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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE SHIFTING ROLE OF WOMEN IN PURCHASING POWER EVOLUTION:EVIDENCE FROM TURKISH RETAIL

THESIS

Amenah Mohammed Mwaheb Albasha

Department of Business

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Thesis Advisor: Assist. Dr. Mustafa ÖZYEŞIL

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DECLARATION

I hereby declare with respect that the study “The Shıftıng Role Of Women İn Purchasıng Power Evolutıon:Evıdence From Turkısh Retaıl”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (30.07.2020)

Amenah Albasha

FOREWORD

To my first teacher, you are the source of all, my lovely mother.
To my first academic teacher, my Great Father.
To my strength source, who believed in me before I believed in myself, my kind husband.
To my four children who supported me even when I had to stay hundreds of kilometers away from them to chase my dream.
To my friends, you were my support system along my way.
To my supervisor, you were supportive and helpful in all the research steps. Thank you for facilitating all the difficulties of the search.
To my mentor, Dr. Muhammad Ayesh, who guided me in the knowledge and life path.

October, 2020 **Amenah Albasha**

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ABBREVIATIONS

CS	: Consumer Satisfaction
GD	: Gender Differences
GG	: Gender Gap
GGG	: Global Gender Gap
MM	: Marketing Mix
P-value	: Probability Value
PD	: Purchasing Decisions
PP	: Purchasing Process
SPSS	: Statistical Package for the Social Sciences

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THE SHIFTING ROLE OF WOMEN IN PURCHASING POWER EVOLUTION:EVIDENCE FROM TURKISH RETAIL

ABSTRACT

Women empowerment became a significant part of all modern societies; the global gender gap has become one of the most critical issue worldwide. The more developed the country is, the narrower the gap becomes. Thus, minimizing the gender gap will lead to women empowerment and will affect many aspects. One of the essential aspects is women purchasing power which this research is discussing from a marketing point of view, that is focused on the number of goods a consumer can buy.

Nevertheless, many marketing global reports focus on women purchasing power, some of those reports and research studies are regionally specific, and few types of research engaged in studying Middle Eastern women in general and Turkish women in specific. In the marketing domain, determining the exact consumer will lead to an effective marketing strategy. This research aims to determine the Turkish women's role in the retail market by studying their primary buying behaviors as who is shopping frequently to other family members, then studying their influence on their partners ’decision. Moreover, learning about the influence of Marketing Mix which determines the satisfaction of the Turkish consumer. sati. In this descriptive research, women purchasing role in Turkish families were discovered by distributing a questionnaire to 345 Turkish individuals (male and female). The research found that Turkish women are the leading decision-makers and the main purchasing power behind many recurring goods. Furthermore, the research found that Turkish consumers prefer buying from shops and stores directly except for clothes where Turkish women prefer the online shopping. In addition, the research found that the variety of products and the efficient promotions are among the most critical aspects of Turkish consumers ’marketing mix.

Keywords: *Purchasing Power, Women, Empowerment, Consumers, Role, Consumer Satisfaction, Marketing Mix.*

SATIN ALMA GÜCÜNÜN GELİŞİMİNDE KADINLARIN DEĞİŞEN ROLÜ

ÖZET

Küresel cinsiyet farkı dünyadaki en kritik konuların başında geldiğinden, toplumda kadınların sosyo ekonomik anlamda güçlendirilmesi tüm modern toplumların önemli bir sorunsalı haline gelmiş durumdadır. Ülkelerin kalkınmışlık düzeyi ne kadar yüksek ise, kadın v erkek arasındaki firkin o kadar düşük olması beklenmektedir. Cinsiyet ayrımcılığının en az düzeye indirilmesi kadınların toplum içerisinde görece olarak güçlenmesine yol açacaktır. Kadınların göreceli konumunu etkileyen temel hususlardan biri kadınların satın alma gücüdür. Bu çalışma, kadınların satın alma gücünü, tüketicinin satın alabileceği mal sayısına odaklanan bir pazarlama bakış açısıyla tartışmaktadır.

