

The Effect of Gender Perception on Consumer Behavior: A Case Study of Rural Environment in Nigeria

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Abstract

This study investigated the effect of gender perception on consumer behavior in the rural environment in Nigeria. This study used a multistage sampling technique, and the sample size was subjected to Yameni formula prediction. The formula suggested a 400-sample size. The 400 questionnaires were distributed among the participants and 379 questionnaires were successfully filled and returned. The study used frequency analysis, descriptive analysis, factor analysis, correlation, and regression analyses. From the findings, it was reported that there is discrimination in buying a product though such discrimination could be on the quality, price, quantity, and brand. It was also found that products produced in the rural areas have the same quality with the products produced in the urban areas and male considers product features such as popularity, familiarity, economic value, quality, price and so on before buying. It was concluded that consumer behavior and perceived value have a significant positive relationship, consumer behavior and gender perception revealed a significantly positive correlation, consumer behavior and price perception have a significant positive relationship and the connection between consumer behavior and quality perception has a positive significant correlation.

Keywords: *Gender Perception, Price Perception, Perceived Value, Quality Perception, and Consumer Behavior.*

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I. Introduction

The concept of consumer behavior has widely been studied among scholars both in the developed and developing countries where Nigeria is not left out. Consumer behavior investigates how and why customers purchase and repurchase a product and describes the process and attribute of decision making of the consumer in understanding their needs and wants (Bakshi, 2012). The behavior of the consumer is as important as the operating system and the efficiency of any organization. This has left businesses/organizations to focus more on how the loyal and the potential consumer react to their products/services. In doing this, organizations use price and quality measures in pulling and attracting customers which in turn gives them competitive edge in the market. In today's business marketing environment, the awareness of the manager and the salesperson regarding consumer contributes to a successful competitive policy (Shabbir & Safwan, 2014). Knowing how and why consumers are purchasing goods is part of the goal of the sales strategy. As customers, female and male have various interests, objectives, product and service preferences, interaction styles and the direction of the decision-making process.

Indeed, gender implies the difference between male and female. However, Gender perception is among the prominent features the final consumers consider in buying decision. Most of the time, consumers can select from a variation of products and hence consider price and other measures upon which their purchasing choice will be based. The influences of gender in relation to consumer behavior varies from situation to situation. It is a vital measure in marketing division that allows differences to be easily recognized (Darley & Smith, 1995). Gender is perhaps a change in decision along with consumption patterns. In addition, Mitchell and Walsh (2004) concluded that males are more likely to choose separate products and to introduce different approaches for the procurement and processing of such products.

Recently, customers searched for different alternative products in comparing the price and quality. Meanwhile, the perception of quality and price may differ in gender perceptive, that is, how male views price and quality of a product may differ. Male may assume to go for quality instead of price while female may assume to go for price instead of quality. Alternatively, male may assume to go for price and quality more than their female counterpart in the rural area of Nigeria, simply because the percentage of employed male is more than the female. However, this could not be concluded yet, which is why this study is aiming to investigate gender perception on consumer behavior in the rural environment in Nigeria.

EMPIRICAL REVIEW

In a study done by Shabbir and Safwan (2014) on consumer features and gender differences in Pakistan using independent sampling T-test and found that both male and female customers have separate purchasing habits in response to product brand, price and quality. Manmun, Rahman, and Robel (2014) examined customer sensitivity and price in Malaysia using empirical illustration and showed that there exists a significant influence of sensitivity of the consumer to price on product purchase decisions. Ling and Yazdanifard (2014) discussed the role gender played through online shopping in Malaysia and revealed that gender plays a significant role in consumer shopping online. Wee *et al.*, (2014) examined buying intention, behavior and perception in Malaysia using chi-square and regression analysis. They found that the decision to buy strongly affected by the consumer's understanding of the products' protection, environmental factors and animal welfare. Geçti (2014) wrote on the perception of price and its relations in Turkey using structural equation modeling and indicated that most exploratory aspects of market analysis have been price awareness and value awareness.

