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University**

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**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT**

**AN INVESTIGATION INTO HOW GENDER ROLES INFLUENCE DECISION  
MAKING PROCESS IN THE CONSTRUCTION INDUSTRY OF ZIMBABWE.A  
CASE OF BUDDINGTON BUILDERS.**

**BY**

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## **DEDICATIONS**

This research is specially dedicated to all my family members and friends who stood by me and gave me the courage and motivation to keep on pressing on though the journey was tough.

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Going through every step and process of an expedition is not a matter of art but it's a matter of skill that can only be attained through mentorship that is fed direct into a person. Firstly I would like to thank the Midlands State University academic staff for their professional lectureship and assistance throughout this project. Special mention goes to my supervisor for her tireless contributions and support for the completion of this dissertation

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## **ABSTRACT**

Market segmentation has been traditionally done based on gender considerations. Some products have been thought to target women while others are thought to be suitable for males due to gender roles. For instance automobiles have been previously targeted towards males assuming that the males would be deciders and influencers in the decision to buy. This research was aimed at investigating how gender roles influence the decision making of construction material. The objectives of the study were to establish how gender attitudes influence information search, to establish the impact of preferences on evaluation and selection, to describe how gender involvement affects purchase and to explore the influence of social relationships on post purchase behaviour. The researcher used exploratory and descriptive research designs to collect data for the study from a sample of 122 customers and 19 employees. Research instruments which were used include questionnaires, interviews as well as observations. Questionnaires were given to customers and employees to indicate and describe how male and female customers are involved in the decision making process while interviews were done with management to explore their views on whether they perceive targeting females as a worthwhile strategy. Secondary data was also considered in the study such as Company reports and sales records. Literature from journals, text books and internet sources were also consulted to see what other scholars were putting forward in relation to gender roles and the decision making process. Data gathered indicated that gender roles influence each stage of the decision making process. The findings show that males and females look for information from different sources, have different preferences when evaluating construction material suppliers, show different levels of involvement in purchase decisions and show different post purchase behaviours because they value relationships differently. The researcher therefore recommended Buddington Builders to refurbish its retail atmosphere, recruit more female sales staff, train sales force to be friendly and patient to customers and to advertise on social network sites so as to appeal effectively to the female customer.

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## ACRONYMS

**CIFOZ** –Construction Industry Federation of Zimbabwe

**SRO**-Sex role orientation

**SRT-Sex Role** Traditional

**SRM-Sex Role** Modern

### **Definition of Key terms and Abbreviations**

**Gender** – refers to social relationships and roles of men and women. It is also used to describe a state of being male or female

**Decision making process-** is used to refer to a series of steps which the consumer undergoes before and after making a purchase

**Construction material-**refers to products like bricks, pavers, window frames, door frames, asbestos, nails, door frames and other accessories used for constructing buildings

# CHAPTER ONE

## GENERAL INTRODUCTION

### 1.0 Introduction

This chapter will focus on the background to gender roles and their influence on the decision making process. The researcher will then highlight the statement of the problem and will go on to give the objectives of the study, research questions, significance of the study, delimitations, limitations and assumptions related to the study. The chapter ends with definition of key terms and abbreviations and a summary of all the contents of the chapter.

### 1.1 Background to the study

Gender roles are social relationships, responsibilities, the expectations held about the characteristics, attitudes and behaviours which are likely to be displayed by men and women. The attributes are learnt and change over time and differ between cultures (Solomon et al 2010). The authors point out that some products are sex typed, meaning that they take feminine or masculine characteristics. For example the writers say that Barbies are for girls whilst hot wheels are for boys. Gender has become a critical issue in marketing today as the gender roles and expectations in the 21<sup>st</sup> century are changing. Resultantly, gender considerations have become vital in purchase decision behaviours. According to Khan (2006) decision making process is a series of steps which the consumer undergoes before and after making a purchase. The steps are problem recognition, information search, evaluation and selection, store choice and purchase and post purchase behaviour.

A number of researches have been conducted with respect to gender roles and buying decisions. However an analysis of the researches indicates that men and women traditionally approach purchasing decisions in very different ways. There is a difference is because men and women want different things from a buying decision. Studies also show that women look to satisfy long term needs and wants while men are shorter sighted and look at satisfying immediate or short term needs and wants (Baker, 2012).A research by Tomlinson (2011) shows that women and men buying decision is affected by the different priorities, preferences and attitudes that the two groups have. Other studies have highlighted that the

traditional view of gender roles have changed. A research done by Lancaster and Reynolds (2005) indicates that roles of women in the society are changing. Working women have helped alter traditional stereotypes that the society had applied to women. Increased independence and economic power have changed the society perception of the socioeconomic role of women. Meyers (2001) asserts that search patterns differ in men and women.

Moreover research indicates that some purchases of products like hardware are male dominated whilst Wilson and Gilligan (2005) point out that the trend is changing as more women now engage in the purchase of these hardware products. According to Lancaster and Reynolds (2005), research in the US revealed that women now account for nearly half of hardware store purchases. Glowik and Smyczek(2011) , asserts that men make decisions about sources for financing the largest purchases but it is the woman who decides how to spend the financial resources and how to plan the largest purchases. This has probed home improvement retailers like Home Depot and Builders Square to turn what once were intimidating warehouses into female friendly retail outlets. The outlets feature decorator design centers at the front of the store and some are targeting women in women magazines. Although researches on gender roles on purchase of hardware products have been carried out, there seems to be no research carried out in respect to the construction industry. Additionally there is no research carried out in Zimbabwe to explain how gender roles affect the purchase of construction material.

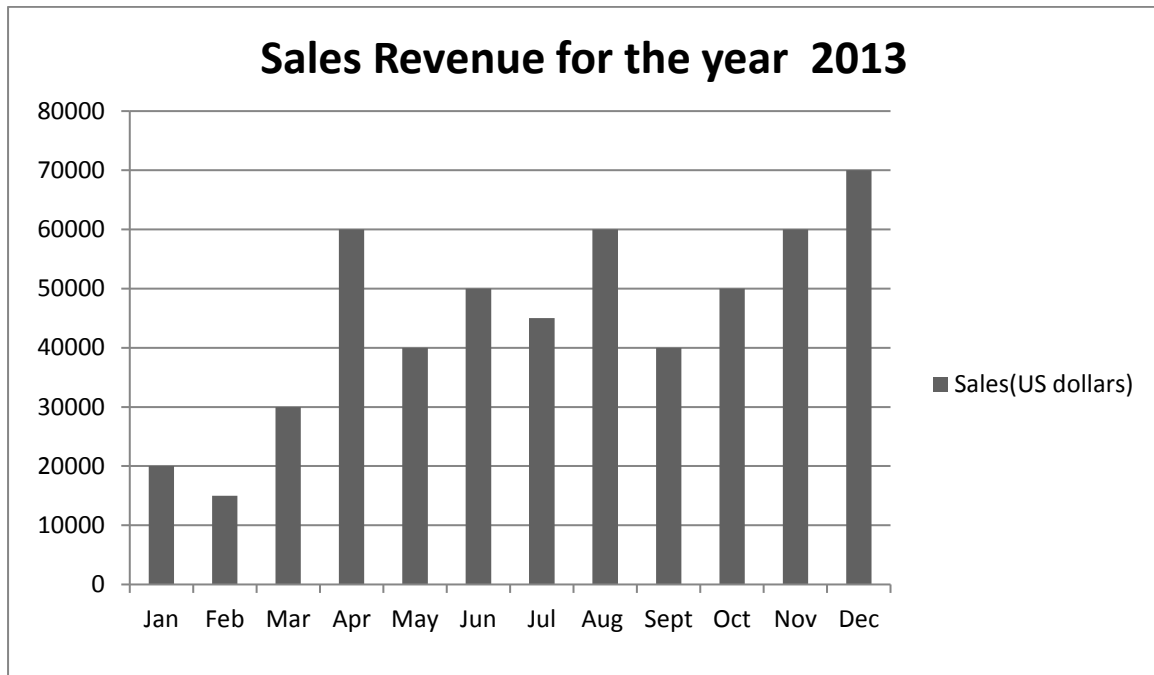
Buddington Builders is a small construction company which was incorporated in 1996 as a new venture in the building and construction industry. It manufactures and sells bricks and offers a wide range of building material and construction products including blocks bricks, standards, interlocking pavers, Dura wall panels and posts, pavers, door frames, window frames, sliding gates, French doors, and many more. The construction industry is characterized by intense competition as many new players are entering the market with local products and imports. According to CIFOZ (2011), Beta Bricks, Wildale Bricks, McDonald's and Clay Products Limited are the major players within the construction industry

Sales revenue for Buddington Builders has somehow been fluctuating .However most of the buyers of their products have been the male consumer. With the changes in gender roles, can Buddington target female consumers to fight competition and increase sales revenue? Kotler



and Armstrong (2009) affirm that 70% of women now hold jobs outside the home. According to Wilson and Gilligan (2005) such changes suggest that marketers who have typically sold their products to men or women only are now courting the opposite sex

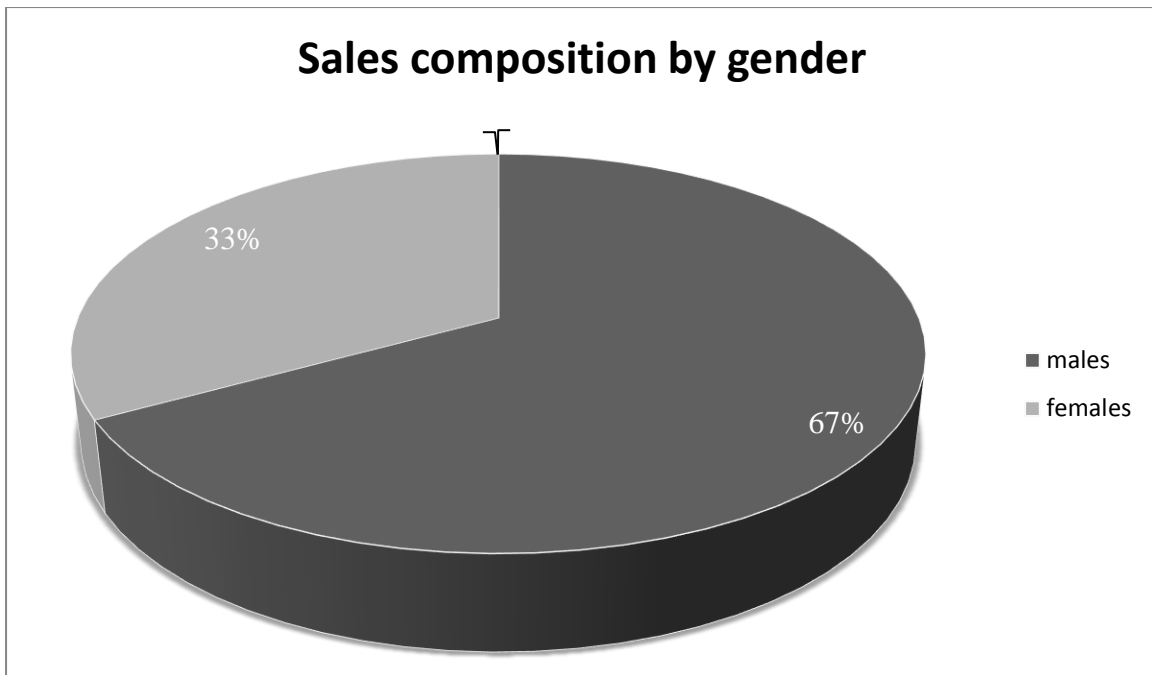
The following figure indicates fluctuating sales revenue experienced by Buddington Builders during the year 2013.



**Figure 1.1 Sales trend for year 2013**

**Source: Company sales records**

The following figure show the composition of males and females in the sales revenue recorded in the year 2013. This indicates that sales revenue in 2013 comprised of 33% of females and 67% males



**Figure 1.2 Sales compositions by gender**

**Source: Company sales records (2013)**

### **1.2 Statement of the problem**

There has been a dramatic change in gender roles and the society's perception of the socio economic roles of men and women. Buddington Builders is experiencing stiff competition resulting in fluctuating sales. Their target market has been the male consumer. However with a number of authorities indicating that gender roles are changing, can they also be changing for the construction industry in Zimbabwe? If so, how do the gender roles affect the decision making of construction material in Zimbabwe?

### **1.3 Research objectives**

The objectives of the research are:

- To establish how gender attitudes influence information search of construction material at Buddington Builders
- To establish the impact of preferences between men and women on evaluation and selection of construction material
- To describe how level of gender involvement affects purchase of construction material
- To explore how differences in social relationships influence post purchase behavior

#### **1.4 Research questions**

- Do attitudes influence information search of construction products?
- How do different preferences between men and women affect evaluation and selection?
- To what extent does level of involvement affect purchase of construction material?
- How do social relationships in men and women influence post purchase behaviour?

#### **1.5 Significance of study**

##### **1.5.1 To the construction company**

- The research findings will help the Company to provide correct information sought by the different sexes when selecting construction material.
- The Company will be in a position to have appropriate advertising strategies targeting the right sex making the purchase decision for construction material.
- Understanding what the different sexes prefer would enable the Construction Company to stock the right construction products.
- The research will help the Company to know how to satisfy different customer needs accordingly and this will result in increased revenue and market share

##### **1.5.2 To the researcher**

- The successful completion of the research is a requirement for the attainment of the Bachelor of Commerce Marketing Management Honours Degree.
- The research will enhance the student in the area of gender and marketing strategies and will use it in the industry for personal selling purposes.

##### **1.5.3 To Midlands State University**

- The findings of the research might be used as a baseline data for further research or simply to reinforce research findings by other researchers and students
- This research project will help other students in their research work, especially those who will be interested in the area of gender and marketing implications.

## **1.6 Assumptions**

- The researcher presumed that gender attitudes influence information search of construction material.
- The researcher assumed that gender level of involvement affects purchase behavior of building material.
- In addition, the researcher also assumed that preferences influence evaluation of construction material.
- In carrying out the study, the researcher assumed that respondents to the questionnaire are knowledgeable of gender roles and are literate.
- The researcher assumed that the business environment would remain constant such that the consumers would continue to purchase building material.

## **1.7 Delimitations**

- The research was limited to Buddington Builders customers, management and employees in Kwekwe and surrounding areas.
- Gender role concepts studied in the research encompassed gender priorities, preferences, social relationships and attitudes, whilst decision making process considered information search, evaluation and selection, purchase and post purchase behavior.
- Data used in the research was from August 2013 to April 2015

## **1.8 Limitations**

- ❖ The research was limited to Buddington Builders Kwekwe only. Thus the results may not be a true indication of the results in other areas such as the rural areas and other major capital cities of Zimbabwe. Other studies may need to be done so as to cover these areas.
- ❖ The study used mainly descriptive research design and hence the results may not be the same if exploratory research design was used
- ❖ The sample size used was small and may not provide a true representation of all the companies in the construction industry and the results will not safely

generalize the findings to the whole population .To ensure consistency; a larger sample may be required.

