1 - \mu_2 = 0$ There is no significant difference between the two groups.
$H_1$: $\mu_1 - \mu_2 \neq 0$ There is a significant difference between the two groups.
Given the calculated significance probability value (P-Value), if this value is lower than the test significance level (0.025) (P-Value = 0.000 < $\alpha$ = 0.025), the null hypothesis in 5% significance level is strongly rejected. Therefore, given the results, it can be concluded, with a 95% level of certainty, that from respondents' point of view our H1 is supported.

## The main hypothesis

There is a significant difference between female and male consumer shopping behavior.
In the table1 groups' statistics are shown. From this table we can see that the total score resulted from responding to all research questions in terms of the respondents' gender independent variable is distributed appropriately.

**Table 1.** Group Statistics

| gender | | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Totalscore | female | 182 | 3.5527 | .45047 | .03339 |
| | male | 182 | 3.6874 | .46544 | .03450 |

**Table 2.** Independent Samples Test

| Totalscore | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | | |
| | | | | | | | | Lower | Upper | |
| Equal variances assumed | .071 | .790 | -2.804 | 362 | .005 | -.13462 | .0480 | -.22903 | -.04020 | |
| Equal variances not assumed | | | -2.804 | 361.614 | .005 | -.13462 | .0480 | -.22904 | -.04020 | |

H0:μ1-μ2 = 0There is no significant difference between the shopping b of men and women.

H1: μ1-μ2≠ 0there is a significant difference between the shopping b of men and women.

The above table includes the output of independent sample testing. On the left you can see the results of Lewin Test for variance uniformities that are statistically significant. These results show that variances of men and women groups (independent variable categories) are equal. Therefore we use the output line of variances' uniformity. The null hypothesis, which states that there is no differences between the two genders, is evaluated in the middle part of the table as T-test for averages' equality.

According to table 2 and the independent T-test it is observed that P-Value is 0.005 which is lower than significance level (0.025). Therefore H0 is rejected and H1 (there is a significant difference between shopping behavior of men and women) is supported in $\frac{\alpha}{2}$ level.

There is a significant difference between shopping behavior of men and women.

**The secondary hypotheses**

There is a significant difference between female and male consumer shopping behavior in terms of price.

The above table includes the output of independent sample testing. On the left you can see the results of Lewin Test for variance uniformities that are statistically significant. These results show that variances of men and women groups (independent variable categories) are equal. Therefore we use the output line of variances' uniformity. The null hypothesis, which states that there is no differences between the two genders, is evaluated in the middle part of the table as T-test for averages' equality .

According to table 4 and the independent T-test it is observed that P-Value is 0.819 which is upper than significance level (0.025). Therefore H0 is supported and there is a no significant difference between female and male consumer shopping behavior in terms of price in α/2level .

There is a no significant difference between female and male consumer shopping behavior in terms of price.

There is a significant difference between female and male consumer shopping behavior in terms of product.

**Table 3.** Group Statistics

| | gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| price | female | 182 | 3.7161 | .79323 | .05880 |
| | male | 182 | 3.6978 | .73391 | .05440 |

**Table 4.** Independent Samples Test

| price | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Equal variances assumed | 2.113 | .14 | .229 | 362 | .819 | .01832 | .08010 | -.13921 | .17584 |
| Equal variances not assumed | | | .229 | 359.834 | .819 | .01832 | .08010 | -.13922 | .17585 |

**Table 5.** Group Statistics

| | gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| product | female | 182 | 3.9863 | .49946 | .03702 |
| | male | 182 | 4.0467 | .56825 | .04212 |

The table 8 includes the output of independent sample testing. On the left you can see the results of Lewin Test for variance uniformities that are statistically significant. These results show that variances of men and women groups (independent variable categories) are equal. Therefore we use the output line of variances' uniformity. The null hypothesis, which states that there is no differences between the two genders, is evaluated in the middle part of the table as T-test for averages' equality. According to table 8 and the independent T-test it is observed that P-Value is 0.007 which is lower than significance level (0.025). Therefore H0 is rejected and H1 (There is a significant difference between female and male consumer shopping behavior in terms of place) is supported in α/2level.

**Table 6.** Independent Samples Test

| product | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Equal variances assumed | .066 | .797 | -1.078 | 362 | .282 | -.06044 | .05608 | -.17072 | .04984 |
| Equal variances not assumed | | | -1.078 | 356.136 | .282 | -.06044 | .05608 | -.17073 | .04985 |

**Table 7.** Group Statistics

|  | gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| place | female | 182 | 3.1300 | .74713 | .05538 |
|  | male | 182 | 3.3407 | .72571 | .05379 |

**Table 8.** Independent Samples Test

| place | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
|  |  |  |  |  |  |  |  | Lower | Upper |
| Equal variances assumed | .058 | .810 | -2.728 | 362 | .007 | -.21062 | .07721 | -.36245 | -.05880 |
| Equal variances not assumed |  |  | -2.728 | 361.694 | .007 | -.21062 | .07721 | -.36245 | -.05879 |

There is a significant difference between female and male consumer shopping behavior in terms of place.

There is a significant difference between female and male consumer shopping behavior in terms of promotion.

The table 10 includes the output of independent sample testing. On the left you can see the results of Lewin Test for variance uniformities that are statistically significant. These results show that variances of men and women groups (independent variable categories) are equal. Therefore we use the output line of variances' uniformity. The null hypothesis, which states that there is no differences between the two genders, is evaluated in the middle part of the table as T-test for averages' equality .

According to table 10 and the independent T-test it is observed that P-Value is 0.000 which is lower than significance level (0.025). Therefore H0 is rejected and H1 (There is a significant difference between female and male consumer shopping behavior in terms of promotion) is supported in α/2level.

There is a significant difference between female and male consumer shopping behavior in terms of promotion.

**Table 9.** Group Statistics

|  | gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| promotion | female | 182 | 3.1044 | .70847 | .05252 |
|  | male | 182 | 3.3764 | .72710 | .05390 |

| promotion | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **F** | **Sig.** | **t** | **df** | **Sig. (2-tailed)** | **Mean Difference** | **Std. Error Difference** | **95% Confidence Interval of the Difference** Lower | Upper |
| Equal variances assumed | .019 | .891 | -3.614 | 362 | .000 | -.27198 | .07525 | -.41996 | -.12399 |
| Equal variances not assumed | | | -3.614 | 361.756 | .000 | -.27198 | .07525 | -.41996 | -.12399 |

**Table 10.** Independent Samples Test

## Conclusion

Consumers' purchases are severely affected by their cultural, social, personal and psychological characteristics. Marketers should be very careful in analyzing consumers' behavior. A thing that apparently is approbated by consumers is often rejected by them. If a product is not accepted by consumers, its losses will be high.
Gender is an important factor in consumer buying so:
Using a marketing special agency ladies.
Marketing use special for men.
Using a Marketing agency Children.
Psychological factors and the impact of these factors, absorption and sale of goods.

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