Stan (2015) investigated whether gender affects the antecedents of loyalty in France using factor analysis and structural equation modeling and found that Females store quite loyally than males. Therefore, it should be known that sex does not regulate the connections between loyalty and its precedents. Sathish, Menon, and Mehendran (2015) surveyed differences in buying habits and brand favorites of gender in India. The findings suggested that men attached greater concern to functionality, while women emphasized the size, color and quality. In Malaysia, Haron (2015) examined male and female disparities towards purchasing products of homely made using multigroup analysis and showed that public awareness is the best predictor of the attitude of consumers towards homely manufactured goods in Malaysia and gender has a significant moderating effect. Lipowski and Angowski (2016) determined the relationship between gender and behavior of the consumer of services distribution in Poland using qualitative method. They found that differences exist between male and female consumption of services. Pakasi and Tumiwa (2016) wrote on male and female connection with buying behavior in Indonesia using independent t-test and revealed that there is disparity in buying behavior of male and female towards Yamaha products.

Kraljević and Filipović (2017) surveyed the influence of gender separation in buying behaviors of the customers in Croatia. They employed primary data and frequency analysis where the findings showed that women customers tend to have more loyalty than men and also use more loyalty card incentives and recommended that executives ensure that they target women customers and take action to enable males to engage in loyalty services. Nagar, Guha and Chandra (2017) studied gender differences in purchasing intention in India using food and grocery items as a case study. They employed descriptive analysis and t-test and revealed that differences exist in purchasing intention between men and women. In Greek, Pirlimpou (2017) wrote on the determinant of gender preferences. The study used descriptive analysis and suggested a significant statistical correlation between the participants' gender and their customer preferences. Lakshmi, Niharika, and Lahari (2017) examined the relationship between gender and buying behavior in India in qualitative method. It was found that males and females handle shopping with various reasons, viewpoints, logic and thoughts.

Katrodia, Naude, and Soni (2018) examined whether gender matter in buying intention of the consumer in South Africa using frequency analysis. It was found that gender differences exist between male and female in shopping.

Table 1: Empirical Review

Author's Name	Country	Report
Shabbir and Safwan (2014)	Pakistan	Found that both male and female customers have separate purchasing habits in response to product brand, price, and quality
Manmun, Rahman, and Robel (2014)	Malaysia	Showed that there exists a significant influence of sensitivity of the consumer to price on product purchase decisions.
Ling and Yazdanifard (2014)	Malaysia	Revealed that gender plays a significant role in consumer shopping online.
Wee <i>et al.</i> , (2014)	Malaysia	They found that the decision to buy strongly affected by the consumer's understanding of the products 'protection, environmental factors and animal welfare.
Geçti (2014)	Turkey	Indicated that most exploratory aspects of market analysis have been price awareness and value awareness.
Stan (2015)	France	Found that Females store quite loyally than males. Therefore, it should be known that sex does not regulate the connections between loyalty and its precedents.
Sathish, Menon, and Mehendran (2015)	India	The findings suggested that men attached greater concern to functionality, while women emphasized the size, color, and quality.
Haron (2015)	Malaysia	Showed that public awareness is the best predictor of the attitude of consumers towards homely manufactured goods in Malaysia and gender has a significant moderating effect.
Lipowski and Angowski (2016)	Poland	They found that differences exist between male and female consumption of services.
Pakasi and Tumiwa (2016)	Indonesia	Revealed that there is disparity in buying behavior of male and female

Kraljević and Filipović (2017)	Croatia	towards Yamaha products. Revealed that women customers tend to have more loyalty than men and use more loyalty card incentives.
Nagar, Guha and Chandra (2017)	India	They employed descriptive analysis and t-test and revealed that differences exist in purchasing intention between men and women.
Pirlympou (2017)	Greek	Found a significant statistical correlation between the participants' gender and their customer preferences.
Lakshmi, Niharika, and Lahari (2017)	India	It was found that males and females handle shopping with various reasons, viewpoints, logic and thoughts.
Sahli (2018)	Tunisia	It was revealed no gender difference in the understanding of price and its effect on satisfaction.
Katrodia, Naude and Soni (2018)	South Africa	It was found that gender differences exist between male and female in shopping.

Source: Author's compilation

II. Methodology

Questionnaire was distributed to the selected elements of the population where the target audience was the rural residents in Nigeria. Multistage sampling was used to structure how the questionnaire was distributed to the participants. Five Likert scale method such as agree strongly, agree moderately, not sure, disagree slightly, and disagree strongly were applied. More so, descriptive analysis, frequency percentage, regression analysis and correction analysis were used as the estimation techniques.