- ❖ Mostly quantitative methods such as questionnaire were used. The results may not be the same if the research was carried out using a more qualitative approach such as focus groups interviews.

### **1.9 Chapter summary**

The chapter gave an overview of the research and what caused the writer to have a desire to carry out this research. It looked into the background of the research under study. The statement of the problem has been discussed .The chapter further discussed the research objectives, research questions which need to be answered and significance of the study. Delimitations, limitations and assumptions made in the research have also been discussed. Finally key terms and abbreviations that have been used in the research have been defined.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter reviews the theoretical framework and analyses opinions, views, concepts and arguments of other previous researches which have been carried out and put forward by various authors and published in books, journals, internet and other sources pertaining to gender roles and the decision making process. Aspects such as gender attitudes, preferences, involvement and social relationships are reviewed and discussed. Stages of the consumer decision making process such as information search, evaluation and selection, purchase and post purchase behaviour are also going to be discussed with respect to how they relate to gender roles

#### 2.1 Development of the concept of gender roles and decision making

Considerable changes in the roles of the family in the past years have led to an increase of influence of women on all decision areas. This indicates that firms need to reorganize their promotional strategies for some products or services (Belch and Willis (2002 and Arizonetal 2013). The involvement of women in influencing or making purchase decisions have to be studied regardless of the product category as women can be initiators, purchasers, influencers experts or decision makers, thus even though the women do not take an active role in the final decision, they can exert substantial influence in the decision making process.

According to Wilson and Gilligan (2005) joint husband and wife (or partner) decision making tend to be a characteristic of product choices which are most expensive, where the opportunity cost of a wrong decision is greater. Generally, research in the USA has identified three patterns of decision making within the family and the product categories with which each is normally associated. These are husband dominant decisions which include life insurance, cars, consumer electronics, wife dominant decisions including purchases of washing machines, on living room furniture, carpets, kitchenware and equal decisions are done on living room furniture, holidays, housing furnishings, entertainment.

Recent studies have proved that gender roles differ across countries. A research done by Penz and Kirchler (2012) proved that Vietnamese households differ from those in the Western world in social roles, spending power, family structure and the roles of husband and spouse in

decision making. Roles of spouses is changing as globalisation of markets is taking place and there is now exchange of information across cultures .Penz and Kircher add that, influence patterns in decision making vary across generations and further highlight that older spouses show traditional influence segmentation depending on the type of product while younger spouses show more equal influence and less sex responsibility specialisation. Ward and Cheryl (2007) concur with Penz and Kirchler that gender roles vary with cultures and countries and add that some areas and countries have more traditional role expectations than others.

Researches in the Western countries indicate that family structures are changing and point toward more influence of women in all decision making. For instance the works of Nidhesh (2009) alluded that women roles have changed .Every women feel that they now have a larger say in decision making and joint decision making. However while men consulted and listened more to women, the final decision was theirs alone. According to Levitt (2012) women prefer to shop at a more relaxed pace when they go to store and compare prices, ask questions, try things on and then make the purchase. However other scholars like Otnes and McGrath (2000) and Lizarraga et al (2007) argue that there are no gender differences in how men and women do information processing, retrieve, search for alternatives or evaluate the options and monitor the decision making stages. They argue that shopping is considered of interest and is equally performed by both males and females.

Basically there are differences in the behaviour and purchase decision patterns of different genders in relation to how they perceive, and handle the decision process which are result of natural and social constructs. In a study by Sinha et al (n.d) when humans are used in attracting attention, illustrating particular situation male and female models are used to portray different roles in adverts. According to Singh et al numerous adverts in India portrayed women as unoccupied beings who measure their value through their skin tone, body weight and beauty. Generally adverts in Zimbabwe do not portray women taking an active part in adverts pertaining to hardware and construction materials which gives the general impression that women are not acquainted with such products.

## **2.2 Gender roles**

Gender roles are defined by Bartley et al (2005) as behaviours and attitudes prescribed to males and females by a broader culture on the basis of gender. Feldman (2011) agrees with Bartley's definition that gender roles are a set of expectations defined by a particular society

that indicate what is appropriate behaviour for men and women. Generally gender roles are an observable expression of the way males and females should act and they differ across cultures, social classes and countries. Other scholars use the term gender roles and sex roles synonymously while others argue that sex roles and gender roles are not the same. (Chauraya and Mugodzwa 2012, Lippa 2010) They argue that sex roles are activities and tasks that males and females carry out that are determined by an individual's biological state while gender roles are determined by the society and culturally constructed. Gerek (2015) however argues that it is not completely possible to distinguish sex and gender since expectations of culture (gender) from men and women are not entirely separated from what people observe about the physical body of men and women.

Wilson and Gilligan (2005) argue that the involvement of both parties in purchase decision varies greatly from one product category to another. The works of Wilkes (1997), Moore – Shay and Wilkie, 1998 and Yavas et al 1998) are in agreement on the fact that the roles and relative influence of wives and husbands is different based on decision making stage and product type. Belch and Willis (2012) argue that purchase decisions related to household items such as automobiles, televisions and financial planning are moving from being primarily male dominated to joint decisions. According to a research by Barles and Arizon (2013) decisions related to housing, vacations, furniture and home appliances are joint decisions. In addition household decision making areas that were once subject to one gender are becoming influenced by the opposite gender. However according to Kraft and Weber (2012) companies need to be careful not to market so differently to women that they try to create an entirely separate strategy to reach them because this can alienate men as they feminize the strategy.

Qualls (1982) argues that there are two perspectives to sex roles which are sex role traditional and sex role moderns. Sex role traditionalists demonstrate attitudes and behaviours consistent with past conceptions of the male-provider and female –housekeeper roles while in non traditional family, members are recognized by their equalitarian role, perceptions and behaviours. In the latter, spouses tend to share decision responsibility. Women still play the principal role in purchases of food and clothing though there has been a change over the past years as there has been an increase in the number of working women. According to Uzulens (2012) one spouse might be the provider of information for decision making. This depends with the type of product, thus marketers should know information search patterns and sources of the final decision maker so as to decide on where to place the media and how to reach the



audience. A research by Lakshmi (2011) postulates that women may have experiences outside the home and can have increased expertise in product areas and become knowledgeable as their spouse hence increased expertise would contribute to increased participation and involvement in family decision making for durable goods. Henceforth the participation of women in the construction jobs such as bricklaying may increase their expertise in the area of construction thus their involvement in decision making for purchases and decision making of products like bricks and door frames can be pronounced.

### **2.2.1 Sex role traditionalist (SRT) perspective**

In sex traditionalists a family decision making is dominated by the husband. Sex role traditional husband perceive themselves as dominating product decisions with regard to vacations, housing automobile and insurance. According to Qualls (1982) sex traditionalists view that women should stay home and forgo their careers while the man does the work of being the provider of the family .In such a case autonomy for decision making then lies solely in the hands of the male counterpart while females are supposed to be submissive and honour the decision. According to Kimberly et al (2014) traditional gender role attitudes refer to beliefs that social roles should be differentiated by gender, including those responsibilities for childrearing and household activities that are designated to women whilst educational attainment and financial provision should be assigned to men.

Davis (1976) argues that the female counterpart are just influencers in decision making, the final purchase is made by the husband. A study by Davis(1970) cited in Szybillo(1977) found that across automobile decisions wives are more involved in selecting an automobile colour whilst the husband will be involved more than the wife in determining when the automobile should be bought. Cramurac (2009) is in agreement with Qualls and explains that the wife is viewed as the mother only cooking, doing laundry and taking care of the child while the husband works and fix different things. According to this sex role traditionalist perspective each partner develops responsibilities in the private and public lives that the other cannot take over hence there are ascribed sex roles which are not flexible.

### **2.2.2 Sex role modernist (SRM) perspective.**

The proponents argue that women now have an active role to play in family decision making. (Bartley, 2008, Lancaster and Reynolds, 2005). According to Bartley (2008) the traditional family model which views husbands as breadwinners and wives as homemakers have been

replaced by a model where both husbands and wives are employed hence there is need to renegotiate family roles. Eggleston and Eggleston (2013) concur with Qualls (1982) that couples that adopt a non traditional gender role orientation value the other partners' preferences when making decisions.

Kotler (2000) asserts that in the US husband-wife involvement in purchases traditionally varied widely by product category .The wife used to act as the main purchasing agent for the family for food and clothing items .However, purchasing roles are changing and marketers would be wise to view both men and women as potential targets for their products regardless of the product type. Researches by Kirchler et al( 2001) and Diekmann and Eagly (2000) are in agreement on the fact that gender differences are eroding because of an increase in perceived similarity of women's and men's roles .The woman's position has moved towards more equality and there is less clear sex segregation.

According to Feldman (2011) major changes have happened in the last two decades. In contrast to the traditional view in which the husband is the sole wage earner and the wife assumes key responsibility of taking care of the family and children, close to 75 percent of women are now employed outside the home. Feldman however argues that the distribution of household tasks between husband and wife has not changed substantially as working wives are still more likely to feel responsible for traditional homemaking task.

Generally, both the sex role tradition and sex role moderns apply in the context of the Zimbabwean culture. In some areas and cultures traditional sex roles are still prevailing while other families have shifted to a sex role modern .This is primarily influenced by cultural factors, age, and level of education.

### **2.2.3 Gender role orientation**

Gender role orientation also known as sex role orientation (SRO) is defined by Qualls (1982) as a person's evaluation of and behaviour with respect to values, opinions, cultural beliefs and behavioural standards which are based on gender and division of labour.SRO acts as a guide to marketers when they want to assess the extent to which their products are perceived as masculine or feminine in nature. According to Davis (1976) in a traditional role ideology there are large authority differences between husband and wife and division of labour is highly differentiated, thus the husband will decide which automobile to buy while the wife decides what to serve for dinner.

According to Sirgy et al, families with a less traditional gender –role orientation are most likely to engage in joint decision making. In such cases men can make traditional female decisions for instance those associated with household cleaning products or buying new curtains for the bedroom while women may have the responsibility of fuelling cars or painting the outside of the house. In a more traditional setting, husbands with a masculine orientation are most likely to put a considerable amount of influence over masculine- typed product purchases whereas wives with feminine orientation are likely to exert influence over decisions on products that are feminine- typed. According to Feldman (2011) conclusions about what is appropriate behaviour for others and ourselves are based on gender roles

Basically the society has moved from an era where there was more traditional sex role orientation. According to Davis (1976) in the companionship ideology there is high degree of joint participation in decisions and duties such as the husband helping the wife to buy food and cook. Women are now taking part in purchases of products which were previously believed to be male categories while men are now involved in previously female areas. Hence for businesses to be successful, they should avoid ascribing products to a particular gender. Women can now make decisions on and make purchases of construction material hence marketers should target both gender with appropriate marketing mixes.

#### **2.2.4 Gender roles and advertising**

According to Morcelo et al (2007) gender representation in media can influence peoples' attitudes and behaviours and by reflecting and portraying roles for men and women advertising can reinforce the beliefs that the roles are proper or natural. Campham (2011) argues that most advertising is “broad brush” in nature meaning that it is rarely directed to a particular gender yet adverts targeting women are overwhelmingly more effective. He adds that it is essential for advertisers to direct advertisements to women in America since they handle remarkable spending power and handle the bulk of purchase decisions for consumer goods and are prone to influence or manage many other big purchases such as homes, automobiles, furniture and appliances. According to Crespi, a stereotype is an regular form or pattern, a particularly fixed conventional notion or conception of a person or idea held by many people which allows for no distinctiveness or critical judgement. Traditionally men are supposed to earn a living to support their respective families and are to be aggressive and being in charge while a woman's place is in the home, cooking, cleaning and care giving and

women are expected to be weak and submissive .Such gender stereotypes are present in today's society.

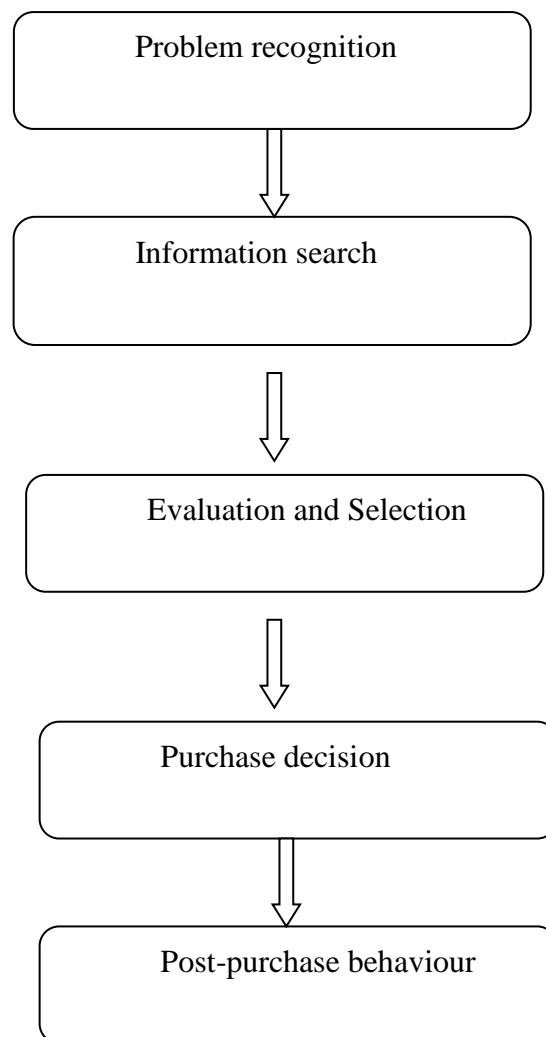
According to Cramphorn (2011) women respond more positively to adverts than men. Beane (2013) posit that women respond better to adverts that are externally focused while men respond better to adverts about self ego. He adds that women are socially oriented and show more empathy towards their friends hence they respond to adverts with images and situations which they can empathize with. Barletta argues that when advertising to women emotion based advertising has a powerful pill for women .For instance portrayals of happiness and inspiration. According to Marcelo et al (2007) in most parts of the world, men and women are portrayed in stereotypical ways in magazine advertising Women appear in nonworking and decorative roles while men are identified with better paid jobs and women are involved with products such as food and household articles. The works of Sinha et al (n.d) observed that gender stereotypes are present in business to business advertising in India. Women models are used when an environmental or family theme is depicted while men figures of males are used to depict users of equipment or decision makers for a purchase. He adds that although the participation of women in offices is now higher than before, advertisers do not portray them as users or decision makers for office equipment. Thus according to the author, for advertisements of construction material in Zimbabwe only male models are used indicating a stereotype in the gender roles and should be designed and targeted to females.

