

FACTORS THAT INFLUENCE CONSUMER PURCHASE DECISION OF DURABLE HOUSEHOLD GOODS IN KANO METROPOLIS

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ABSTRACT

Although there is a robust body of literature on gender roles and gender identity exists, no research has been undertaken to ascertain gender and consumer purchase decision on durable household goods in Kano metropolis of Kano state. The individual in selecting goods and services is influenced by socio-economic conditions and even gender. This study therefore sought to examine gender and consumer purchase decision on durable household goods in Kano Metropolis. The survey method of data method of data gathering was adopted. Questionnaire were distributed and administered to 500 respondents. The data were analyzed using SPSS version 16. The study findings revealed that gender has no effects on consumer product attribute perception of durable household goods, and neither does it influence their choice of durable household goods. Also, no significant difference was found to exist between male and female consumers' shopping trip frequency. No significant difference was found to exist between male and female consumer product quality perception. It was also discovered that a highly significant relationship exists between the gender of a consumer and their satisfaction with the outcome of purchase decision. Since it has been established that gender has no influence on consumers purchase decisions, the researcher recommends that producers of durable household goods should strive to put in place superior marketing strategies in order to stay connected with happenings in the market. In an increasingly competitive and growing market, many observers agree with the view that manufacturing company that wins and continues to be relevant into the future; will be the one that delivers superior goods and services.

KEYWORDS: Gender, Consumer Purchase Decision and Durable Household Goods

INTRODUCTION

Every person is a consumer of one product or the other. At one time or another, he takes decisions on how to spend available scarce resources such as time, money or effort on consumption of related items. The decision made concerning consumption generally affects the demand for basic raw materials, deployment of resources and the enhancement of some industries. Consumer behaviour is, therefore an integral factor in the flow of all businesses in a consumer oriented society. Schiffman and Kanuk (1997:6) emphasize that a couple who are dissatisfied with their choice of a product will in turn discourage friends that are interested in the same type of product, thereby limiting their future selection decisions.

Furthermore, decisions on what to buy, where to buy, when to buy, why we buy and how often we buy are essentially influenced by features of a product (colour, taste, texture, size, package quality, convenience of usage, constituents, quality, etc). All these decisions are equally influenced by several other factors such as cultural, social, personal and psychological. According to Schiffman and Kanuk (1997:6), people will often choose products that reflect their status in society or where they see themselves as outgoing, creative or active. They are likely to favor products that

project such qualities. This has a lot of implications for manufacturers and marketers of goods and services. Social factors, such as groups, family, social roles and status influence the consumer behaviour. Also, demographic characteristics such as age, occupation, personality and life style do influence buyer's decision.

This research intends to study gender and consumer purchase decision on durable household goods in Kano metropolis. As a result the main focus is centered on the impact gender has on consumer purchase decision on durable household goods.

Problem Statement

Some few studies have been carried out to investigate the state of gender and consumer behaviour in Africa generally and Nigeria in particular. Thompson and Walker (1989:111) carried out research on gender roles in household decision making and found out that "there is no better predictor of the division of household labour than gender. Greenwood (2001:267) observes that regardless of one's views about gender roles, the resources one brings to the relationship and the time available for the relationship, there is nothing that predicts who does what and how much one does in the families than whether one is a woman or a man. Insight into this process is beneficial to marketers in as much as the marketers can design marketing strategies that appeal to socio-economic characteristics of different consumers.

Schiffman and Kanuk (2004:517) observe that friends, neighbors and acquaintances have influence on consumer's buying decisions. For consumers, new products and services may represent increased opportunities to satisfy personal, social and environmental needs, and add to their quality of life. For the marketer, new products and services provide an important mechanism for keeping the firm competitive and profitable.

