



## MALE AND FEMALE CONSUMER DECISION-MAKING STYLES

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### ABSTRACT

Gender plays a significant role in influencing an individual's purchasing decisions all the time in Bangladesh, as it does in virtually every other culture or region. This study was carried out with the intention of determining whether male or female decision-making styles differ in any way. The Consumer Style Inventory (CSI) approaches were used to set the questionnaire in order to collect data from 133 people in Chattogram, Bangladesh. With its 37 items and eight factors, the CSI has been used to identify consumer decision-making styles. The data have been analyzed, and it has been determined that there is no significant difference between male and female decision-making styles. Due to the fact that this study focuses solely on the city of Chattogram, additional culturally diverse cities or nations can be included in future studies.

### KEYWORDS

Male, female, decision-making style, consumer behavior, CSI

### INTRODUCTION

Consumer behavior is always a crucial issue in marketing research. Without customers, it is

impossible to conduct business, and no gain can be achieved. This is how a lot of advertisers and analysts

try to figure out what makes people buy products or services. According to Solomon (2009), a consumer's self-conception is significantly influenced by their gender distinctiveness. Sexual identity can be used to describe gender. In addition, both genders believe that the manner in which they behave (talk) and dress conforms to their cultures. However, these gender roles will change over time if culture and time change. Regardless, it is highly unlikely that different genders will be consumed in different ways. As a result, numerous vendors have conducted extensive gender research to determine whether men and women will consume the same or different products. According to Zawawi, Wong, Busu, and Hamzah (2004), gender consists of standards that support both men and women.

As can be seen from the preceding discussion, a lot of research has been done on men and women. However, as technology has improved and social networks have emerged, it is now a new challenge to determine how today's generation makes decisions. Since today's generation is vastly different from previous generations, it would be a novel discovery for the company to learn about their decision-making style. Based on this information, the company could adjust their offers to encourage both men and women to make purchases.

According to Blyth (2013), consumer behavior is typically defined as choosing, utilizing, and discarding products and services offered by an individual or organization. Gender plays a significant role in human habit, including purchase behavior (Fan & Miao, 2012; Hasan, 2010; (2008) (Seock & Bailey) Three methods have been used to determine a consumer's decision-making styles. The first is a psychological graphic, the second is based on a consumer's type, and the third is based on a consumer's characteristics. The decision-making process regarding the consumer's psychological characteristics and lifestyle is the first focus of the psychological/lifestyle approach (Lastovic, 1974; 1974, Darden and Ashton). The second strategy divides customers into general categories based on how they shop (Westbrook & Black, 1985; 1976 Moschis). The third strategy focuses on providing customers with specific emotional and rational decision-making guidelines. The primary characteristics and intellectual characteristics of consumer decision-making were first identified by Sproles (1983). After that, in 1986, Kendall and Sproles created an inventory of forty consumer styles. The eight mental characteristics of the consumer's decision-making style have been identified and analyzed using CSI. Perfectionism, brand awareness, fashion awareness, recreation awareness, price awareness, carelessness, choice confusion, habit, and brand loyalty are some of their traits (Sproles, 1983b; (1990) Sproles and Sproles According to Mitchell and

Walsh (2004), men and women have different preferences for and consumption patterns for various products.

According to Dholokia (1999), young men of today are becoming more and more associated with shopping, and products that were once thought to be for women are now made for men, such as cosmetics, skin care, and fashion journals. According to another study, men view the shopping process as unpleasant and unwelcome (Dholokia, 1999), take less time, and typically do not take responsibility for their purchases of food and clothing (Cox and Dittmar, 1995; Miller 1998), are less interested in and less sensitive to the opinions of their friends, make snap decisions (Shoaf, Scattone, Maureen, and Durairaj, 1995), and frequently make snap decisions (Areni and Kiecker, 1993; Prince, 1993) and are more independent, more dependable, more internally motivated, more competitive, and willing to take risks, especially with cash. As a result, we can infer that male buyers will have different decision-making styles than female buyers. There has been little research on the gender differences discussed in this article, despite the fact that customers have a relatively coherent decision-making style (Sproles and Kendall, 1996)

The survey that forms the basis of this study. Over 150 customers participated in the survey, of which 133 (75 male and 58 female) were chosen based on how well

they filled out a questionnaire. The survey was conducted using random sampling from a different location in the city of Chattogram, Bangladesh, to examine both men's and women's decision-making styles. Showcasing graduate understudy was mindful to do the study and they have gathered information in the period of January and February 2019 by visiting the clients actually. As part of the pilot survey, 12 respondents were surveyed on 40 items from eight CSI factors, and 37 items were chosen based on their validity. The Likert scale, which ranged from strongly agreeing to strongly disagreeing, was the foundation of the questionnaire.

### CONCLUSION

In conclusion, gender always influences how they make decisions. They always have a major impact on their purchasing process. The consumer decision-making style is still a major concern for researchers, and each time it comes up with new interesting issues. We also learned interesting things in these studies, like that men and women make decisions in the same way, even though other studies have found the opposite. The study also demonstrates that the current generation is not acting in a manner comparable to that of previous generations, particularly in terms of how they make decisions. This study only covered Chattogram City. Like many Bangladeshi cities and other countries, Chattogram City is rife with cultural

diversity, and different consumer decision-making styles may exist. As Bangladesh has exceptionally low social variety contrasted with different nations, consequently, the review has a more extensive degree to do additionally explore by obliging more urban communities in the various nations of the world. Another limitation of this study is that it did not take into account product categories but rather only the consumer shopping style. As a result, this study may be utilized for additional research in additional countries and regions with distinct cultures.

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