### **2.3 Decision making process**

According to Khattak and Raza (2014) decision making is referred to as a process of problem solving which includes recognising a problem, opportunity or choice and finding a solution to it. According to Kotler (2000) the five-stage consumer buying process consists of problem recognition, information search, and evaluation of alternatives, purchase decision, and post purchase behaviour. Haghshenas et al (2013) and Ponder (2013) concurs with Kotler that the decision making process is based on the five steps. The consumer first identifies the problem, search for alternatives and evaluates options, decides to buy and then finally goes through after purchasing behaviour. In the family decision making process each individual can play one or more roles in the decision making stages. For instance, the husband can be involved in evaluation and selection while the wife participates on the need recognition stage.

Khattak and Raza (2014) argue that changes have taken place in the household decision behaviour which have distorted the decision role structure of a traditional household unit.

Changes such as increase in working wives, changes in cultural norms, family income and shifting societal standards have altered the decision making of the family .Sybillo (1977) postulates that levels of income or wealth may result in financial strength and the individual who brings home a larger amount is given the right to make decisions. He or she might decide to give the power to someone else but will be having the right of deciding. According to a study by Panama et al (2014) education level influences the decision making process of a household .The study shows that the higher the education of householders, the greater the decision making power he or she will have. The following figure shows the five stages which the consumer goes through when making a buying decision.



**Figure 2.1 Five-Stage Model of the Consumer Buying Process**

**Source: Kotler (2000)**

According to a research by Kusa et al (2014) differences in decision making for purchases of men and women depends largely on the type of purchase decision. A research by Ponder

(2013) indicated that for routine products such as grocery, the decision making process is short whereas for home furniture an expensive durable and infrequently purchased product, the decision making process is long and requires extensive problem solving.

Tomlinson (2011) asserts that women and men perform in a different way when it comes to buying .Women have different set of preferences, priorities and attitudes and their purchase decision process is totally different. According to Uzulens (2012) family buying decision tend to be complex because family members have a wide range of predispositions. Uzulens adds that husband dominated decisions involve purchase of cars, lawn mowers while the wife dominates decisions regarding house appliances food and childcare products. However Lancaster and Reynolds (2005) argue that conventional thinking that the male takes control of car and garden purchases while woman make decisions on furnishing and kitchen related purchases has changed due to social changes of gender roles .Kotler (2000) posit that in order to understand how consumers actually make their buying decisions, marketers must identify who makes and who influences the buying decisions. He adds that people can be the initiators, influencers, deciders; buyers and users hence marketing campaigns should be targeted to each type of person.

According to Sirgy et al (n.d) by determining who plays what roles at each stage of the decision making process ,marketers are capable of targeting consumers and design effective communication strategies and products which best satisfy the needs of the customers. Marketers should therefore identify the roles of the household members and then provide them with messages to satisfy their information needs or trigger problem recognition. Messages which are intended to assist in the final purchase decision should target both sexes.

Generally men and women participate differently on the decision making process due to the differences in attitudes and preferences. Some purchases of the household are mainly done by the women, some by men whilst in other cases the decisions are jointly made by both parties. Due to changes which are taking place in the society pertaining to gender roles, the decision making process is no longer ascribed to a specific gender hence businesses should accommodate both sexes for the purchase of construction material as well.

### **2.3.1 Low involvement vs. High involvement decisions**

Low involvement products are inexpensive and pose a low risk to the purchaser if he/she makes a mistake by purchasing them. High involvement products carry a high risk to buyers if they fail and are complex and highly priced for instance house, insurance and car

purchases. They involve high levels of post purchase dissonance .According to Sinha et al (n.d), rational appeals aims to logically convince the customer into believing that the product features will serve his /her interest while emotional appeals awaken negative or positive emotions that can motivate the purchase. Low involvement products are usually advertised using emotional appeals while rational appeals are targeted for high involvement products.

According to Ponder (2013) Purchases of routine products such as grocery are low involvement decisions. The decision making process is short whereas for complex purchases such as home furniture ,building material and automobiles ,expensive, durable and infrequently purchased products the decision making process tend to be long , more involving and requires extensive problem solving. According to an online source ,high involvement product purchases for instance purchases of cars and houses result in high levels of post purchase dissonance in customers if they are not sure about their firms. Hence firms which sell high involvement products try to offer consumers a lot of information about their products so as to reduce the levels of post purchase dissonance .Information such as features of product ,prices ,warranties and after sales services and sales people should do a lot of customer “hand holding” so as to encourage the customer. However with low involvement products such as toothpaste, the customer does not think much about the purchase hence the time spent in evaluating the product is less.

Basically most low involvement decisions are done by the women, while high involvement decisions like insurance are mostly dominated by men. Kotler (2000) however poses a different view and argues that for expensive products and services like cars, vacations or housing, many husbands and wives engage in joint decision making. Thus marketers should avoid stereotyping product decisions to a particular gender as females can as well make or influence high involvement decisions.

### **2.3.2 Gender and the brain functioning theory**

According to the split brain theory, the brain of a human being is divided into two parts, the left brain and the right brain (Bogen and Sperry 1962).The left hemisphere specialises in critical thinking, logic and reasoning while the right brain is good at creative and expressive activities like music, images, feelings and reading emotions. Men are believed to use the left brain which enables them to be more rational in decision making while women rely on

emotions when making decisions. According to Barletta (2010), the brains of women have more connections than those of men. Thus this results in women's inclination to think holistically, preferring to view each element in the context as part of a bigger picture and put together more detail from various sources. Women can take into consideration aesthetics, after sales services and retail environment while the men are only concerned about the availability of the product.

Ruddell and College (2010) asserts that differences in brain functioning can be used to explore differences in the way they process information and advertising messages. Tomlinson (2011) posit that men use the right hemisphere more efficiently than women. Women use both the right and left hemisphere together. He adds that men's brains are more localised, specialised and efficient at focusing while the brains of women are more distributed connect and better at integrating. According to Xie et al (2006) researches by Haas (1979) and Meyers-Levy and Maheswaran (1991) indicates that females are more subjective, comprehensive and intuitive while men are logical analytical, selective and item specific when processing information. Hence men may tend to search less detail than females and focus on certain information sources and topics. Thus women tend to search more sources and are inclined to search from personal sources than men.

Women remember more and differently than men do, therefore when disseminating information to women, talk to both her emotional and rational sides and acknowledge her attention to detail. Layering emotional decision-making opportunities with rational information will result in increased purchase intentions and will have strong "sticking" power in the consumer's mind. According to Nielsen Neuro- Focus, the female brain is planned to maintain social harmony, so messaging should be positive and not focus on negative comparisons or associations. Thus personal selling agents should discuss both the rational aspects such as price and quality and emotional aspects so as to trigger need recognition about their products.

#### **2.4. Gender attitudes**

According to Lancaster and Reynolds (2005) attitudes can be defined as a set of perceptions an individual has of an 'object'. Ndubise et al (2006) concurs with Lancaster and Reynolds that attitude refers to the degree to which a person has favourable or unfavourable evaluation



of the behaviour in question. For instance a person's attitude towards a certain colour will affect the person's choice of any product bearing that colour Uzulens (2012) postulates that, everyone has different attitudes or predispositions toward products because of differing motives and perceptions. Henry (2004) and Uzulens (2012) are in agreement on the fact that attitudes are predispositions towards specific brands or products that cause consumers to respond positively or negatively towards them. Schiffman and Kanuk (2004) however argue that attitudes are learned predispositions which make a person to behave in a favourable or unfavourable manner. Thus according to Schiffman and Kanuk, attitudes can be learned or unlearned.

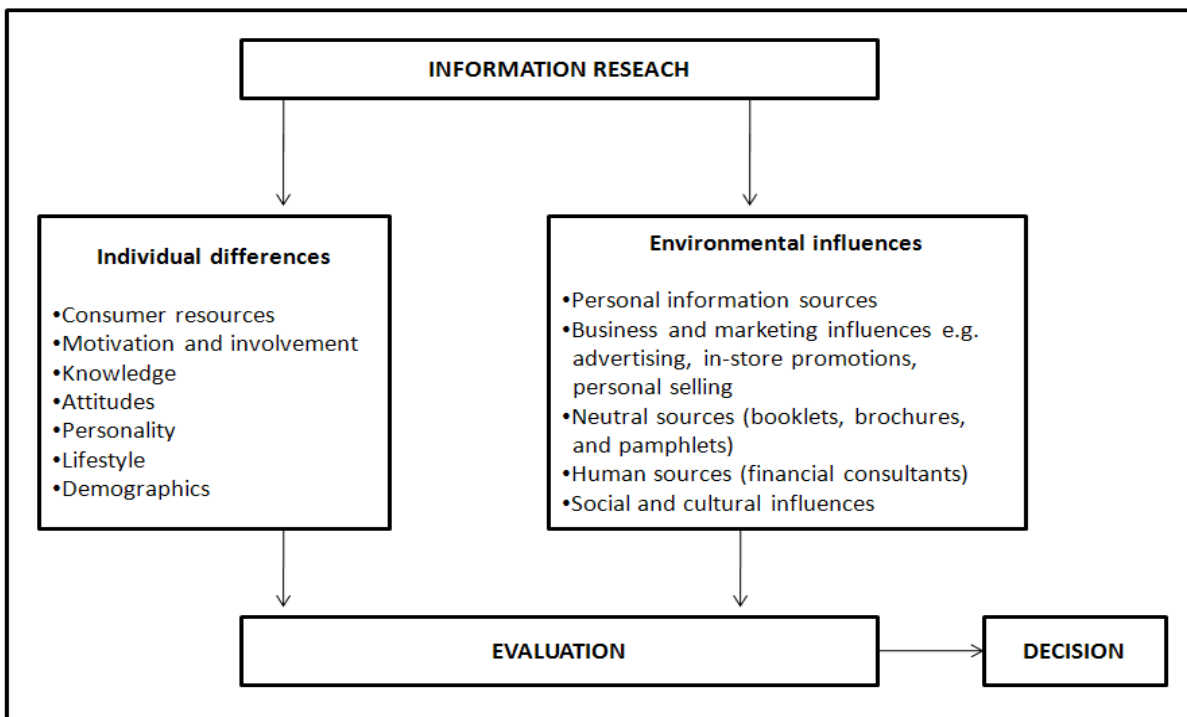
According to [www.saylor.com](http://www.saylor.com) ,men have a different attitude about shopping from that of women. Men are viewed as having the traits of competences, such as independence objectivity and competencies such as having traits of warmth and expressiveness such as gentleness and awareness of other people's feeling. Basically attitudes determine the way in which males and females search for information, select purchases, use, evaluate and dispose of products and services to satisfy their needs and wants. Attitudes also influence how males and females perceive the shopping environment and quality of products hence marketers should create good impressions about the products through marketing communications so that customers develop good attitudes since the attitudes can be learned or unlearned.

#### **2.4.1 Information search**

According to Barletta (2010) women respond differently marketing media, language, messages and visuals thus any marketer who wants to capture the female market need to study their information search behaviours and gender considerations Barkshi (2011) put forward that information search is a stage when consumers search for knowledge so that they can solve the recognised problem .Solomon et al (2010) further highlights that consumers look for information from their environment. Gerek (2015) posits that information search sources may include impersonal sources such as magazines, televisions and radio or personal sources such as friends, experts and sales people. Gerek argues that impersonal sources for instance newspapers are advantageous because they are most likely to have expertise about the product under consideration than personal sources. Personal sources on the other hand are considered credible sources and the consumers respect their opinions by providing advice that is relevant to a particular decision

A research on decision making for computers by Ruddell and College (1995) indicate that males got information about computers in magazines and prior knowledge while females found the shopping process most important .Lee (2005) argues that men are significantly less likely to use magazines as a source of information. Beane (2013) argues that magazines deliver more advertising impression than television or web, adding that the readership of magazines is growing and print adverts are still relevant despite the general thought of technology.

According to Noble (2006) the information search of women reflect directly and rely on interaction and personal contacts while Sam et al (2010) proposes that modern women do their online and look to other women for their opinions. Maghferat and Stock (2010) in their research on gender specific information search concur with Xie (2006) that women need confirmation and recognition from other people and display high levels of uncertainty in information search while men are self confident and self centred hence they do not consult social groups when searching for information, rather they rely on their personal judgement.



**Figure 2.2 The search for information**

**Source: Adapted from Cant *et al.* (2006:198)**

According to Xie et al (2006) cited in Maghferat and Stock (2010) men dedicate less effort in information search and hence tend to search fewer sources of information and topics due to their higher self-confidence .On the other hand females are more inclined to seek information from friends and relatives because of their greater tendency to gain approval from others

Generally men and women search for product information from different sources and display different information search behaviours due to different ways in which they value social relationships. While women are more relationship oriented and seek for approval from social class members, men tend to be assertive and are less likely to consult friends when searching for information. The organisation should therefore design special point of purchase material especially for female consumers and sales people receive special training to address their specific concerns in a way that will reduce pre-purchase confusion.

### **2.5.0 Gender Preferences**

Borges (2012) castigates that men and women differ in shopping orientations and reactions to the retail atmosphere. According to Barletta (2010) women prefer and take pride in a warm, comfortable, orderly environment, appearance, being needed and recognised .They possess traits of care, thoughtfulness and loyalty. Ward (2006) posits that gender preference intensities affect the final decisions made by spouses in joint product decisions. According to a research by Ulbrich et al(2011) on gender specific online preferences, males prefer and consider fair pricing important than their female counterparts. Herter et al (2014) castigate that positive retail environment perceptions can increase shopping outcomes, recommendations and increase return intentions. Researches on shopping experience of consumer goods by Dholakia et al (2010) indicate that men are affected more than women by retail environment variables. Herman (2010) argues that women also require a pleasant shopping atmosphere with friendly sales staff and high quality healthy foods. Female customers are able to recommend a shop to others based on its retail environment thus use of pleasure elements can stimulate customers to return.

Generally preferences vary between men and women across product categories. Due to different socialisations of men and women, they are likely to like or dislike certain products

or certain environments. In most cases the environment where building materials are sold are intimidating and are not pleasant. However according to Kotler (2000) companies which can spend some effort in creating and maintaining friendly and pleasant environment can attract more female customers. For instance in the US, home improvement retailers such as Home Depot and Builders Square turned what once were intimidating hardware warehouses into female friendly retail outlets. The outlets now feature decorator design centres at the front of the store.

### **2.5.1 Evaluation and selection**

Kotler and Keller (2009) define evaluation as the act of identifying alternative solutions to a problem and measuring the relative advantages and disadvantages for each. Hawkins and Mothersrough in Ponder (2013) allude that evaluation occurs when the consumer compares and judges the abilities of each selected brand to perform according to the consumers most important criteria. In a study of furniture purchases by Ponder (2013), males ranked brand name on evaluation higher than females. Henceforth brand names have an influence to men when evaluating and selecting products. Maghferat and Stock (2010) observe that women are likely to make detailed elaborate, detailed and extensive analysis of existing information and search multiple sources of information online, in store, adverts, product packaging, point of sale displays and signage whilst men are less likely to be interested in extensive information sources.