Also, environment or culture is another basic determinant of much of our decision making as well as buying behaviour. Kotler and Armstrong (1991:120) observe that an individual's interest in selecting goods and services is influenced by nationality, religion, race and geographical background. In Africa, and especially Northern Nigeria, husbands as heads of household dominate most of the family's decision making. Thus, gender in purchase decisions is a continuous problem in the society and no empirical studies have been established in Nigeria and in Kano state in particular. This is the knowledge vacuum that this study would fill. Additionally, to be considered is how the differences between men and women in the context of household production and consumption rituals affect their purchasing decision. In this research attempts was made to ascertain the effects of gender on consumer purchase decisions on durable household goods.

Research Objectives

The main objective of this research is to examine the effects of gender on consumer purchase decisions on durable household goods. The specific objectives are:

- To examine factors such as (price, product features) that is pertinent to consumers' purchase decisions with regards to their gender.
- To examine the extent to which the gender of consumers affect their choice of selected durable household goods.
- To determine the effect of gender on consumers' product quality perception.
- To determine the extent to which gender of consumers influence the outcome of their purchase decisions?

REVIEW OF LITERATURE

Model of Consumer Decision Making

The process/model of consumer decision-making can be viewed as three distinct but interlocking stages: the input stage, the process stage, and the output stage. The input stage, according to Schiffman and Kanuk (2005:43), influences the consumer's recognition of a product need. This stage consists of two major sources of information - the firm's marketing efforts (the product itself, its price, its promotion, and place), and the external sociological influences on the consumer (family, friends, neighbors and other informal and noncommercial sources, social class, and culture and subculture memberships). The cumulative impact of each of the firm's marketing efforts, the influence of family, friends, and neighbors, and society's existing code of behaviour, are all inputs that are likely to affect what consumers purchase and how they make use of what they buy.

In the neoclassical model, an increase in price of normal goods reduces the quantity bought by each consumer and thereby affecting the decision to buy. (Plana, 2004)

The process stage of the model focuses on how consumers make decisions. The psychological factors inherent in each individual (motivation, perception, learning, personality, and attitudes) affect how the external inputs from the input stage influence the consumer's recognition of a need, pre purchase, search for information, and evaluation of alternatives. The experience gained through evaluation of alternatives, in turn, affects the consumer's existing psychological attributes. (Schiffman and Kanuk, 2004:534).

In the "Race to market", model the second question that the consumer consider is which one to buy. Product differentiation within a category of goods widens the decisions that a consumer has to take. He has to choose which goods to buy- among those he can afford and that could fulfill his needs. (Plana, 2004). In this model, the goods is differentiated according to its performance and how easy it is to use. The first rule of choice according Plana (2004), is to decide a minimum level for each feature to be reached by a goods in order to be acceptable. The consumers evaluate the affordable goods for each feature and attribute them a relative "score", in its subjective judgment- based on or not on objective characteristics. This subjective judgment could be influenced by advertising and be biased

In "Race to market" we chose a palette of three alternative kinds of consumers, applying three alternative rules for purchase decision. Basically, they differ because of the relative role of price and quality.

The output stage of the consumer decision making model consists of two closely related post decision activities - purchase behaviour and post purchase evaluation. Purchase behaviour for a low-cost, nondurable product, for instance, new shampoo may be influenced by a manufacturer's coupon and may actually be a trial purchase. If the consumer is satisfied, he or she may repeat the purchase. For a relatively durable product such as laptop ("relatively" durable because of the rapid rate of obsolescence), the purchase is more likely to signify adoption. In the case of post purchase valuation, as consumers use a product, particularly during a trial purchase, they evaluate its performance in the light of their expectations. When the product lives up to expectation, they probably will buy it again, when the product's performance is disappointing or does not meet the consumer's expectation, they will search for more suitable alternatives (Schiffman and Kanuk, 2004: 43). It then means that manufacturer must take additional steps to reduce consumer post purchase dissatisfaction and to help customers feel good about their purchases.

Consumer Purchase Decision Process

According to Wilkie (2008:28), consumer buying behavior is the decision processes and acts of people involved in buying and using products, while consumer purchase decision process refers to the stages buyers pass through to reach a buying decision. The consumer usually passes through six (6) stages and the process usually starts long before the actual purchase and continues after purchase. Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all the six stages, determined by the degree of complexity.