Bununla birlikte, günümüzde birçok küresel pazarlama raporları kadınların satın alma gücüne odaklanmaktadır. Bu raporların ve araştırma çalışmalarının bazıları bölgeye özgüdür ve genel olarak Orta Doğu kadınlarını ve belirli Türk kadınlarını incelemektedir. Raporlardaki bu yaklaşım, pazarlama alanında, kesin müşteri segmentini belirlemek etkili bir pazarlama stratejisine yol açacaktır. Bu araştırma, sık sık alışveriş yapan ve genellikle ailesinden bir başkası için alışveriş yapan kadınların birincil satın alma davranışlarını inceleyerek Türk kadınlarının perakende pazarındaki rolünü belirlemeyi amaçlamaktadır. Çalışmada ayrıca satın alma sürecinde kadınların eşleri üzerindeki etkilerini ve pazarlama karmasındaki Türk müşteri memnuniyeti üzerindeki ana etkileri belirlemeye çalışılmaktadır. Çalışmada yapılacak analiz için, 345 Türk bireyinden (erkek ve kadın) oluşan bir örneklem seçilmiş ve oluşturulan soru setleriyle anket uygulaması yapılmıştır. Araştırma, Türk kadınlarının satın alma sürecinde önde gelen karar alıcılar olduğunu ve sürekli tekrar eden birçok malın alışverişinde satın alma gücünü temsil ettiğini ortaya koymuştur. Ayrıca araştırmada, Türk tüketicilerinin kıyafet satın alırken Türk kadınları dışında doğrudan mağazalardan satın almayı tercih ettikleri tespit edilmiştir. Araştırma aynı zamanda çeşitli ürünlerin ve etkili ürün tanıtımın Türk müşterilerinin pazarlama karmasının en kritik yönü olduğunu ortaya koymuştur.

Anahtar Kelimeler: *Satın Alma Gücü, Kadın, Güçlendirme, Tüketiciler, Rol, Tüketici Memnuniyeti, Pazarlama Karması.*

1. INTRODUCTION

1.1 Research Background

Societies are made of women and men equally, who are biologically distinct. As a result, their social roles and participation are largely determined by their biological differences. However, with the modern development and globalization, the roles of females and males became determined not only by traditional society norms, but also by the recent changes in modern lifestyle. (Gallagher & Devine, 2019; Triandis, 1993) As a result of these changes and as the world evolves around us, we can notice a growth in women's role that is becoming more significant and part of this development. (UN-Women, 2019) The world is becoming increasingly aware of the importance of these roles and bridging the gap between women and men to give women their full opportunity to take their original part, which is reflected in further development.

Nevertheless, the issue of women's advancement has been a concern for many years. Women's increasing power as a major international consumer is becoming a reality. Women, one can say, have become a dominant buying power in the market. Purchasing power (PP) is defined as the number of goods that a consumer can buy with units of currency (Ramsay,1994). Women Power derived from many sources to be mentioned and its role in leading and managing business sites where she places her own purchasing experience into the business by expressing her needs and the way she feels as a female consumer (Duflo, 2012). Women are on strike with or without their will as the family's chief decision-maker. Women are the most influential customers in the world, buying or influencing 85% of everything that firms sell, do, or offer (Quinlan, Jen Drexler, & Tracy Chapman, 2010).

Women earn $1 trillion annually, and their incomes have risen by a whopping 63% after inflation over the past decades (Lisa Johnson, 2004). This increase in there making power is not the result of one major event, but a series of significant changes in the workplace and women's family and personal life.

Women account for 80% of all consumers who buy goods. The Women's Business Research Centre points out that businesswomen (women entrepreneurs) are the primary decision-makers in households, with 95% of purchasing decisions. Women now bring more family income in most American homes. In the US, statistics survey data indicates that 48% of working wives provide at least half of the household's income (Lisa Johnson, 2004). Today, these companies make up a vast majority of customers for most companies. Focusing on their preferences is enormous, but have a significant impact on companies' sales. (Lisa Johnson, 2004).

Women's role has serious effects both directly and indirectly, in her decisions and her family. In the last decade, women have gained more empowerment than in the past, which is reflected in their role and their impact, the more empowered, the more influential they are and the more important decisions they can make and take.

Understanding this expansion of women's influence will lead us to examine the impact of this expansion and its implications. The economic impact is one of the most significant aspects to be studied, by reading many books and articles on modern market trends. Many discussed the considerable change in women's role and its impact on market movement, and the subsequent calls and studies to change marketing policy to meet women's needs (Wang, 2014).