A contribution by Lizarraga et al (2007) reveal that men put more importance on analysis of the information required to carry out a decision and to the definition of the goals and purposes of the decision while women are more aware of the constraints that the setting and close persons put on them. Lizarraga et al argue that women place much value on time and money. According to a research by Carpenter et al (2009) women evaluate the purchase place atmosphere more than men and they perceive and connect satisfaction to pleasant environment and shopping experience than men. Thus Grewal et al (2003) add that visual communication, graphics, lighting, music or scent is more significant for women and their perception of physical environment.

### **2.6.0 Gender Involvement in decision making process**

Consumer involvement is an observable state of motivation arousal or interest.( Kumar 2014 and Rothschild 1984) Involvement is evoked by a particular stimulus or situation and is

considered to have drive properties and influences information search, processing and decision making. Richarme (2005) agrees with Kumar and defines involvement as the amount of cognitive effort that is applied to the decision making process. In a study by Kumar on gender involvement on food, husband and wife involvement varies widely by product category and by stage in the buying process. Buying roles evolve with changing lifestyles .While traditionally women were the main purchasing influence for the family in food and household products ,nowadays as women now hold jobs outside the home husbands are now willing to be involved in more of the purchasing of household products such as cooking oil.

Consensus among researches show that women tend to devote considerable time and energy in browsing and researching choices while men seek to buy quickly and avoid searching for much longer (Herter et al ,2013 and Bakewell and Mitchel, 2003).Herter et al(2013) agree that women look for more options than men and are more involved in shopping activities. This implies that marketers and personal selling representatives should be able to give first impressions and give adequate product information, benefits and quickly close the sale before women search for even more suppliers.

According to Borges et al (2012) women are more involved shoppers and are more likely to process product information and go shopping more often. Females are likely to seek price discounts than their male counterparts. Borges adds that women are more concerned about the details of the deal and product information than men. Generally gender involvement in purchase decisions is no longer an issue of product category as most researches indicate an erosion of gender role boundaries in various product categories. Women are now even more involved in product categories which were previously men's while men are also now involved in previously viewed female areas

### **2.6.1 Product choice and purchase**

According to Barkshi (2011) product choice is a stage when consumers choose one brand among others after evaluating their brand choices from the previous stages .He argues that the purchase is affected by the various source of information during the process of decision making. Thus the marketers' role is to provide adequate information about the product which will then convince the consumer to purchase. Gerek (2015) argues that when making a purchase women are less likely to take risks than the male counterparts and when the risk is perceived as being present, women's decisions tend to be conservative A research by Barkshi

observes that when making purchases, men tend to value quality and efficiency the most while women value emotional connections and relations .He adds that men tend to make purchases based on the immediate needs while women take a purchase as a long term decision.

According to Kraft and Weber (2012) purchase decisions can be solely made by husband, solely made by the wife , autonomously made that is made by the husband and wife alternatively or syncretically meaning by both the husband and wife together. The purchase decision of construction material is not usually frequently made and is of major importance hence it usually involves the whole family. According to Muehlbacher et al younger couples have more equal influence in buying decisions on traditionally female dominated goods such as kitchen utensils and stereotypically male dominated products such as products.

### **2.7.0 Gender social relationships**

According to McClelland (1975) cited by Magherat and Stock (2010) women are likely to seek support from others and create nurturing relationships with others while men tend to be assertive, independent and self centred. The works of Kraft and Weber (2012) contend that women value social relationships, he adds that they use social media, shopping and gaming sites more than men. According to Sam et al (2010),the main reason why a shop may lose woman's business due to lack of help when they are in the shop whereas firms are likely to lose men's business by being out of stock of what they came to buy. He articulates that women want to feel important and valued. They are upset by employees who act like you are intruding on their time or their own conversations.

A research by Khan and Khan (2008) on purchase decisions of designer label apparel concurs with Sam et al that females place greater value on promoting and maintaining relationships and tend to discuss consumption matters with peers, such as information search and brand preferences than males do. Sam et al (2010) proposes that having an updated easy to navigate website and taking advantage of social media outlets to advertise can be a best strategy for women as this permits women to feel like they are part of the advertising and connect with other women who have similar interests and purchasing habits

Gerek(2015) argues that females are guided by interpersonal affiliation and desire to be at one with others and want to foster amicable relationships while men tend to be assertive and self focused According to Barkshi (n.d) women are perceived to be more internally focused and want to talk as a way to connect and relate to others while men are used to be externally

focused and view situations as issues to be resolved. Men value quality and efficiency most while women tend to value emotional connect and relations.

### **2.7.1 Post purchase behaviour**

Ponder (2013) explains that post purchase evaluation occurs when the consumer has had an opportunity to use the products and then make evaluations comparing with initial expectations. He adds that cognitive dissonance occurs at this stage and defines it as a feeling of self doubt, remorse after a purchase and is probable for products that are perceived to be important and expensive by the consumer. Barkshi (2011) explains that even though the purchase decision has finished, consumers still evaluate their decision, because they want to feel confident about their choices and ensure the product can solve their problems and satisfy the needs.

Herter et al (2013) and Barkshi concur on the note that women display higher levels of satisfaction in relation to shopping activities than men do. Albert et al in Herter et al (2013) articulates that gender has a bearing on shopping behaviour and satisfaction. Herter (2012) further highlights that women tend to be more loyal customers than men and are likely to return to the same shop while men are prone to switch to other shops. According to Lee (2005) men are less likely to complain when they are dissatisfied with a good or service than women. He adds that they do not spread word of mouth. Barletta (2010) alluded that female customers “sell” when they are satisfied with products and services. They talk about products to other men and women resulting in spreading of word of mouth. Each new female customer the company acquires creates a multiplier effect on sales referrals.

Generally, women are likely to have higher post purchase dissonance than men because of their high levels of involvement and are likely to recommend others. Females show higher levels of satisfaction than men and are likely to be loyal and return to the same shop and recommend others more than men. Henceforth marketers should provide superior products and exceed customer expectations such that they can recommend others through word of mouth.

### **2.8.0 Influence of gender attitudes on information search**

Generally gender attitudes influence information search. A research by Davis and Rigaux (1974) cited in Barkshi indicates that wives dominates the problem recognition and

information search stage of the decision making process for traditional female products such as house furnishing and appliances .Husbands are also seen to be dominant in information search for male dominated products like automobiles and television sets. A research by Tim and Kolyesnikova (2009) found out that impersonal or published material is most important in information search for since males are less comfortable with personal interactions in making life decisions while the search behaviour of females entails interpersonal affiliation whereby their preference is to reach out to friends and family and other personal sources of information and accept other people's opinions. However Kolyesnikova postulates that when men are not certain about the purchase and feel that the product knowledge they have is low, they search out and interact with others to advise their purchase decision.

Men do heuristic search while women are involved in elaborative and in depth search. According to Barletta (2010), men are more inclined to simplifying and stripping away extraneous detail hence starting with the main point and supplying specific data if the listener asks for it is the best strategy for the males. On the other hand women tend to value details and want the full story. They are patient in reading specific detail and lengthy backgrounds, thus they require a lot of product and service information so that they can compare. Since women value interactions, their search for information is extensive and they tend to use more social networking sites for interactions with other customers online. However the extent to which they are likely to search for information is largely dependent on product category. For consumer goods information search will not be pronounced as with durable goods.

### **2.8.1 Impact of preferences on evaluation and selection**

According to Perreau (n.d) evaluation and selection can be done on the features of the product or on perceptions and perceived value of the brand or reputation of the Company. During evaluation and selection the customer's choice is guided by internal and external information. External information is obtained from friends and can also be gathered from other customers or personal selling agents

Barkshi (n.d) argues that males and females look for different attributes when selecting and evaluating products. A research on the purchase of computers by Barkshi revealed that females are more likely to choose computers on the basis of price considerations whilst males would consider the reputation of the brand and prior experience Generally women prefer to consider brand or Company reputation when evaluating and selecting products while men prefer to evaluate product features such as quality when selecting products.



Men tend to make decisions basing on immediate needs and how well the product will satisfy their immediate needs .In contrast when women evaluate products they make long term considerations. They always think of the continuing and focus on the benefits of what they are spending their money on. Basically men value quality and efficiency the most when evaluating products whereas women value low prices, emotional contacts and relations. Women tend to make their opinions basing on what other people have told them rather than trying the products on their own hence the use of reference groups and opinion leaders is a powerful tool for targeting the female group.

### **2.8.2 How gender involvement affects purchase of construction material**

Richarme (2005) argues that the effort that is applied to the decision making process is dependent on the level of importance the customer places on the acquisition of the product. Level of involvement does not primarily depend on price but is mostly related to the perceived impact on the quality of life of the consumer. Thus women tend to be more involved in the purchase of construction material because they perceive the purchase as very important since they would want to gain social approval from peers and relatives after the purchase. Kusa et al (2014) argues that females value petty aesthetical elements in stores such as decoration and entertainment. These elements influence the evaluation and choice of purchase atmosphere.

Barkshi observes that, due to the fact that women tend to be more involved in the purchase decision, they consider factors such as the return goods policy and emotional connections with the sales people .On the other hand the involvement of men is not so much pronounced hence men look for ease of buying for instance short queues and easy access of data and products when making the purchase. When it comes to actually making the purchase decision, women make the decisions on an emotive level while men go with facts and data. Baker (2012) cited in Kraft (2012) concurs with Barkshi on the view that women act on emotion when making purchase decisions. However a study by Khatak and Raza shows that level of involvement of husband at the purchase stage of product is relatively high.

### **2.8.3 How social relationships influence post purchase behaviour**

According to Kotler (2009) women place high importance on connections and relationships with family and friends and set high priority on people while men are related to more competition and place high value on action. Barletta (2010) posits that women prefer face to

face sales service and want to maintain social relationships. Barletta and Kotler are in agreement that women value social relationships and communicate in both contextual and people terms. They can give personal information and great stuff so that the company can work and build rapport with them. According to Perreau, when women experience problems with a retailer they are most likely to remain loyal whereas men cannot remain loyal in the face of many problems which they can experience with the retailer. Barkshi (n.d) concurs with Perreau that females express higher loyalty to shops than men hence they are likely to make repeated purchases and recommend other friends and family members.

Herter et al (2012) articulates that since women value social relationships they are most likely to go back to the same shop for more purchases if they are satisfied with the service whilst on the other hand, they can also spread negative word of mouth if they are not satisfied with a product. Reichenbacher (2013) castigates that when targeting women, the organisation should ensure that it has trained the sales force to be friendly and helpful whilst for men the stock should be sufficient. According to a study by Barkshi(n.d), women experience higher levels of cognitive dissonance than men. This is mostly due to their high levels of involvement in the decision, their emotional conduct and how the female brain functions.

Thus the existence of social relationships in women enables them to interact with other customers within and outside the organisations such that they can spread good or bad information approving or disapproving the Company to other customers. Businesses have to be careful such that they can take advantage of social relationships which encourage viral marketing instead of spreading of negative information which is detrimental to the organisation.

## **2.9 Chapter summary**

The chapter gave a detailed explanation of the works of previous researches cited in books, journals and other sources pertaining to gender roles and the decision making process. Most important arguments reviewed in the studies indicated that gender roles between men and women affect every stage of the decision making process. Areas of divergence and convergence in literature have been noted and explained. The gaps noted include cultural differences and variations in product categories. In the next chapter we will be looking at the research methodology which will highlight the data collection procedures which were used by the researcher.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0. Introduction**

This chapter gives an overview of the research methodology in terms of the research design instruments, population sampling methods and data collection procedures. Generally the chapter will give a vivid description of how the study was carried out, data collection and administration procedure. Respondents ethics and validity and dependability of research results are also going to be outlined. Henceforth the chapter is going to discuss the research design and techniques that were used in the research to investigate how gender roles influence the research to investigate how gender roles influence the decision making process in the construction industry.

#### **3.1 Research Design**

There are various research designs such as exploratory, descriptive and causal. For this study, the researcher will use exploratory and descriptive research designs.

##### **3.1.1 Exploratory Research design**

The exploratory research design was used because it enables the researcher to gather qualitative data and also to explore opinions and attitudes of respondents. The researcher used open ended questions to Buddington Builders employees as the researcher wants to obtain their views concerning how the gender differences in social relationships influence post purchase behaviour of customers who purchase construction material. Interviews were also done with managers so that they can explain how they perceive gender role variables such as attitudes, preferences, social relationships and involvement influence the purchase decision of male and female customers.

##### **3.1.2 Descriptive Research design**

Descriptive research design was used to do away with the weakness of exploratory research design. The research design was used because the research is largely descriptive in nature and it provide the researcher with quantitative data. The use of descriptive research design also gives the researcher greater control of the research process since limits are set through the use of closed questions. Closed questions were used in questionnaires to obtain information from

Buddington Builders customers and employees on their perceptions on gender roles in relation to the decision making process.

### **3.2. Target population**

In this research the target population comprises of Buddington Builders employees, management and customers. The target population consists of 30 employees, 3 managers and 300 customers .Employees were part of the target population because they are the ones who interact with customers hence they observe the behaviour, preferences and attitudes which they display when purchasing construction material. In addition managers were used because they are the ones who oversee and lead in implementing the strategies of the Company. Customers are the ones who buy and use the product and are the ones involved in the decision making process.

### **Sampling methods and sampling technique**

#### **3.3.1 Sample frame**

The researcher collected information from 20 employees who get in contact with customers such as sales representatives, drivers and loaders, 150 individual customers and 3 managers

#### **3.3.2 Sample size**

Krajcie and Morgan (1970) came up with a table for determining the sample size for a given population. Thus for 150 customers at 99% level of confidence with 5 % margin of error, the researcher determined a sample size of 122, for employees a sample size of 19 was used. According to Kolb (2008) if the population size is small and the research question demands 100% accuracy, a census can be used. Since the population of management is less than ten, a census was used and all the three managers were interviewed

<b>Groups of Respondents</b>	<b>Sample frame</b>	<b>Sample size selected</b>
Management	3	3
Customers	150	122
Employees	20	19

### **3.3.3 Sampling Procedure**

According to Boyd (2004) there are two sampling methods namely probability and non probability. The following sampling procedures were used for customers, employees and management.

#### **3.3.3.1 Simple random sampling**

Simple random sampling, also referred to as the blind draw was used. In using this procedure; customers were randomly selected from the population. Simple random sampling involves blindly choosing participants by their unique description. Each unit of the population has an equal probability of being included in the sample. The researcher used this technique because it is one of the simplest techniques to use and it reduces bias on the part of the research at the sampling stage and the analysis stage. The researcher used a list of names of the participants from the customer database which were selected at random.