The first stage is *problem recognition (awareness of need)* here; the buyer may recognize a problem or need by sensing a difference between his or her “actual” state and some “deserved” state. The need can be triggered by internal stimuli - that is one of the person’s normal needs such as hunger, thirst, sex or external stimuli by admiring a neighbor’s new car or well baked bread as one passes by. These can lead a person to recognize a problem or a need which will then motivate him or her to satisfy such need through search for an information gathering.

Information search is the second stage in the purchase decision process. It is the level at which the consumer has a strong drive for the product that is near at hand. The consumer has the choice to take decision there and then or else, keep the product memory in mind for future information search. According to Wilkie, (2008), information search can include internal search and external search. Internal search is the product memory while, external search is when you need more information which can be from friends, relatives, marketer dominated sources and public sources. Information search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. In his submission, Wilkie, (2008), state that the recollection of past experiences from (long term storage) might provide the consumer with adequate information to make the present choice. On the other hand, when the consumer has had no prior experience, he or she may have engaged in extensive search of the outside environment for useful information on which to base a choice”. He further emphasize that the degree of perceived risk can also influence this stage. For instance in high risk situations, consumers are likely to engage in complex information search and evaluation; and in low- risk situations, they are likely to use very simple search and evaluation tactics. This researcher is of the view that shopping is an integral part of information search; this risk can be personal, social and Economic.

Evaluation of alternatives is the third purchase decision process. Here, the marketer needs to know about alternative evaluation that is, how the consumer processes information to arrive at brand choices or make a decision. However, no simple and single evaluation process is used by all consumers, or even by one consumer in all buying situations. In their contribution, Rachman and Elaine (1980:200), submit that in the case of a stereo, you may want to consider sound quality, styling, brand name reputation and cost. It has been observed that consumers will pay the most attention to those attributes connected with their needs. Marketers should therefore, study buyers or consumers to find out how they actually evaluate brand alternatives, so that they can take steps to influence the buying decisions.

According to Rachman and Elaine (1980:29), consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The attitudes of others, for instance, a husband who feels strongly that a wife should buy the lowest priced car, means that the chances of the wife buying a more expensive car will be reduced unexpected situational factors can influence purchase intention, for example, loss of job. Also, word of mouth from friend who had been disappointed with the product’s performance. In addition, Kotler and Armstrong (1991:154) state that:

“A consumer’s decisions to change, postpone or avoid a purchase decision are heavily influenced by perceived risks. The marketer must understand the factors that provoke feelings of risk in consumer and must respond with information and support that will reduce the perceived risk”

As consumers use a product, particularly during trial purchase, they evaluate its performance in the light of their expectations. When the product lives up to expectations, they probably will buy it again. However, when the product’s performance does not meet the consumer’s expectation, they will search for more suitable alternative.

The output stages include the actual purchase (either trial or repeat purchase) and post purchase evaluation. Both pre-purchase and post-purchase evaluation gives feedback in the form of experience to the consumers and serves to influence future decision processing. Consumer, in an attempt to evaluate the product through direct use, engages in trial purchase. For example, when a consumer purchases a new brand of laundry detergent of which he/she may be uncertain, a trial purchase is envisioned. The consumer is likely to purchase in small quantity than if it were a familiar brand. Trial purchase is not always feasible with durable goods (e.g. refrigerators, washing machines and electric ranges). A consumer usually moves directly from evaluation to a long-term commitment without the opportunity for an actual trial. These results into three possible outcomes: (i) actual performance, which matches the expectation leading to neutral feelings, (ii) performance exceeds expectations, causing what is known as positive disconfirmation of expectation (which lead to satisfaction) and (iii) performance below expectation, causing negative disconfirmation of expectation and dissatisfaction. Post-purchase evaluation helps in reducing any uncertainty or doubt that the consumer might have had about the selection and as a result, consumers try to reassure themselves that their choice was a wise one.