Model Specification

To achieve the effect of gender perception on consumer behaviour in some rural area of Nigeria, simultaneous model shall be used. The functional simultaneous model is presented as follows:

$$CB = f(GP, PP, QP, PV)$$

Where:

CB	=	Consumer Behaviour
GP	=	Gender Perception
PP	=	Price Perception
QP	=	Quality Perception
PV	=	Perceived Value

The econometric regression form is shown as:

$$CB = \beta_0 + \beta_1 GP + \beta_2 PP + \beta_3 QP + \beta_4 PV + \mu$$

μ and e = Error Term

β_0 = Constant Parameter

$\beta_1 - \beta_4$ = Coefficients of Regression

Sample and Sampling Techniques

The study shall use Yamane formula in selecting the sample size. According to Yamane (1967), the sample size formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

where n = overall sample

N = Population

I = a constant

e = Level of significance (Taken to be 0.05)

Expected Respondents

$$\begin{aligned} n &= \frac{193,392,517}{1 + 193,392,517(0.05)^2} \\ &= \frac{193,392,517}{1 + 483,481.292} \\ &= \frac{193,392,517}{483,482.292} \\ &= 399.9999173 \end{aligned}$$

Approximately 400, i.e, $n = 400$ Respondents

According to Central Bank of Nigeria Statistical Bulletin (CBN, 2017), the population of Nigeria is 193,392,517. Meanwhile, Yamane formula was applied on the entire Nigerian population which resulted to 400 respondents. Hence, the sample population was divided into two equal parts since there are rural and urban areas

and this study aimed to focus on the rural area. So, 200 questionnaires were distributed to some of the rural residents and 200 to the urban residents.

III. Result Interpretation

Demographic Discussion

Table 2: Demography

	Scaling Measurement	Frequency	Percent
Gender	Male	169	44.6
	Female	210	55.4
Marital Status	Unmarried	109	28.8
	Married	183	48.3
	Divorce	69	18.2
	Widow	18	4.7
Age Bracket	18-30yrs	114	30.1
	31-45yrs	203	53.6
	46yrs and above	62	16.4
Level of Education	Schl Cert	66	17.4
	ND Holder	73	19.3
	HND/BSc	131	34.6
	Masters	81	21.4
	Doctorate	18	4.7
	Others	10	2.6
Occupation	Unemployed	86	22.7
	Employed	121	31.9
	Self-employed	141	37.2
	Retiree	28	7.4
	Others	3	0.8

Source: Researcher's Compilation

The Table above presents the demography of the participants of the survey and it was reported that the male has the frequency of 169 representing 44.6percent while the female has the frequency value of 210 with 55.4percent, indicating that female are more than the male participants. The marital status indicates that the unmarried participant has the frequency value of 109(28.8%), married participants accounted for 183(48.3%), divorce has the frequency value of 69(18.2%) and widow has 18(4.7%), connoting that the married participants has the highest participants, followed by unmarried, divorce and widow. The age bracket shows that age 18-30yrs has 114 frequency with 30.1%, age bracket 31-45yrs has 203 participants with 53.6% while age bracket 46yrs and above has 62 frequency with 16.4%, indicating that age bracket 31-45yrs has the larger participants, followed by age bracket 18-30yrs and 46yrs and above. The level of education reveals that schl cert holder has the frequency value 66(17.4%), ND holder has 73 participants with 19.3%, HND/BSc holder has 131 frequency with 34.6%, masters holder has 81(21.4%), doctorate holder has 18(4.7%) while others has 10 frequency with 2.6%, meaning that majority of the participants are graduate. 86 of the participants are unemployed representing 22.7%, 121(31.9%) participants are employed, 141(37.2%) are self-employed, 28(7.4%) are retiree, while 3(0.8) are others, indicating that most of the survey participants are self-employed, followed by employed, unemployed, retiree and others.