#### **3.3.3.2 Convenient sampling**

The researcher used convenient sampling to select the employees. Due to time constraints, the most accessible population members from which to obtain information were chosen. In this research the most accessible population members were the employees who were willing and readily available to answer the questionnaire.

#### **3.3.3.3 Judgmental sampling**

The researcher used judgmental sampling technique to select employees who interact mostly with the customers and are knowledgeable of the decision making process. Wilson (2006) defines judgmental sampling as any procedure where a researcher consciously selects a sample that he or she considers to be most appropriate for the research study. With judgmental sampling, participants who are thought to give relevant and reliable responses are chosen. The researcher used her own knowledge in choosing the respondents and the criterion to choose respondents was according to being Buddington Builders employee who has direct interaction with customers. Most of the selected respondents answered questionnaires, and were able to give the required information. Judgmental sampling was used in order to select those employees in the sales and distribution department.

### **3.4.0 Sources of Data**

These are the various sources from which the researcher got the much needed information to complete the research at hand. These sources included both primary and secondary sources of information. The researcher used both primary and secondary instruments for data collection to ensure that a variety of and adequate information for the research was collected.

#### **3.4.1 Primary Data**

In this research, primary data was collected through questionnaires, interviews and this data gave direct responses to the objectives at hand. During the study the researcher was able to read peoples facial expressions and attitudes which reflected their feelings ,preferences and behaviours in relation to the decision making process of purchases of construction material.

#### **3.4.2 Secondary Data**

According to Cooper et al (2003), secondary data is data that has been collected before but not for the purposes of the research at hand. According to Edmund (1998), secondary data is found in textbooks, company journals, electronic books, newspapers, and performance feedback reports by supervisors, customer complaints booklet, media and press cuttings, company ratings as well as journals and industrial literature publications with information related to the problems under study upon publication. Secondary data assisted the researcher in getting some of the required information which was collected before for other purposes for other than problem at hand. The researcher made use of secondary data sources such as Company sales records and trade journals since the data will easier to find as it will have been gathered already and will be readily accessible and time saving.

### **3.5.0 Research Instruments**

In an attempt to obtain information for the study, questionnaires, interviews and observation were used.

#### **3.5.1 Questionnaires**

According to Wilson (2006) a questionnaire is the research instrument designed to generate the data necessary to accomplish a project's research objectives. These are written set of questions from which respondents record their answers. It is therefore a method of looking for a response by making use of structured closed and open ended questions. The researcher designed questionnaires with five sections Section A ,for demographic information, Section B for gender attitudes and information search, Section C for preferences and evaluation of

construction material ,Section D for gender involvement and purchase and finally Section E for social relationships and post purchase behaviour.

Closed questions with assertions and statements were designed and the likert scale with a range of 1-5 was used.5 represented strongly agree and 1 represented strongly disagree. Open ended questions were also used to get qualitative data and to explore the views and perceptions of customers and employees on the aspect of social relationships and post purchase behaviour. The self-administered questionnaires were sent out to the customers and employees. Confirmation was done through the cell phone as a follow up exercise.

### **3.5.2 Interview**

According to Zikmund (2006), personal interview is face to face communication in which one interviewer asks respondent to answer questions. The motive of this technique was to get a full understanding of the respondent's actions and discover more vital reasons underlying the respondent's attitude. Interviews can be structured or unstructured depending on the situation. The researcher used structured interviews.

#### **3.5.2.1 Structured interviews**

Structured interviews were conducted with managers and they lasted for about ten minutes as these were very busy people. An interview guide was used also to make sure that the asked questions are relevant to the study. Interviews were used as they were less time consuming and helped in getting more valid information ,ideas and insights. The researcher could also study facial expressions, attitudes and also clarify on some other issues that might have been misunderstood.

### **3.5.3 Observation**

During the course of the research the researcher observed the behaviour and attitude of male and female construction material consumers while they came to make purchases. Customers who could come with their spouses or consult spouses before making the purchase were also observed. While observing the behaviour of consumers the researcher did not question the consumers. The researcher witnessed and recorded information of what females and make customers prioritize, consider and look for when they arrive at the Company premises. Researcher preferred this method as it assisted in minimizing respondent bias as consumers were not aware of what was going on.

### **3.6 Data Collection procedure and administration**

The researcher distributed questionnaires and conducted personal interviews with employees and customers. An introductory letter drafted by Faculty of Commerce department of Marketing Management at the university was collected to go along with the questionnaire informing participants about the purpose of the research. The researcher used a drop and pick method in distributing the questionnaires. The questionnaires were distributed to customers and employees and after a week, the researcher followed up collecting the questionnaires. For interviews, the researcher booked appointments with managers first and left the interview guide. A twenty minute interview was conducted since managers are very busy people. Responses by management were written down during the research

### **3.7 Validity and Reliability**

During the preparation stage, the researcher gathered all questionnaires and checked if they were all completed correctly. Before the actual analysis was done every questionnaire passed through the process of validation. In order to ensure validity of the findings the researcher asked short, simple and precise questions that were not ambiguous to management and employees and the questionnaires were divided into sections so as to balance the number of questions asked across all the sections. The researcher also used multi data collection procedures like interviews, observations and questionnaires with respondents. Before the questionnaires were distributed a pilot survey was undertaken with a few customers to ensure the reliability of data, to make sure that the questionnaire was free from errors and finally confusing words were removed.

The pilot survey was carried out with the help of neighbours who have bought construction material. This process have also involved questionnaire checking where the initial step involved a check of all questions for completeness and interviewing quality. The researcher also gathered all questionnaires and checked if they were completed correctly. The questionnaire was also edited to make sure the questionnaire address the problems at hand thereby increasing reliability. The researcher used methodological triangulation, thus questionnaires, interviews and observations to set off the weakness of one instrument with strength of the other.



### **3.8. Ethical consideration**

Researcher promised and adhered to research ethics that the information from respondents would be held with strict privacy and confidentiality and the respondents' names would not be disclosed. Additionally the researcher made prior appointments with employees and management to avoid disturbing participants in their daily operational activities. The researcher avoided and shunned the tendency of encouraging participants to participate in the research through financial incentives.

### **3.9 Data Analysis and Presentation tools**

The researcher included various techniques in analyzing data responses .The researcher used the Excel for data presentation and for analysis of the variables under study. Content analysis was also used for analysing qualitative data which was obtained from management interviews as suggested by Cassell and Symon (1994) The likert scale technique was used to code data gathered through questionnaires and interviews as it is a widely used technique for scaling responses in survey researches. The researcher presented the data in the form of tables, bar graphs and pie charts.

### **3.1.0 Chapter Summary**

This chapter provided the background on how the research was conducted. It further explained the data collection procedures in terms of sampling the respondents, distribution and collection of questionnaires. The reasons for applying the descriptive research design were discussed and the justifications of sampling techniques used in the study are given as well. The instruments employed in the study were analyzed and the concepts of validity and reliability of research instruments were discussed in detail. Lastly the chapter explained the data analysis and presentation procedure, which is expected to add new dimensions to the body of knowledge on the topic of interest in the next chapter.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.0 Introduction

This chapter looks into analysis, presentation and interpretation of data gathered in the research. The findings of the research are analysed, interpreted and presented in the form of tables and pie charts. For analysis and interpretation of data Microsoft excel and content analysis was used while for presentation of the findings bar graphs and pie charts were used.

#### 4.1 Response rate

The researcher distributed questionnaires to 122 individual customers and 19 questionnaires to Buddington Builders employees. According to Nulty (2008) persuading respondents that their responses will be used motivates the interviewees to take part. The following table summarises the response rate.

**Table 4.1 Questionnaire response rate**

<b>Respondents</b>	<b>Questionnaires distributed</b>	<b>Questionnaires returned</b>	<b>Variance</b>	<b>Response rate</b>
Customers	122	76	46	62%
Employees	19	17	2	89,50%
<b>Total</b>	<b>141</b>	<b>93</b>	<b>48</b>	<b>65,95%</b>

A total of 76 questionnaires were returned by customers and 17 questionnaires were responded to by the employees. The total response rate of 65, 95% was realised. According to Ballantyne (2005) an overall response rate for paper surveys should be at least 55%.The 65,95% response rate was however enough for the researcher to make conclusions on how gender roles influence the decision making process of the purchase of construction products. In addition to questionnaires one on one interviews were conducted with Buddington Builders management. The following table summarises the response rate for management interviews undertaken.

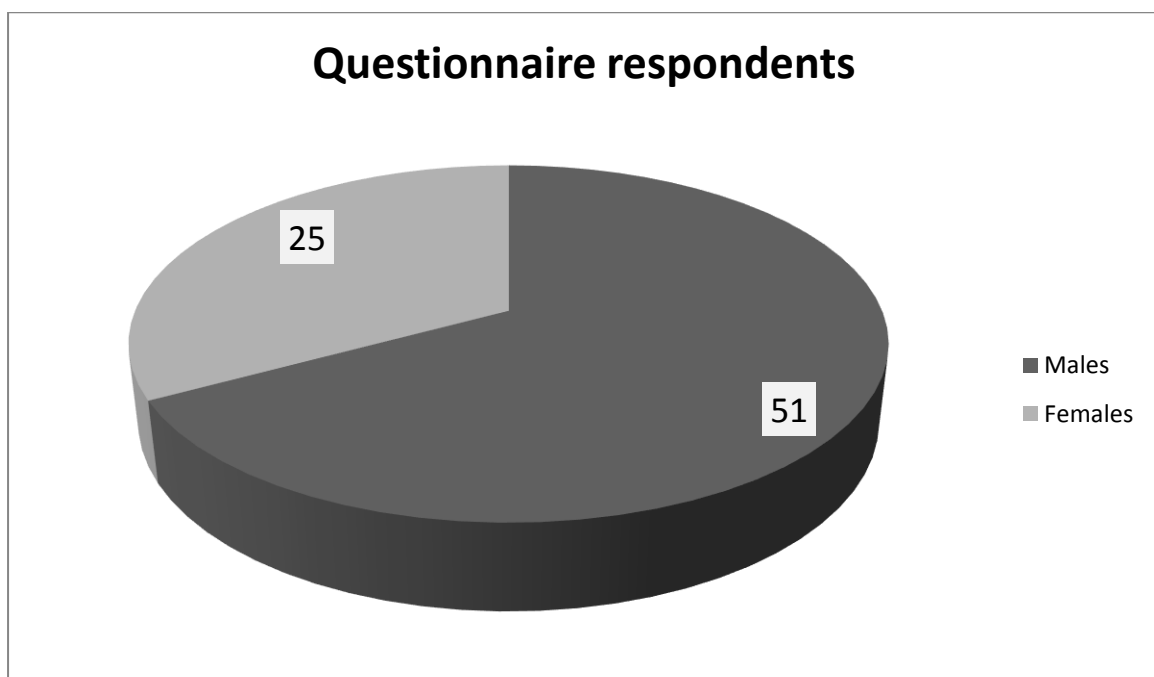
**Table 4.2 Interview response rate**

<b>Respondents</b>	<b>Expected responses</b>	<b>Interviews conducted</b>	<b>Variance</b>	<b>Response rate</b>
Management	3	3	0	100%
<b>Total</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>100%</b>

The response rate for interviews management was 100% hence the researcher can safely draw conclusions .From the research finding, a high response rate was because the researcher provided constant reminders to management and made appointments.

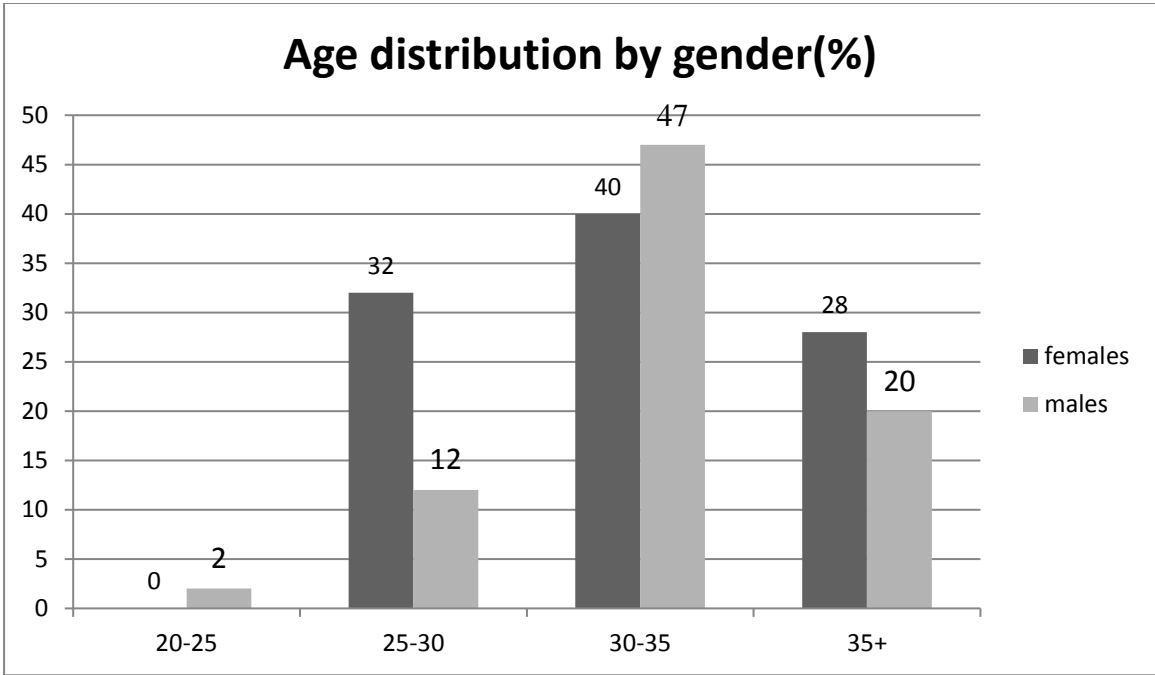
#### **4.2 Demographics of respondents**

The researcher analysed and interpreted the demographic data of respondents which include: the gender of customers, age, marital status, and level of education of the customers. The following are the responses



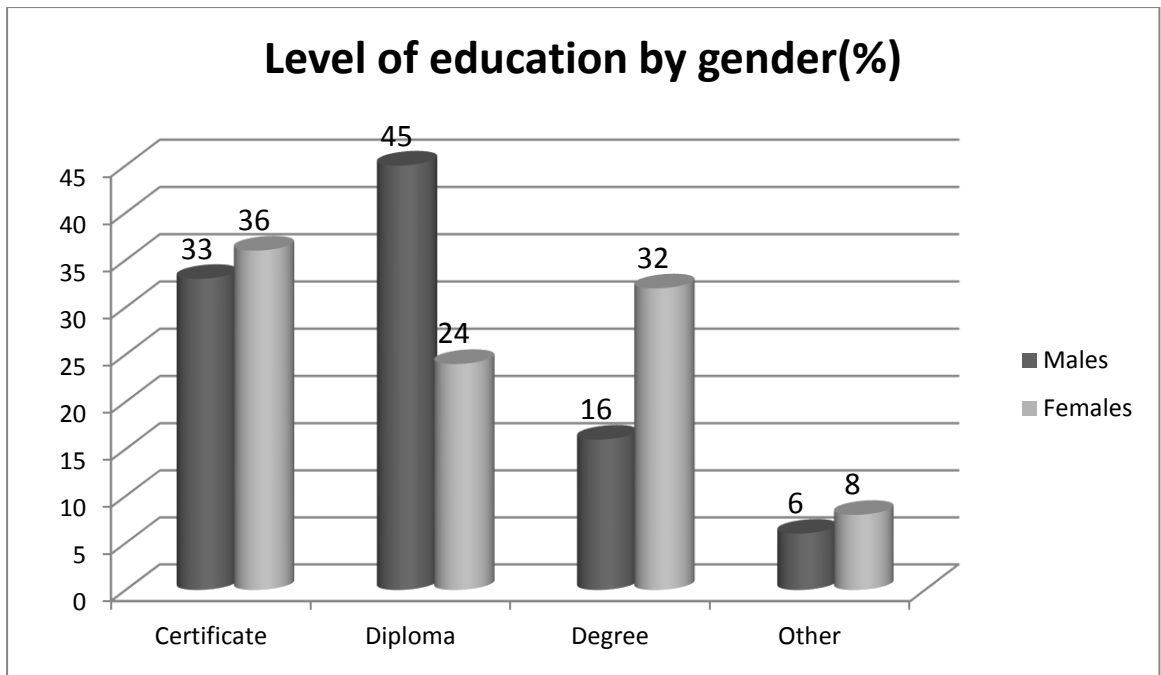
**Figure 4.1 Gender responses**

Out of the 76 respondents, 51 were male and 25 were females. These results indicate that the purchase of construction material is mainly a male dominated area. However a 32.89% composition of females indicates that women also make a considerable input in purchase decision of construction material. The researcher also analysed the questionnaire respondents on the basis of age as shown by the figure below.