Consumer Purchase Decision

The issue of choice in consumer purchase decision refers to the reasons behind a consumer’s purchasing act. These issues are those things that motivate the consumer to buy a product. Several reasons have been advanced by some authorities. In the words of rachman (1980:179):

The traditional ways of classifying consumer choice or motives is to distinguish between those that are rational and those that are purely emotional product benefits such as dependability, durability, low-cost, etc, are considered rational motives or reasons for buying. Buying out of fear of accident or pride in personal appearance are emotional motives.

This rationality of purchase behaviour has been criticized by Richard (1992:240). He pointed out that buying to enhance your personal appearance can be just as rational as buying because the price is right. That people buy products to satisfy a range of needs, some of them having to do with the physical benefits of the products and others with the psychological and social benefits. Richard (1992:243) position was supported by Abraham Mallow’s classification of needs where he identified five levels of needs: (i) physiological needs; (ii) safety need; (iii) social or belonging needs; (iv) self-esteem needs and (v) self-actualization needs. Understanding these levels of needs gives the manufacturers and marketers clues concerning the products to be produced and the design of the products. A coat aimed at low income consumer - who is more concerned with satisfying basic physical need would be designed differently from a coat for the high income consumer who probably dresses to win prestige and social status.

Similarly, most people in the United States (US) today, are at the highest level of need - self-esteem and self-actualization. This feeling makes them buy goods such as fine cars, good furniture, professional services, etc to boost their ego and self-pride. This is contrary to what is obtainable in developing economies like Nigeria, where such things are

viewed as luxuries (McCarthy, 1984:26). In his own contribution, Olukunle (1990:39) emphasizes that: “every purchase must solve a problem, meet a need or needs. The more problems a product appears to solve and the greater the seriousness of those problems, the greater the product will appeal to the consumer”.

Marketers must therefore, try to sort out which groups of needs are dominant in a segment of consumers at particular time. The marketer should Endeavour to ascertain the extent to which their products are meeting those dominant needs.

In their submission, Schiffman and Kanuk (1997:563), emphasize that many consumers buy designer label clothing, not because they look any better in them but because status labels make them feel better. In fact, when a woman chooses between two dresses, it is quite natural that she decides in favour of the one that makes her feel better, which is a rational decision. That consumer also tends to shop in stores that have images consistent with their self-image and avoid products/stores that are not consistent with their self-image.

Correlates of Consumer Choice

Product personality is the first thing that can differentiate one product from another and it can attract or discourage consumer from making a purchase. Schiffman and Kanuk (1997:176), submit that product attributes are the intrinsic and extrinsic features of goods or services, for example color, texture, flavor, aroma, manufacturers image and price. Developing a product involves defining the benefits that the product will offer; the benefits are communicated and delivered by tangible and intangible attributes such as quality, size, color, texture, price, compatibility, taste, constituent, packaging, design, etc. Decisions about product’s attributes, features or personality, can greatly affect consumer’s reactions towards a product.

Product quality, according to Kotler and Armstrong (1991:257), refers to the ability of a product to perform its functions. It includes the product’s overall durability, reliability, precision, ease of operation and repair and other valued attributes. Companies and manufacturers should therefore, do more than simply build quality into their products, but should also be able to communicate it through the elements of the marketing mix so as to stimulate consumers to make a purchase.

Design is another product attribute that marketer must take proper cognizance of. Design is a larger concept than style. Style simply describes the appearance of a product which can be eye-catching but might not necessarily make the product perform better. A chair may look great, yet extremely uncomfortable to sit on. Design is more than this; it goes to the very heart of a product. In fact, good design contributes to a product’s usefulness as well as its look; it attracts attention, improves product performance, cuts production costs, and gives the product a strong competitive advantage.

Another correlate of consumer choice is brand. Consumers nowadays view brand as an important part of the product, and so branding adds value to the product. Most consumers would perceive a bottle of white linen perfume as a high-quality, expensive product, but the same perfume in an unmarked bottle would likely be viewed as lower quality, even if the fragrance were identical. In the words of Kotler and Armstrong (1991:260), powerful brand names like Sony, Panasonic, JVC, Gold star, and Samsung, usually command customer loyalty, as such branded products are perceived as durable and reliable.