Correlation Analysis

Table 1: Correlation

		Consumer Behavior	Perceived Value	Gender Perception	Price Perception	Quality Perception
Consumer Behavior	Pearson	1				
	Sig.					
	N	379				
Perceived Value	Pearson	.290**	1			
	Sig.	.000				
	N	379	379			
Gender Perception	Pearson	.168**	.207**	1		
	Sig.	.001	.000			
	N	379	379	379		
Price Perception	Pearson	.392**	.226**	.012	1	
	Sig.	.000	.000	.813		
	N	379	379	379	379	
Quality Perception	Pearson	.294**	.092	.190**	.262**	1

Sig.	.000	.075	.000	.000	
N	379	379	379	379	379

Source: Researcher’s compilation

The report of the correlation analysis reveals that consumer behavior and perceived value has a significant positive relationship since the correlation value and sig value are 0.290 and 0.000. The connection between consumer behavior and gender perception reveal significantly positive since the correlation and sig values are 0.168 and 0.001. Consumer behavior and price perception has a significant positive relationship because the correlation and sig values are 0.392 and 0.000. The connection between consumer behavior and quality perception has a positive significant correlation since the values are 0.294 and 0.000.

Regression Analysis

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	124.815	4	31.204	29.600	.000
Residual	394.262	374	1.054		
Total	519.077	378			

Source: Researcher’s compilation

The ANOVA report shows the sum of squares value of 124.815 with residual value of 394.262, the mean square value of 31.204 for regression and 1.054 for the residual. The F-statistic value of 29.600 with sig value of F-stat of 0.000. This implies that the joint independent variables can influence the dependent variable.

Table 3: Coefficients

Consumer Behavior	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.112	.279		3.989	.000
Quality Perception	.179	.047	.181	3.793	.000
Gender Perception	.094	.048	.091	1.943	.053
Price Perception	.290	.046	.302	6.291	.000
Perceived Value	.185	.047	.186	3.934	.000

Source: Researcher’s compilation

Hypotheses Testing and Regression Interpretation

The coefficient of regression analysis showed that:

	Coeff	Sig Value
At constant	1.112	0.000

When the variables (independent) are held constant, consumer behavior will be significantly positive.

Hypothesis I

H0_i: Gender perception does not have significant effect on consumer behaviour in the rural area of Nigeria.

Coeff	Sig Value
Gender perception – Consumer Behavior	0.094 0.053

Decision Rule

The null hypothesis was rejected since the sig value was less than 5% significant level. That is gender perception exhibits a positive significant effect on consumer behaviour.

Hypothesis II

H0_{ii}: There is no significant effect of price perception on consumer behaviour in the rural area of Nigeria.

Coeff	Sig Value
Price Perception – consumer behavior	0.290 0.000

Decision Rule

The null hypothesis failed to be accepted that there is no significant effect of price perception on consumer behaviour in the rural area in Nigeria. Meanwhile, it was reported that a significant effect of price perception exist on consumer behaviour in the rural area in Nigeria since the sig value was lesser than 5%.

Hypothesis III

H0_{iii}: Quality perception has a negative significant effect on consumer consumption behaviour in the rural area of Nigeria.

Coeff	Sig Value
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Quality Perception – Consumer Behavior 0.179 0.000

Decision Rule

The report failed to accept the null hypothesis that quality perception has a negative significant effect on consumer consumption behaviour in the rural area of Nigeria. This implies that quality perception has a positive significant effect on consumer behaviour in the rural area of Nigeria.

Hypothesis IV

H_{0IV}: Perceived value has a negative significant effect on consumer consumption behaviour in the rural area of Nigeria.

Coeff	Sig Value	
Perceived Value – Consumer Behavior	0.185	0.000

Decision Rule

It was showed that the null hypothesis failed to be accepted that is, the Perceived value has a positive significant effect on consumer consumption behaviour in the rural area of Nigeria.

IV. Conclusion

From the study analysis, it was concluded that consumer behavior and perceived value has a significant positive relationship, consumer behavior and gender perception revealed significantly positive correlation, consumer behavior and price perception has a significant positive relationship and the connection between consumer behavior and quality perception has a positive significant correlation. Additionally, the study concluded that there is discrimination in buying a product though such discrimination could be on the quality, price, quantity, and the brand itself and products produced in the rural areas have the same quality with the products produced in the urban areas. More so, it was concluded that male products are very expensive then the female products and there is quality disparity in producing between male and female products.

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