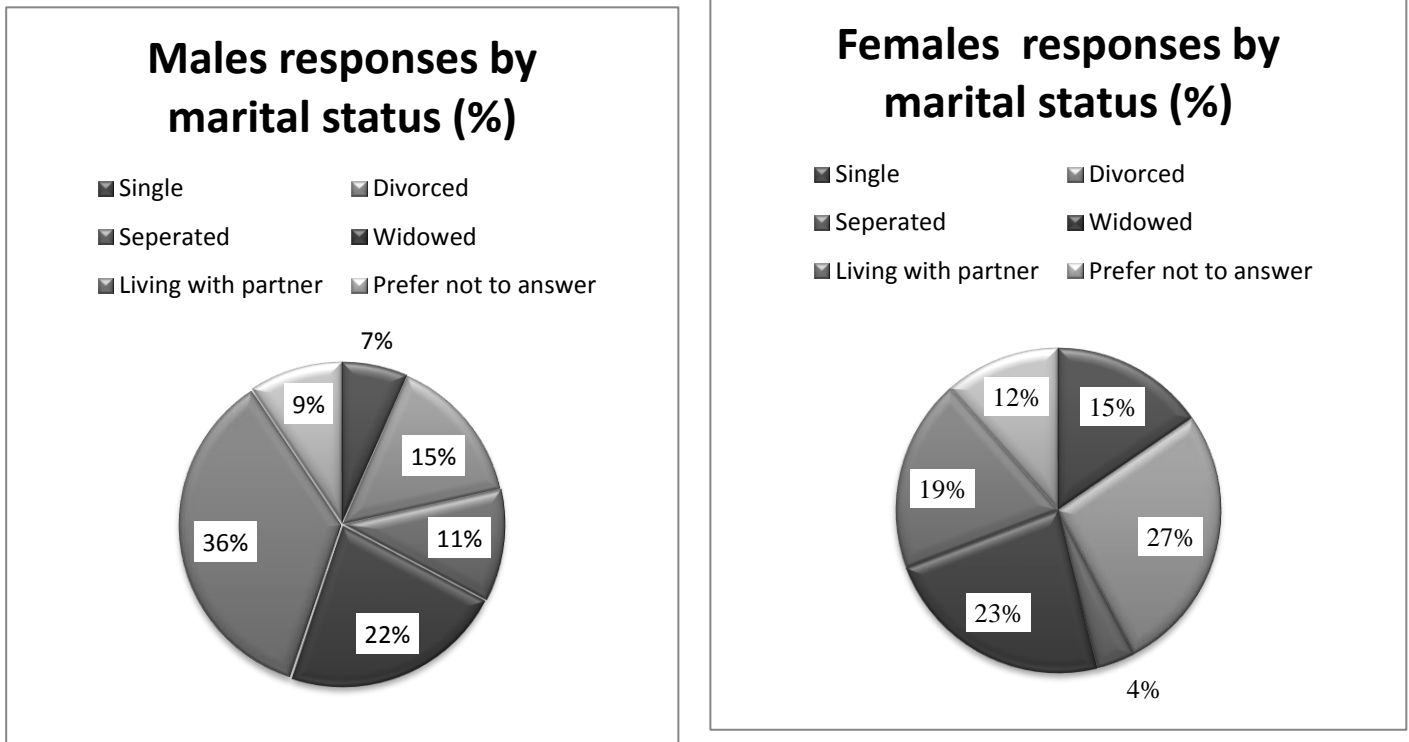
**Figure 4.2 Age distribution of customers by gender**

The responses indicate that construction material is mainly purchased by males who are 35+ old. Males of the age group of 20-25 do not purchase construction material most while for females there was no respondent in the range 20-25 years. The age group 30-35 has the largest number of 47% for males and 40% for females because they will have made some savings and can contribute toward building houses. The researcher also analysed the respondents’ demographics on the basis of level of education as indicated by the following figure.



**Figure 4.3 Level of education of responses from individual customers**

From the results that were obtained, the highest percentage of 45% for male customers have diplomas while the highest level of education of female customers is certificate with 36%.Female composition of degree holders who responded was 32 % while the composition of men was 16%.This can be supported by information which was gathered from management that most women who are highly educated are independent and have higher financial power and can purchase building material for constructing their houses even if they are not married . Furthermore the researcher also analysed data of respondents pertaining to the marital status of males and females and the results are shown as percentages in the following figure.



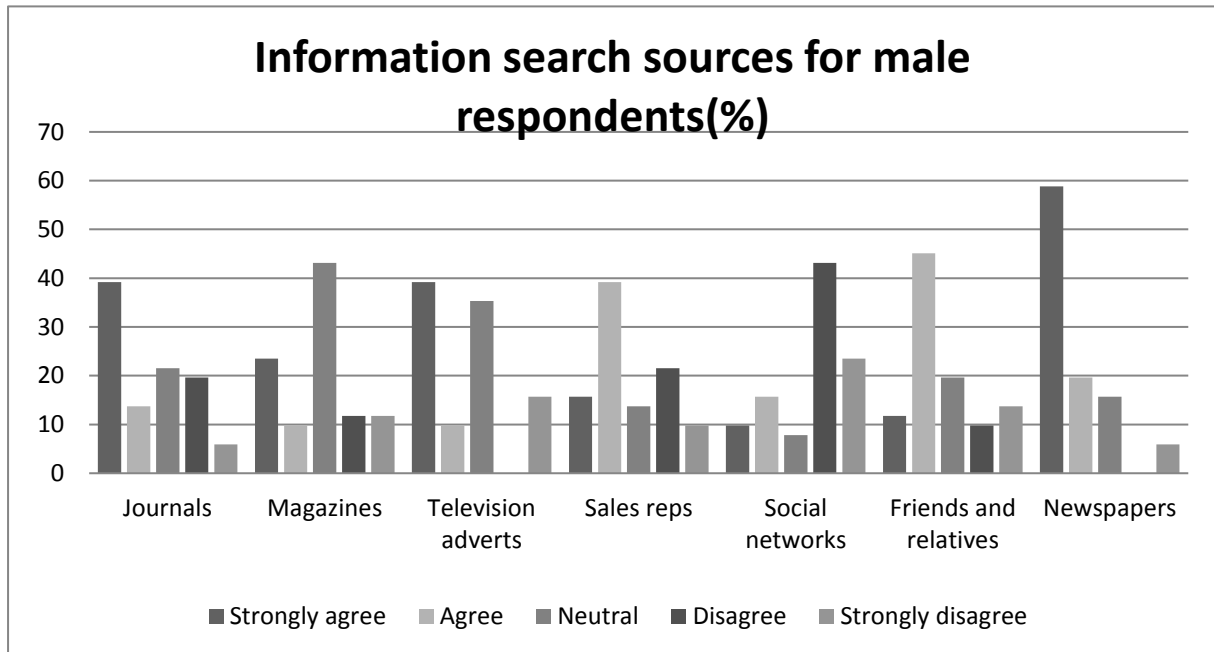
**Figure 4.4 Marital status of male and female respondents**

From the results that were obtained 38% of the male respondents are living with a partner while 20% of the female respondents are living with partner .More so, 7 % of male customers are single while 16% of female customers are single. This trend may suggest that female customers who can make purchases of construction material autonomously and independently are those who are still single than those who are living with partners. This is supported by Szybillo etal (1977) who argues that levels of income and wealth may result in financial strength to make decisions.10% of males and 12% of females indicated that they prefer not to answer. This is also supported by information gathered from management which indicated that in most cases, customers tend to disguise and lie about their status and prefer not to give such information

**4.3 Influence of gender attitudes on information search**

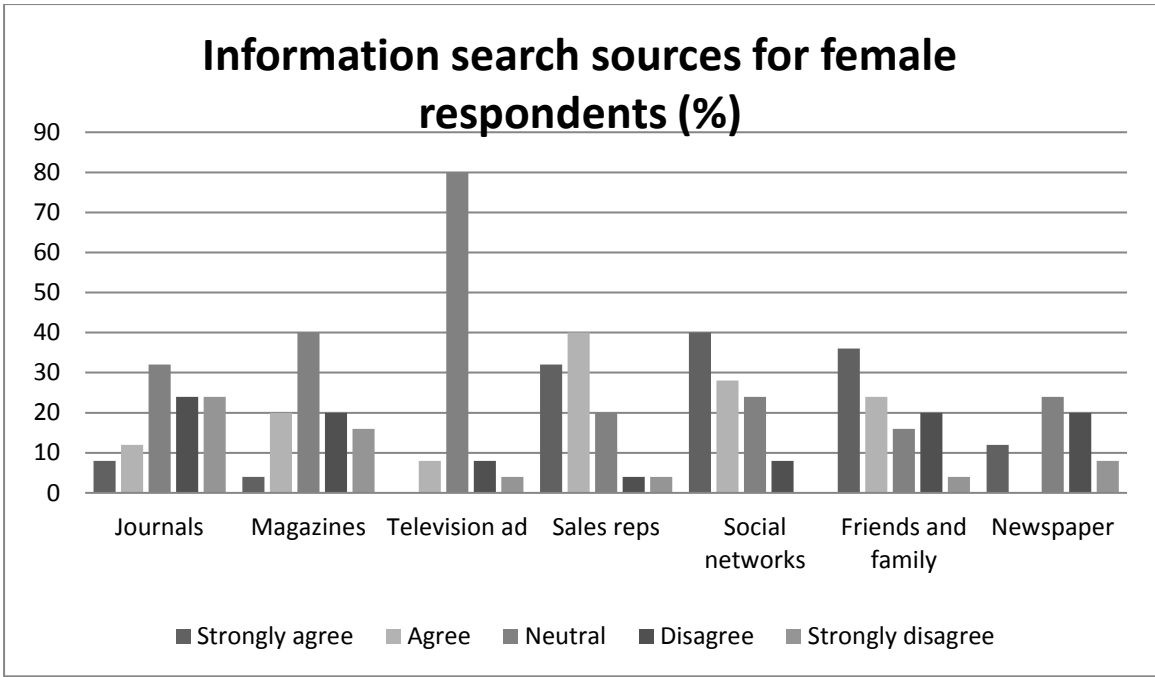
The researcher gathered responses on how gender attitudes influence information search and analysed the sources of information of construction material from male and female

respondents. The figure below shows the sources of information consulted by males when searching for places to sources of construction material information



**Figure 4.5 Sources of information of male respondents**

The above responses show that 59% of the male respondents strongly agree that they search for construction material from the newspapers. 10% and 12% of the male respondent strongly agreed that social networks and friends and relatives are their sources of information respectively. This implies that males search for information of construction material from newspapers. This is supported by Kolyesnikova (2009) who argues that males search for information about construction material from impersonal published sources such as newspapers. The following figure presents the responses of females and their sources of information.



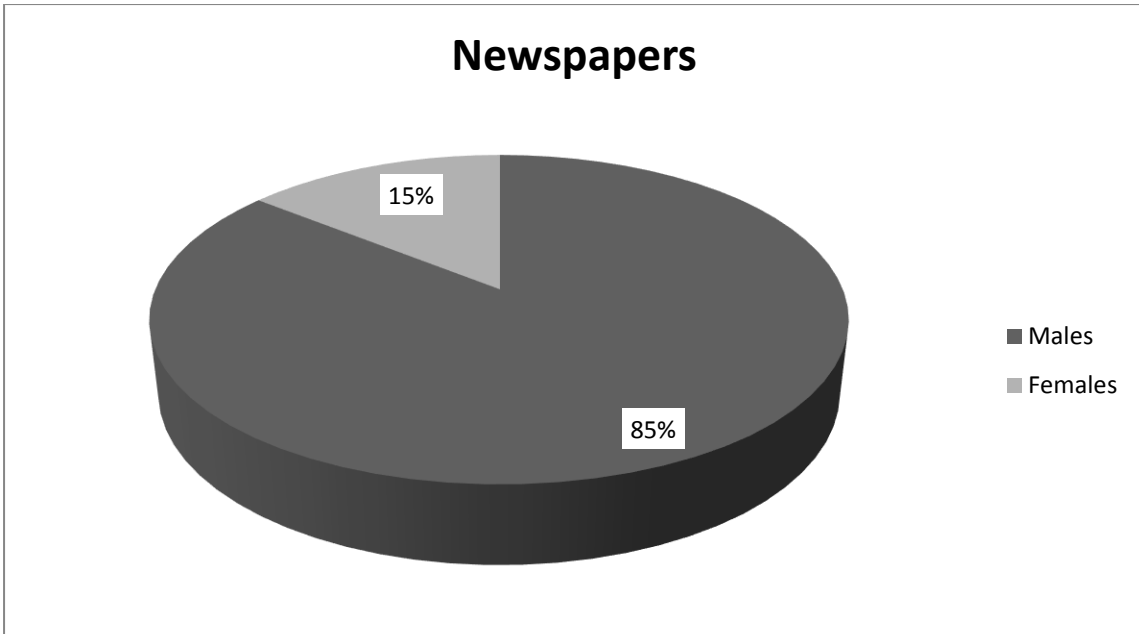
**Figure 4.6 Sources of information for female respondents**

The above figure shows that 40% of the female respondents' information sources for construction material are social network sites and 36% are friends and family. 8% and 4% of female respondents search for information from trade journals and magazines respectively.