The way and manner a product is packaged also affect its sales or performance in the market. Some customers go for a product if its package is attractive. A package is the container or wrapper for a product and it may include the product's immediate container (e.g. the bottle holding groundnut oil), as well as a secondary container that is thrown away when the product is about to be used (e.g. the carton containing the bottles). According to Kotler and Armstrong (1991:148), the packaging concept states what the package should be or do for the product. Decisions must then be made on specific elements of the package such as the size, shape, color, materials, text and brand mark. It has been stressed that management should package their products in such a way to increase profit possibilities (Kotler and Armstrong, 1991:268). A good package may for instance, be so attractive that customers would be eager to pay more just to get the special package.

Major Considerations in Consumer Purchase Decisions on Household Goods

By definition, household goods are personal property other than real estate, belonging to an individual or his/her immediate family including (but not limited to) appliances, books, clothing, furnishing and furniture (Olukunle, 1990:321). Most household durables are purchased either for family use or some form of joint involves several members of a household. Joint purchase decisions are often far more complex than the choices made by an individual consumer because it requires consideration of the needs and interests of several participants simultaneously. Household goods can be in two forms: (i) consumer durable household goods which are expected to last for a long time after they have been purchased, such as cars, televisions, refrigerators, etc and (ii) non-durable consumer goods such as food, clothing, etc (Kotler and Keller, 1997:345).

The major consideration in choice and purchase of household goods, according to Anyakoha and Eluwa (2004:190) are:

The goods or equipment must be considered necessary for the family. For large equipment such as a deep freezer, there should be some form of guarantee from the manufacturers; the goods should be durable, that is, the choice should be made based on the desired length of service; for a major appliance, ensure that spare parts are available for servicing; storage space is available in the house for the equipment or goods; it is easy to manipulate; affordable and lastly, the facilities needed to use the equipment must be available.

Other factors that affect consumer choice and purchase decision are environmental: personal, psychological, social and cultural factors. Though these factors are external, marketers must be pro-active in their response to them (Schiffman and Kanuk, 2004:543). In other words, a marketer has no power to change the culture and social life of people yet he must study and analyze them so as to be able to operate within the acceptable boundary of the environments.

Consumer Satisfaction

There is yet no generally accepted definition of consumer satisfaction. Oliver (1997:218) addresses this definitional issue by summarizing the emotion literature, noting that everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows. Thus, there is inconsistency in the definition of consumer satisfaction which is made evident by the debate of whether satisfaction is a process or an outcome (Yi, 1990). While some definitions emphasize it as an evaluation process (Fornel, 1992:234 and Hunt, 1977:211), Hallstead, Hartman, and Schmidt (1994:221) see consumer satisfaction as a response to an evaluation process. West Brook and Reilly (2006: 256) refers to satisfaction as "an emotional response". In some cases, operational definitions may include a cognitive dimension such as

repeat purchase intention Giese and Cote (2008).

Consumer satisfaction and perception are complex and difficult metrics that good marketing managers are constantly judged with. How do you keep consumers satisfied and positive in a market place filled with negative economic news? There are many factors that influence consumer satisfaction, for example, clean store, easy-to-find items, responsive staff members, etc, in the context of retailing.

Cobb-Douglas (2006:215) points out the role consumer satisfaction or expectations play in the macroeconomic features of the markets. Consumers may not have time or the inclination to examine these macro economic factors in detail for their result to impact their opinions and feeling of satisfaction about a brand (or brands) they use. They may not understand the minutiae of modern economy theory, but they do talk with friends, family and co-workers and information from these sources are enough to understand what direction the economy is moving.

The factors or indicators that have been shown to correlate best with consumer satisfaction are consumer confidence, inflation and interest rates (Stanton, 1981:367). These factors exert influence on the discretionary income a consumer has to spend on a monthly basis. Discretionary income is important because it represents what is left over after all the bills and expenses have been paid. In effect, consumer satisfaction is influenced by a myriad of variables. In the broadest sense, therefore, satisfaction is a result of interaction between expectation and fulfillment.