Market research has always been a cross-cutting and specific subject, yet knowing real engines is a must-do matter. The more understanding these engines become, the more effective the plans and strategies that satisfy customers and profit traders are identified. Based on Kotler, the women market is an enormous and distinct since the inherited differences between men and women have been a subject of both psychology and marketing science. (Philip Kotler et al.,2016). Although there are many books written around the world to discuss the importance of marketing to women as PP, little research has shed particular light on Middle Eastern or Turkish women. This research aims to explore the extent of this phenomenon in Turkish society, and attempts to outline the type of goods in which Turkish women make purchase decisions about, and then explore some aspects that will affect the marketing of Turkish women in particular. This research attempts to understand this engine, develop

interaction with it, and improve marketing plans with a greater understanding of current and future consumers.

1.2 Problem Statement

Marketing is a continually changing and challenging field. It is well-known for any marketing researcher or expert how this area is vastly and continuously updated. What works today may not work tomorrow. The ever-evolving marketing field is continually challenging, and one of the most critical challenges marketers face is to create effective communication with the consumer by creating a comfortable and understandable communication language (Temperley & Tangen, 2006).

Identifying and recognizing the consumer's characteristics will help both marketers and consumers reach a mutually beneficial place where consumers can access the right commodity and obtain the quality of service that meets their needs while marketers reach their targets. The most challenging obstacle to successful customer communication is the lack of knowledge of their gender, preferred shopping channels, and needs. Although there is much research on consumer characteristics, each culture and nation have their characteristics, and the marketers must know it all. As mentioned earlier, gender-specific consumer identification in this community will lead us to more effective marketing and more profound response to the consumer's needs. There has been little research on this aspect and which seeks to identify the buyers' gender and their needs for some of the most consumed goods and discover where the Turkish consumer's purchasing power lies in these goods (Park, 2019).

1.3 Purpose of Research

This study's main objective is to track the evolution of women's PP in Turkey, and seek essential needs and the extent to which the Turkish market meets them.

This study will address the following specific objectives:

- Identification of home purchasing decision-makers.
- The type of goods women makes most purchase decisions about.

- The type of assets that men make more purchase decisions about.
- Identification of preferred channels of purchase for females and males, either window or online shopping.
- Identification of the most critical needs of females and males to reach a satisfactory shopping process.

1.4 Research Questions

This descriptive research is built on several questions to discover women PP and how they influence the Turkish markets

- To what extend women make purchasing decisions in the Turkish family?
- To what extend Turkish women influence their partner's purchasing decisions?
- For which type of goods women make purchasing decisions?
- Which is the preferred shopping channel for both females and males?
- To what extend Turkish consumers are satisfied during purchasing operations?

1.5 Significance of Research

Identifying women's role and impact as PP is strongly essential to determine the trends that marketing discourse should address. Identifying the customer's gender, interest, and needs will provide marketing professionals with crucial insights that help them build more reliable, more effective marketing strategies. Besides, it gives market suppliers information about the type and nature of the preferred goods to take care of the needs of the retail market's sufficient purchasing power.

1.6 Organization of the Paper

The structure of this research has been divided into several main chapters order as follows:

Chapter one: The first chapter proposes an overview introduction to the research subject, defining the problem, the purpose of research, and the research questions.

Chapter two: The second chapter reviews the discussion that has been done on previous literature and studies connected to women's role in purchasing power by discussing the purchasing decision process and gender differences, the situation of women around the world, and in Turkey and finally a glance of consumer satisfaction.

Chapter three: The third chapter focuses on the interpretation of methodologies used in this research and explains the design of the research, methods of data collection, sample research, survey construction, and methodology for data analysis

Chapter four: The fourth chapter reviews the statistical analysis of the data collected and presents the results of data analysis.

Chapter five: The fifth chapter discusses the results of the analysis and concludes the research by mentioning some recommendations and tips for future research

2. LITERATURE REVIEW

In this literature review, the most critical factors affect purchasing decisions generally, and particularly women's purchasing decisions are reviewed. In the beginning, consumer purchasing decision behavior is explained. Then, buying decisions based on gender is discussed, and some information is presented to explain women's global status and some of the empowering images they have reached. This literature review will then highlight the Turkish women's situation and the level of empowerment they achieved in their country. Finally, the concept of marketing, marketing mix elements, and consumer satisfaction has been reviewed to achieve a successful marketing and sales process that meets the customer's needs.