The above two figures show that 12% of female respondents indicated that they search for information about construction material from newspapers. 39% males and 80% females were neutral and undecided about television adverts. This implies that both males and females do not really search for construction material information from televisions. In addition 10% of males strongly agreed that they obtain information from social network sites whereas 40% of the female respondents strongly agreed the same. The research findings are in unison with what employees' results indicated that female customers ask information about building material from sales representatives.

The researcher further made an analysis of the search for information in newspapers as categorised by gender. The following male and female responses were found.



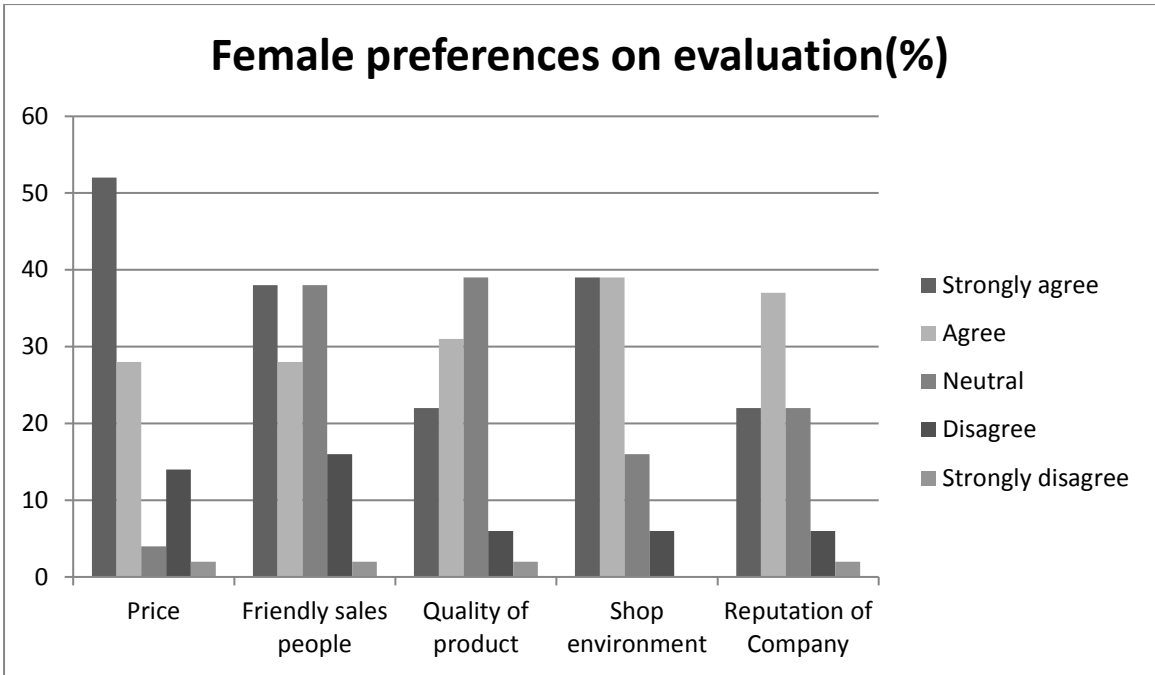


**Figure 4.7 Information search in newspapers by gender**

The pie chart indicate that males dominate in searching for construction material from newspapers with a response of 85% while women indicated that newspapers are not their main source of information with a response rate of 15 %.According to a study findings of Ruddell and College (1995) on information search of computers men search from newspapers and magazines while women search on the internet and social network sites because they value social interactions

**4.4 Impact of preferences on evaluation and selection**

It was the objective of the researcher to investigate how gender preferences impact the evaluation and selection of construction products. Customers and employees responded on questionnaires indicating the preferences of males and females when evaluating where to purchase the construction material. Separate analysis for males and females was done on aspects such as price, sales people, quality of products, shop environment and reputation of the construction company. The results obtained were as follows.



**Figure 4.8 Female preferences responses**

As depicted in the figure above, 52% of the female respondents indicated that they prefer price when evaluating suppliers and 22% was indicated on preference to quality of products and reputation of the Company. For the preferences to shop environment 39% was indicated by female respondents who strongly agreed and the same 39% was for those who agreed. This generally shows that female customers are concerned by the internal and external surroundings of the outlets where construction material is sold. The findings concur with Herman (2010) who argues that women require and are attracted by a pleasant shopping atmosphere. The following figure presents the responses on male preferences.



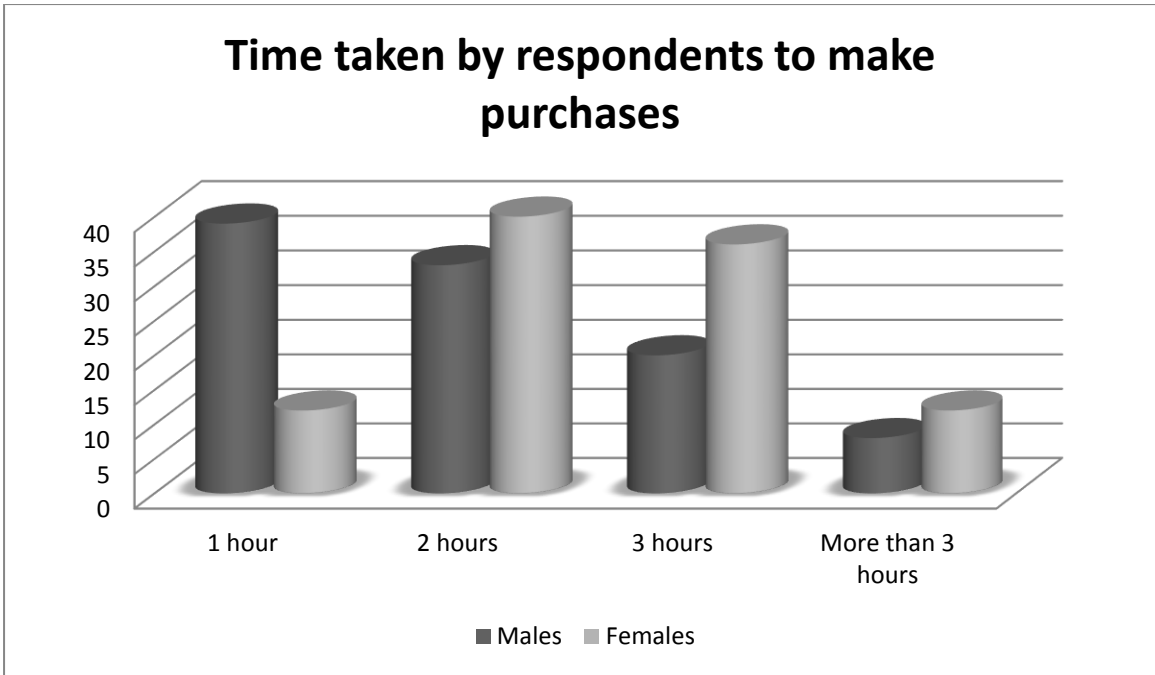
**Fig 4.9 Male preferences responses**

From the male preferences responses above 39% strongly agreed that prefer quality when evaluating suppliers, 37% consider reputation and 16% strongly agreed that their preferences are based on the shop environment. These results are in agreement with responses from employee questionnaires where Buddington Builders employees strongly agreed that male customers are much concerned about the quality dimensions of construction material and put less emphasis on the shop environment.

An analysis of the results in the above two figures indicate that both males and females consider price when evaluating products. 52% females and 55% males strongly agree that price of building material is an important consideration when making supplier evaluations. 38% of female respondents agreed that they value friendly sales people while 16% of the male respondents agreed on that note. These results are in agreement with management interview responses. Managers indicated that females complain about sales people who are unfriendly thus this shows that they are concerned about the way sales people handle them.

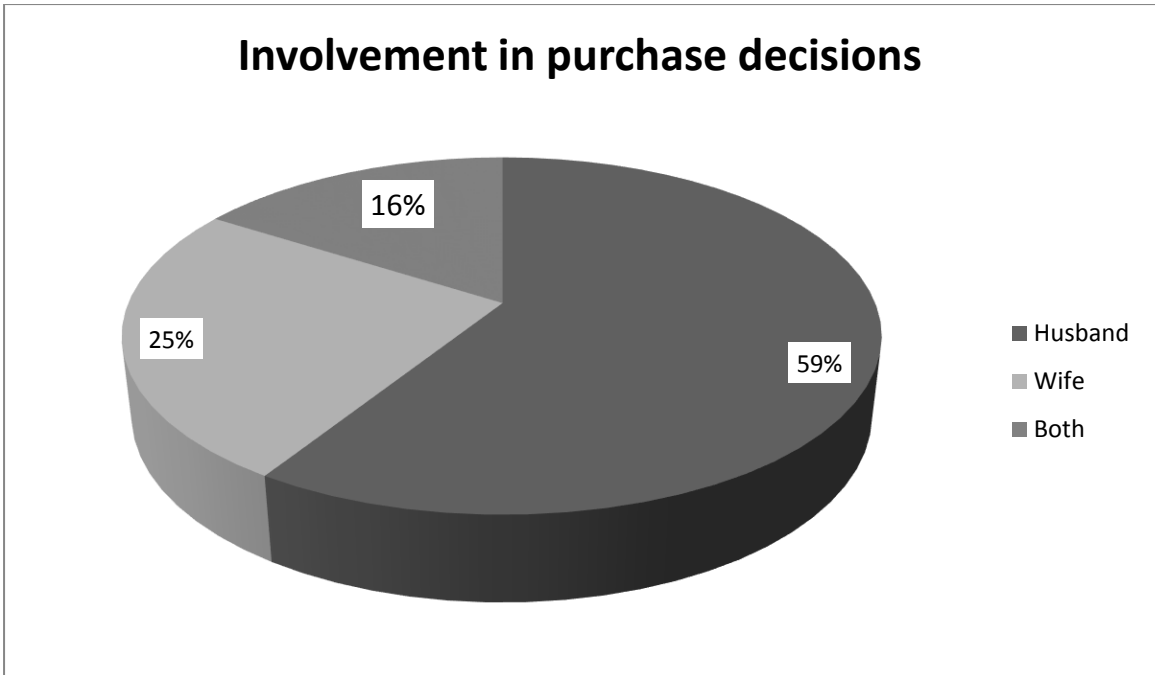
#### **4.5 Effect of gender involvement on purchase.**

In an investigation of how gender involvement influence purchase, the researcher analysed the time taken by male and female respondents to make a purchase and the parties involved in the purchase decision of building material. The following results were obtained



**Figure 4.10 Gender involvement responses**

The responses from males and females involvement in the purchase of construction material indicated that 39 % of males spend an hour shopping for construction material, while 60% of females spend 2 hours shopping thus proving that males' level of involvement is low. Only 8% of males spend more than 3 hours shopping. An analysis of employee questionnaires also supported the same aspect that females show higher levels of involvement than males and employees indicated that females tend to ask more questions pertaining to products and other services like loading and offloading. The findings are in line with Richarme (2005) found that females are more involved in the purchase than their male counterparts. The researcher proceeded to determining the involvement of male and females in purchase decisions.

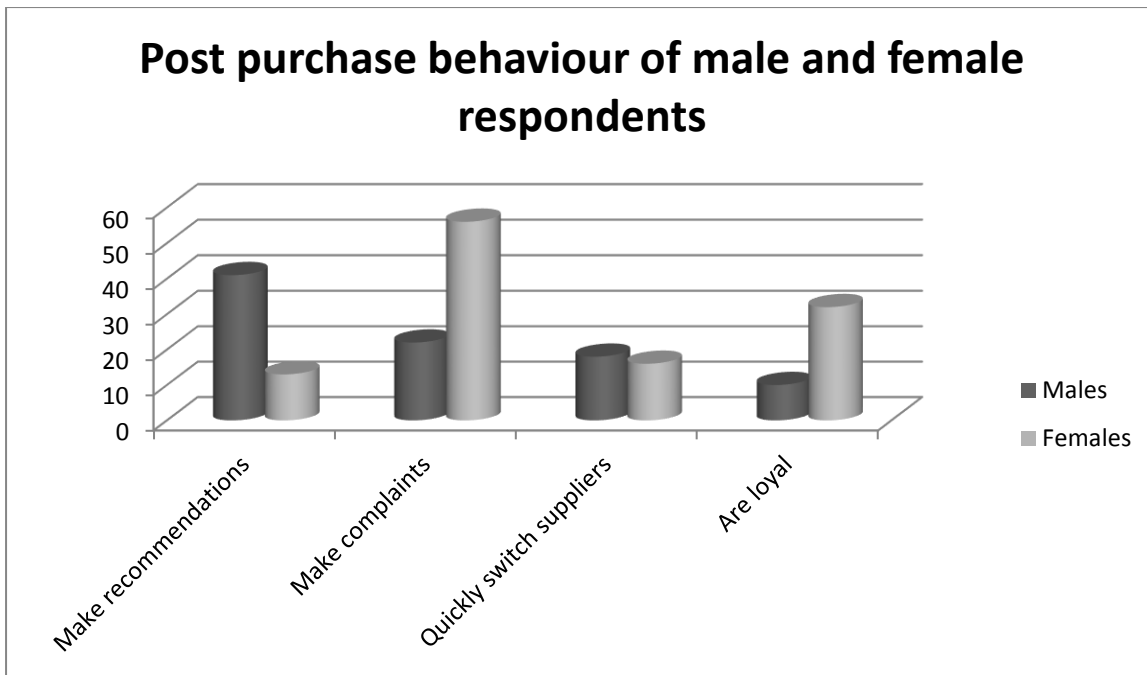


**Figure 4.11 Responses of level involvement in purchase**

As shown by the pie chart above 59% of the respondents indicated that, 59% husbands are involved in the purchase decision, 25% of the purchase decision are made by the wife while 16% are made by both partners. These results also concur with the management interviews in which managers agreed that the purchase decision can be made by both the male and female partners in most cases.

**4.6 Influence of social relationships on post purchase behaviour**

Finally the researcher made an analysis of the influence of social relationships on the post purchase behaviour of respondents and the data gathered showed that females value social relationships with the Company and friends, thus their behaviour after purchase is different from that of male customers. The responses are shown in the following diagram.