There are some external factors that are beyond the control of the brand manager which do influence how a consumer views a brand in the simplistic term. When consumers are squeezed financially, their displeasures spill over into other unrelated areas. Currently in Nigeria, consumers are faced high price of household goods coupled with high interest rates. These high prices and interest rates tend to increase the amount of money consumers spend every month, thereby decreasing the amount of disposable income available. Consumer confidence and inflation are two broader measures that also impact on consumer satisfaction. Consumer confidence (an index score based on survey responses gotten from consumers) and the consumer price index (a measure of inflation) are closely related to how satisfied a consumer is. Consumer confidence is, in turn, heavily influenced by the increase in prices; consumers feel less able to provide for their families when they see prices of everyday goods (especially commodities like food and energy) rising constantly. Another factor that affects consumer satisfaction is price, that is, the cost of the goods. When squeezed financially, consumers tend to generalize about prices and assign negative perception across the board (Mincey, 2006:387). Lerva, Heimann, Herrmann, and Iyengar (2008) were also of the view that satisfaction and price paid do not correlate, which suggests that customer satisfaction is highly dependent on the decision – making process.

In the view of Osuagwu and Gbadamosi (1998:26) a marketer should be interested in consumer satisfaction because it is the life blood of an organization. These scholars posit that consumer satisfaction is important because an organization's revenue depends on customers or clients buying its products/services. Customers will buy a firm's service/product only when there is real or perceived satisfaction.

RESEARCH METHODOLOGY

Research Method

The study used qualitative and quantities method. Data were drawn from both primary and secondary sources from selected consumers in Kano Metropolis and some text and Journals. The sampling technique chosen for this research was the stratified sampling. Stratified procedures involve dividing the population into strata and from these strata applying

convenience selection techniques on each stratum to choose the sample. (Asika, 1991: 44). The bases for stratification were sex and age. Sequels to this, consumers of durable household goods in Kano metropolis were first stratified into male and female. The males were stratified into young male and adult male. The consumers (both male and female) were subsequently stratified according to their social status: upper level income earners, middle level income earners and lower level income earners. In each of the stratum, convenience sampling technique was used to select consumer included in sample. Stratified sampling was used because it identifies and addresses heterogeneity in the population and thus reduces sampling error (Asika, 1991:45).

Data Collection Instrument

Data for this study were collected with the aid of close and open ended questionnaire. Questionnaire was employed for data collection because it is considered to be one of the most appropriate data collection instruments for survey research; it is efficient and practical and allows for the use of a larger sample size.

Data Analysis

Data for this study were analyzed using the Statistical Package for Social Sciences (SPSS) VERSION 16

RESULTS/FINDING AND DISCUSSIONS

Here the detailed analyses of the data collected; the results of the statistical analysis of the data are presented, interpreted and discussed.

Table 1: Gender and Consumer Perception of Product Attributes

Variable	Chi-square	Df sig. level	Comments
Brand name	4.253	4.373	Ns
Color	19.366	4.001	S**
Price	9.508	4.050	Ns
Product size	16.063	4.003	S*
Variety	7.449	4.114	Ns
Functional perf.	7.104	4.131	Ns
Durability	4.321	4.364	Ns

This result is in consonance with the research findings of Rachman and Elaine (1980). Who based on their study of consumer purchase and brand choice, submit that in the case of stereotype a consumer may want to consider styling, brand name, reputation and cost, in making a choice decision. It could therefore be deduced that gender has nothing to do with consumer perception of product attributes.

Influence of Gender on Consumer Choice of Durable Household Goods

It was also considered pertinent to assess the influence of gender on consumer choice of durable household goods. Hence hypothesis 2 which states that 'gender has no influence on consumer choice of durable household goods' was tested using chi-square. The results (see table 2 below.) show that each of (1) quality (2) brand name (3) desired brand, has a significant influence on consumer choice of durable household goods. However, no significant influence was found to exist between respondents' gender and their choice of durable household goods with respect to product design and product package. The null hypothesis was thus partly supported. Nonetheless, an attempt was further made to ascertain if gender has influence on choice of durable household goods in terms of specific product attributes, namely, quality, brand name, desired brand, product package and product design for each of the specifically named product, that is blender, clothes

(casual wear), serving tray, water/food flask and electric iron.