2.1 Consumer purchasing decisions behavior

There are many traditional models developed to explain consumer behavior and purchasing decisions (PD). The first was the economic model of Marshal, which sees that consumer PD are subject to rational industrial accounts. The second was Freud's psychological model, which sees consumer PD as tracking the individual's needs. This model aims at tracking the individual's needs expressed at different levels of feeling and being (Sri Wiludjeng et al., 2020). The third is the social model of Veblen, which states that consumers PD are influenced by society, civilization, and social class to which they belong. The fourth is Pavlov educational model, which considers procurement decisions generated through learning that results.

Comprehensive models build that consumer PD are influenced by many of the socio-psychological and economic factors that are the basis for their behavior and decision-making, the most famous models are, (Howard & Sheth 1969; Nicosia 1966; A.Engel et al. 1968). After reviewing several models, the model adopted by Dr. (Srinivasulu,2010) in the research of its comprehensiveness and clarity.

2.1.1 The purchasing process

Normal behaviour reaction takes place in buying conditions where the buyer is probably going through in a usual manner. The things that go under this classification tend to be little in risk, low in price or inexpensive, and they regularly buy stuff like house-related items, food & things. In this condition, the real recognition of necessity may not happen directly; there may be little or no data search, and the buyer may rely strongly on brand fidelity (Parsad et al., 2017). Over time, the constant buying could turn into a habit, with small or no re-assessment of the choice or decision made. Buyers take part in the limited selection making when they purchase items from time to time and when they require to acquire knowledge about an unknown brand in well-known product classification. This style of choice-making needs a small amount of time for data collecting and consideration. Usual examples contain holidays, furniture, and electrical items. Big choice-making comes into need when buying demands are unknown, high priced, or not usually bought things like houses, apartments, or cameras. Important choices typically start with a reason that is urgent to the buyer's self-concern, and the final choice is recognized to stand an excessive level of threat (Xueming Luo et al., 2019; Brassington & Pettitt, 2005; Loudon & Della Bitta, 1993; Solomon, 1993; Wilkie, 1994).

A big part of consumer behaviour is the choice procedure used in doing the buying processes. This choice-making procedure, up to Engel et al. (1993), contains five levels:

- Challenge Realization
- knowledge Seeking
- Evaluation of Substitutes
- Purchase
- Post-buying assessment.

2.1.1.1 Challenge realization

Challenge realization shows the starting point of a consumer's purchase decision-making action. In this level, the buyer becomes aware of a desire or need and gets moved to undo the challenge that she/he or they have just

realized. Once a problem has been realized, the balance of the consumer purchase decision-making action is ready to precisely understand how this buyer is going about fulfilling her/his current desire (Li & Stacks, 2016; Wilkie, 1994). Theoretically, challenge realization happens where the buyer clarifies a difference between her/his real situation and the wished-for situation (Xueming Luo et al., 2019) . Nevertheless, the appearance of necessity realization does not spontaneously generate a reaction or an action because this will rely on two things. First, the realized necessity has to be of proper significance. Second, buyers must believe that a fulfilment of the obligation comes with this purchase. If the necessity fulfilment is not within the buyer's financial ability, then the PP is unlikely to happen (Wang, 2014; Engel et al., 1993; Ennew, 1993).

The desire for acknowledgment can be aroused through external and internal motives. In the prior situation, one of the buyer's survival urges, thirst, hunger, and sex get to "standby" degree and turns into an impulsive urge. In the second situation, a need is triggered by an external motive like media, social media, and advertising. Besides that, a change in one's real or desired condition is likely to bring new desires and needs (Wang, 2014; Kotler & Keller, 1997; Wilkie, 1994; Ennew, 1993). For instance, the birth of a baby may bring an urge for baby-care products that were not there previously.

2.1.1.2 Knowledge seeking

After realizing an urge, the buyer may engage in a search on how to fulfil a need. Knowledge seeking, the second stage of the decision-making process, can be explained as the influential triggering of information stored in memory or the environment (Li & Stacks, 2016; Engel et al., 1993). As this explanation states, knowledge-seeking can be internal and external.

2.1.1.3 Evaluation of substitutes

As the buyers are engaged in search activity, she/he is also actively involved in knowledge evaluation. At this level of the choice-making procedure, the buyer evaluates substitutes to make a choice. Four tasks are involved: The buyer should

- Consider evaluative criteria to use for judging alternatives.
- Choose which substitutes to regard and which to disregard.

- Evaluate the performance of regarded substitutes.
- Choose and act on a decision rule to make the last and final choice (Kumar, 2013; Engel et al., 1993).