**Figure 4.12 Respondent post purchase behaviour**

The results indicate that 41% of male respondents make recommendations about building material while 13% of females can make recommendations. This is in line with employee and management results which indicate that most recommendations and referrals come from male customers since they have the technical knowhow of building material specifications. The responses show that 18% of male customers quickly switch suppliers if they are dissatisfied with a product and 16% of the female respondents switch suppliers. This is also supported by Khan and Khan (2008) in their research on designer apparel .They indicated that females tend to value social relationships than men and hence are less likely to switch suppliers even if they are dissatisfied by the product.

#### **4.7 Summary**

The chapter contains presentation of the findings on the investigation into how gender roles influence the decision making process for the purchase of construction material. The researcher found out that gender roles influence every stage of the decision making process of the purchase of construction material. The next chapter gives a summary and will provide conclusions of the study and recommendations to the company.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Summary

The research was carried out to investigate the impact of gender roles on the decision making process of construction material in the case of Buddington Builders. What probed the researcher to be interested in the topic was she realised an opportunity in the female segment for purchases of construction material. While gender roles in the society are changing, the researcher thought it necessary to re-examine gender roles in purchase decisions in particular to construction material, a traditionally male category.

During the researchers industrial attachment as a sales representative, she could encounter situations whereby the females at home would say “leave the flyer” and in some instances the females would actually ask for more information about construction material and show interest in the product and actually come to make the purchase. This probed the researcher to have zeal to study more about how purchase decisions of construction products are influenced by gender roles. The research was therefore done to unveil how the gender roles such as how attitudes affect information search, preferences impact evaluation and selection, involvement influence on purchase and how social relationships influence post purchase behaviour.

The researcher used exploratory and descriptive research designs to collect data for the study. Research instruments which were used include questionnaires ,interviews as well as observations .Questionnaires were given to customers and employees to indicate and describe how male and female customers are involved in the decision making process while interviews were done with management to explore their views on whether they perceive targeting females is a worthwhile strategy. Secondary data was also considered in the study such as Company reports and sales records. Literature from journals ,text books and internet sources were also consulted to see what other scholars were putting forward in relation to gender roles and the decision making process.

Out of the 122 questionnaires which the researcher distributed to individual customers, 76 questionnaires were responded to and collected and from the 19 questionnaires given to employees, 17 questionnaires were collected from Buddington Builders employees while two were not responded to. One on one interviews were conducted with management giving a response rate of 100%.

The research study indicated that;

- ❖ The decision making process for construction material at Buddington Builders is done jointly by both female and male partners in married families and in some cases where the females are divorced and widowed, they can make purchases and decide about construction material. As indicated by the results, of the respondents 25% indicated that purchase decisions are made by the females and 16% indicated that both the male and females participate in the decision.
- ❖ Male and female customers search for construction material information from different sources and in different ways due to gender attitudes. Males search information from newspapers while females search from social networks and friends
- ❖ Gender preferences affect evaluation and selection of construction material. Female customers evaluate suppliers of construction material on the basis of the Company environment and type of sales force while men prefer quality of products and reputation of the Company
- ❖ The level of involvement in purchases of construction material is different. Females take a lot of their time and are involved in the purchase of construction material while men do not take shopping as a task.
- ❖ Female customers value social relationships and can recommend friends and family members and tend to be loyal while men are not relationship oriented and easily switch supplies if they are not satisfied.

### **5.1.0 Conclusions**

The following conclusions can therefore be made from the objectives

#### **5.1.1 Influence of gender attitudes on information search for construction material**

The study concludes that information search is different for males and females. Males search for information from newspapers and women search for information about construction



material in social network sites and from friends and family .59% of male respondents indicated that they searched for construction material from newspapers while female respondents indicated that they search for information in newspapers.10% of male respondents and 40% of female respondents indicated that they search for information on social network sites respectively

### **5.1.2 Impact of preferences on evaluation and selection**

- Gender preferences affect evaluation and selection of construction material supplies. As indicated by the response rate of 38% on retail environment, female customers prefer friendly sales staff and are attracted by a pleasant retail environment; hence they value that when making evaluations of construction material suppliers Men showed a response of 16% on strongly agreeing that they value the retail environment.
- Men are much concerned by quality of the products and take quality of products into consideration when making construction material evaluations. Men showed a response of 39% while women showed 22% on quality considerations.

### **5.1.3 Effect of gender involvement on purchase**

The researcher can conclude that gender involvement affect purchase of construction material. Females spend more time doing the shopping activity for construction material As indicated by the study 39% of males spend an hour shopping while 6% spend three hours shopping. Of females only 12% spend an hour shopping for construction material while 35% spend three hours shopping. These results show that generally females take long to do the shopping and males spend less time, thus indicating higher involvement levels for females and low involvement for males in construction material purchases

### **5.1.4 Influence of social relationships on post purchase behaviour**

Social relationships influence post purchase behaviours of males and females. Females value social relationships while men are not worried about maintaining relationships with suppliers. After the purchase, females are most likely to recommend others .However according to the results 41% of males indicated that they make recommendations of products to others.18% of male customers switch supplies while 16% of females switch suppliers.

## 5.2 Recommendations

Considering that the roles of women in the society is changing as more women are receiving education in colleges and universities and gaining financial power and participate in decision making of construction material. The researcher therefore recommends that:

- Buddington Builders may consider effectively targeting the female segment as the study shows that females participate and influence decisions of construction material. As indicated by previous studies, such as Penz and Kirchler (2012) education and income levels can influence gender roles in the decision making hence due to education, women can now make such purchases.
- The researcher also recommends that Buddington Builders to design promotional messages in newspapers that can appeal to males and create social network sites such as Facebook for females since females search for construction material information from social networks and friends. As postulated by Ruddell and College (1995) and Sam et al (2010) males search for information from newspapers while females consider social network sites thus targeting customers in such media would ensure that the right audience is reached.
- The researcher recommends Buddington Builders to constantly maintain and upgrade its retail atmosphere to improve the physical evidence of the Company. Females consider the retail environment when evaluating suppliers hence turning the intimidating atmosphere of the workshops into female friendly outlets can go a long way in attracting female customers. According to Kusa et.al (2012) females value petty aesthetical elements in stores such as decoration and entertainment.
- The Company could also consider recruiting more female sales staff and effectively train the sales force on how to handle objections and provide adequate information to the customers and potential female customers. The level of involvement in purchase decisions for construction material is high in females and they ask for much detailed information about product.
- Buddington Builders can also create and nurture relationships through making visits and providing support to its female customers and create goodwill with customers so as to get approval and recommendations through word of mouth. Most female customers value social relationships and obtain information about construction products from friend and family members. Kotler (2009) posits that women place high importance on social relationships, friendships and connections thus maintaining relationships with them would go a long way to improve their satisfaction levels.

### **5.3 Further study**

Finally the researcher suggest that further studies be done to determine the impact of gender roles in the decision making process in other areas of the country such as rural areas and other capital cities of Zimbabwe and other countries to determine if the results will still be valid for such areas. A research can also be conducted to determine the impact of gender roles in decision making of services such as tourism and financial services sectors.

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**APPENDIX A: Krejcie and Morgan model of sample size determination**

POPULATION SIZE	REQUIRED SAMPLE SIZE							
	CONFIDENCE=95% MARGIN OF ERROR				CONFIDENCE= 99% MARGIN OF ERROR			
	5,0%	3.50%	2.50%	1,0%	5,0%	3.50%	2.50%	1,0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	146	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1,067	427	636	827	1,119
1,500	306	515	759	1,297	460	712	959	1,376
2,000	322	563	869	1,655	498	808	1,141	1,785
2,500	333	597	952	1,984	524	879	1,288	2,173

**APPENDIXB**

**QUESTIONNAIRE FOR BUDDINGTON BUILDERS CUSTOMERS**

I am R113522Y, a student at Midlands State University, currently studying a Bachelor of Commerce Degree in Marketing Management. As a requirement for the completion of my course, I am carrying out a research project entitled: *An investigation into how gender roles influence decision making process of the construction industry*. I therefore kindly ask you to complete this questionnaire. All information you will provide is guaranteed to remain confidential and will be used for academic purpose only by the researcher.

**Section A .Demographic information**

Please answer all questions by ticking the appropriate box

Gender:        M             1            F             2

2. Indicate your age range

20-25	1	25-30	2	30-35	3	35and above	4
-------	---	-------	---	-------	---	-------------	---

3. Marital status:

Single never married	<input type="checkbox"/> 1	Divorced	<input type="checkbox"/> 2
Separated	<input type="checkbox"/> 3	Widowed	<input type="checkbox"/> 4
Living w/ partner	<input type="checkbox"/> 5	Prefer not to answer	<input type="checkbox"/> 6

4. Level of education

Certificate	<input type="checkbox"/> 1	Degree	<input type="checkbox"/> 2
Diploma	<input type="checkbox"/> 3		
Other (specify).....			

5. Indicate by ticking the products that you purchase at Buddington Builders?

Bricks	
Window frames	
Quarry stone	
Door frames	

**Section B. How gender attitudes influence information search**

6. What are your sources of information for building material purchases?

Friends and relatives  Sales people  social network sites   
 Magazines and newspapers

7. Rate the following media which you prefer to find information from and on how effective they appeal to you. 1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly agree

Assertion	1	2	3	4	5
I search for construction material from trade Journals					
I search for construction material from Magazines					
I rely on information about construction material from Television adverts					
I get reliable information on building material from sales representative visits					
I search for building material from social network sites					
I get information about building material from friends and relatives					
I search for construction material from newspapers.					

**Section C. Impact of preferences on evaluation and selection**

8. How long do you take to evaluate building material and suppliers before making a purchase?

One month  two months  more than two months

9. Use the ratings below to indicate the factors that you consider most when evaluating and selecting construction material.

Strongly agree-5, Agree-4, Neutral-3, Disagree-2, Strongly disagree-1

Statements	5	4	3	2	1
I consider price when evaluating building material suppliers					
I consider friendly sales people when selecting building material supplier					
I consider quality of products when evaluating building material suppliers					
I consider pleasant shop environment such as music and light when selecting suppliers for building material					
I consider the brand name and reputation of the building material supplier					

**Section D. How gender involvement affects purchase**

10. Who makes the final decision when purchasing building material?

Husband  Wife  Both

11. Who decides about where to purchase the construction material?

Husband  Wife  Both

12. Who shops around for construction material?

Husband  Wife  Both

13. How long do you take shopping around for construction material?

1 hour  2 hours  3hours  more than 3 hours

14. Do you often listen to your spouse's opinion before buying building material?

Yes  No  Sometimes

15. I want to feel important and valued by sales representatives when I am making a purchase.

Yes  No  Sometimes  Always

**Section E. How differences in social relationships influence post purchase behaviour**

Use the ratings below to indicate the factors that you consider most when evaluating and selecting construction material.

Strongly agree-5, Agree-4, Neutral-3, Disagree-2, Strongly disagree-1

Statements	5	4	3	2	1
When I am not satisfied with the construction material I tell others about the bad experience					
When I am satisfied with the products I recommend others to buy the product					
I am loyal and do not switch suppliers even when I am dissatisfied					
I experience a feeling of doubt and remorse after making a purchase					

17. Specify what you do when you are not satisfied by the product that you have bought.....  
 .....  
 .....

18. Do you think roles that women play in purchase decisions in the society are changing?

Give reasons why you think so.

.....  
.....

Thank you for your support and cooperation in completing the questionnaire





## APPENDIX C

### INTERVIEW GUIDE FOR MANAGEMENT

#### Introduction

The interviewer introduces herself and explains the motive of the interview.

#### Management Background

1. Can you please tell me a bit about yourself?
2. How long have you been working for the Company and what is the current situation?

#### Questions

1. What types of products does Buddington Builders offer to the market?
2. What percentage of the total customers are women purchases made by women?
3. In your view, do you think male and female customers require separate marketing strategies?
4. Does the Company have separate communication strategies targeted to the female group, for instance in female magazines? If so in what ways do the messages differ?
5. Do you notice differences in the behaviour of male and female customers when they report customer complaints or when dissatisfied by a product?
6. From which gender do you get most of enquiries and referrals from?
7. Do you recognise the importance of good physical environment ,music ,lighting etc at your Company premises
8. Does incorporating feminine colours in your flyers and adverts appeal better to the female group?
9. Do you think designing separate advertising messages for men and women is a worthwhile move for the organisation?



**Section B. How gender attitudes influence information search**

Use the following ratings to indicate the media which female customers prefer to search for information. 1-Strongly disagree,2-Disagree,3-Neutral,4-Agree,5-Strongly agree

<b>Medium</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Females search for information from Journals					
Female customers search for construction information from magazines					
Female customers rely on information about building material from television adverts					
Male customers get information about construction products from personal selling visits					
Male customers rely on information about construction material on social network sites					
Male customers search for construction material adverts in newspapers					
Male customers get information about building material from friends					

6. Do male and female customers display the same attitudes when evaluating construction material?

Yes  1                      No  2                      not sure  3

7. Do you think women participate in and influence the decision making process of construction material? Give reasons

.....  
 .....

**Section C. Impact of preferences on evaluation and selection**

8. Use the ratings below to indicate the factors that customers consider most when evaluating and selecting construction material.

Strongly agree-5, Agree-4, Neutral-3, Disagree-2, Strongly disagree-1

Assertion	5	4	3	2	1
Men consider price mostly when evaluating the suppliers					
Women want friendly sales people when selecting the supplier					
Women consider quality of products when evaluating suppliers					
Men are much worried about availability of stock when they evaluate suppliers					
Females complain about pleasant shop environment such as music and light					
Male customers ask about the image and reputation of the Company when evaluating					

#### Section D. How gender involvement affects purchase

9. How long do your customers take browsing and researching choices before actually making the purchase for construction material?

1 hour     2 hours     3hours     more than 3 hours

10. Do customers consider their spouse's opinion before buying building material?

Yes     No     Sometimes

11. Female customers want to feel important and valued by sales representatives when making a purchase.

Yes     No     Sometimes     Always

Statements	5	4	3	2	1
Female customers show high levels of motivation and interest when purchasing building material					
Male customers do not take shopping as a serious task and they devote less effort					
Women want to know more about the product and after sales services before making the purchase					



**APPENDIX E:**

**PERMISSION LETTER**

Midlands State University  
The Department of Marketing  
Private Bag 9055  
Gweru

24 March 2015

The Manager  
Buddington Builders (Pvt) Ltd  
P.O Box 2804 Edison street .L.I.S  
Kwekwe

Dear Sir/Madam

**RE: Permission to Carry a Study Research at Buddington Builders Private Limited**

I am a female student at Midlands State University, currently studying a Bachelor of Commerce Degree in Marketing Management. As a requirement for the completion of my course, I am carrying out a research project entitled: *An investigation into how gender roles influence decision making process in the construction industry.*

I do hereby kindly request your permission and assistance to carry out a research study using Buddington Builders as a case study. All information is guaranteed to remain confidential and will be used for academic purpose only by the researcher.

Your cooperation will be greatly appreciated.

Regards  
(R113522Y)