The results of the data analysis based on chi-square test of statistical independence are displayed in table 4.2b below. The results show that gender has no influence on the consumer choice of the selected durable household goods.

Table 2

Variable(Factors Affecting Choice)	Chi-Square	Df Sig. Level	Comments
Importance of quality	26.259	14.024	S*
Importance of brand name	45.308	16.000	S**
Importance of product design	25.984	17.075	Ns
Importance of brand preference	43.54	16.00	S**

Note: S* < .005 S** < .001

Table 3: Consumer Choice of Durable Household Goods

Variable	Chi-Square	Df sig. Level	Comments
Quality			
Blender	2.995	4.559	Ns
Clothes (casual wear)	.340	3.952	Ns
Serving tray	10.342	3.016	Ns
Brand Name			
Blender	12.798	4.012	Ns
Clothes (casual wear)	4.064	4.397	Ns
Serving tray	4.530	4.339	Ns
Product Package			
Blender	1.884	4.757	Ns
Clothes (casual wear)	3.443	4.487	Ns
Serving tray	3.304	4.508	Ns
Product Design			
Blender	1.692	4.792	Ns
Clothes (casual wear)	3.697	4.449	Ns
Serving tray	6.416	4.170	Ns

Source: Survey Data, February 2013

CONCLUSIONS

The study pointed out that analysis of male and female consumers of durable household goods must measure the multi-faceted structure of the purchase decision. In this study this was done by using some variable comprising of gender, perception of product attributes, consumer choice of durable household goods, shopping trip frequency, product quality perception and consumer satisfaction. The findings supported the adequacy of figure across the gender groups, even though the relationships between the variables were different across the gender groups.

From the findings therefore, it can be concluded that gender has no effect on consumer perception of product attributes of durable household goods. It can also be said that gender has no influence on consumer purchase decision on durable household goods. Similarly, there is no difference in shopping trip frequency of male and female consumer. It can also be concluded that no significant difference exist between male and female consumer perception of product quality. Lastly, difference was found to exist between male and female satisfaction with the outcome of their purchase decisions. Thus, despite the fact that gender has no influence on the consumer purchase decision, a significant relationship exists among the variables.

RECOMMENDATIONS

Based on the above findings and conclusions, the researcher has made the following recommendations.

- Given that gender has no effect on consumer perception of attributes of durable household goods, it is recommended that manufacturers and marketers of durable household goods should design marketing strategies that appeal to consumers in general. Hence, marketers should produce and design their goods especially durable household goods in such a way that it will appeal to both male and female alike.
- Since it was also established that gender has no influence on consumer purchase decision, the researcher recommends that producers of durable household goods should strive to put in place superior marketing strategies in order to stay connected with happenings in the market. In an increasingly competitive and growing market, the manufacturing company that wins and continues to be relevant into the future will be the one that delivers superior goods and services.
- The manufacturers should take into consideration gender as they build values into the products so as to build in qualities such as after sale service, warranty, good packaging that appeal equally to male and female consumers.
- Moreover, research findings suggest that there is no relationship between gender of a consumer and satisfaction with the outcome of purchase decision. The researcher therefore recommends that both manufacturers and marketers of durable household need to carry out research to ascertain the factors that are pertinent to consumer purchase decision and in effect, their satisfaction with the outcome of such decision. It is also recommended that this issue should be given serious consideration in the process of planning durable household goods for Kano market. In this respect the product design, product type, product development, and product categorization should take cognizance of the peculiarities of consumer in the market.
- The researcher further recommends that marketers need to be aware and cautious of the differences in the relationship between variables such as gender of a consumer, product attribute perception, consumer satisfaction which influences consumers purchasing decision. Assuming equality between male and female consumer perception of these variables as mentioned above is inappropriate, there may be benefits in emphasizing different aspects in marketing to the different sexes.

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