When considering the items in the stimulus kit, buyers may use different evaluative criteria to choose. These criteria are the characteristics or features that the buyer desires (or does not desire). Evaluative criteria will typically differ in their urgency or salience. For example, the price may be a controlling dimension in some choices and yet somewhat not of any importance in others. The salience of evaluative criteria relies on a host of an item, situational and individual factors (Lefebvre, 2017; Loudon & Della Bitta, 1993; P. Kotler et al., 1996; Engel et al., 1993).

Buyers should also consider the group of substitutes from which they will choose (that is, die evoked set). In some circumstances, the stimulus set will rely on the buyer's ability to remember substitutes from her memory. In other times, replacements will be considered if they are realized at the point of buying. If buyers lack proper information about choice substitutes, they should turn to the environment to establish their stimulus set (Xueming Luo et al., 2019; Engel et al. 1993). Furthermore, a buyer may also depend on her/his current information to judge the presentation and performance of choice substitution and necessary assessment measures. Alternatively, else, an external search will be needed to create these understandings. In understanding how well a substitute performs, ranges for acceptable values 'cut-offs' that a buyer imposes for evaluative criteria will powerfully decide whether a given alternative is perceived as suitable and adequate.

Besides, understanding choice substitutes can rely on the appearance of exact cues or signals. Such is when the price is used to infer item or product quality (Kumar, 2013; Engel et al., 1993).

Eventually, the process and techniques used for making the last and final selection from the choice of substitutes are called decision rules. These rules may be kept in memory and retrieved when needed.

2.1.1.4 Purchase

The result of the substitutes evaluation stage is a will to buy (or not to buy). The fourth-order in the choice making procedure consists of buying the considered item. In general, this will be the product that has the most convincing performance concerning the judging and evaluative standard (Lefebvre, 2017; Assael, 1992; Ennew, 1993). As long as the buyer's conditions or the conditions in the marketplace stays stable and fixed, the choice to buy will lead to a real buying (P.Kotler et al. 1996; Ennew, 1993).

Nevertheless, to fulfil a buying purpose, the buyer can make up to five buying replaceable choices or influential actions - brand choices, agent/seller choices, timing choices, quantity choices, and payment-technique choices (Li & Stacks, 2016; Kotler, 1997; Assael, 1992). o reduce the amount of trouble she/ he is experiencing. That is why a buyer would try to give back the item/ product or look for positive information about it to correct or explain the choice positively. According to this, an outstanding and exciting job of marketing is to emphasize and convince die buyers that they just made a perfect choice(Foxall, 2012; Loudon & Della Bitta, 1993; Assael, 1992; Brassington & Pettitt, 1997; Foxall,2012; Dibb et al., 1997; Ennew, 1993).

Clear disapproval of this approach, on the other hand, would be that not only each buying will require a massive choice-making effort, but the level where the exact pattern and order accompany each of these actions may differ from one condition to another. Choices vary because some of them are simpler and more practical than other, more challenging decisions. Buyer choices could be rated into three wide ranges of natural behaviour reactions, limited choice making. Furthermore, a vast selection of making. (Park, 2019; Howard, 1977; Brassington &Pettitt, 1997; Loudon & Della Bitta, 1993; Solomon, 1993; Wilkie, 1994).

2.1.2 The Effects on Purchasing Decision Processes

Many factors affect the purchasing operation. The effects can be divided into two primary sections: personal effects and surrounding effects.

2.1.2.1 Personal factors

The process in which the buyer affects the purchase decision-making process is primary to an interpretation of buyer behavior. Following Kotler (1997), these effects can be widely classified into psychological and personal points.

The psychological part of working inside individuals dictates people's genera manner and therefore affects their style as buyers. The significant effects on a buyer's way are character and self-concern, stimulation, studying, mental interpretation, and the impact of thoughts and feelings. Character and self-concern provide the buyer with a significant theme. They give a form to the individual so that a consonant design of behavior can be developed and improved (Lefebvre, 2017; P. Kotler et al., 1996; Brassington &Pettitt 1997; Kotler, 1997; S. Dibb et al., 1997).

Most of individual doings and habits are learned. Therefore, what buyers learn, how they learn, and what elements control the retaining of learned information in memory are all subjects of substantial importance for comprehending and understanding buyers. Buyers obtain and recall aspects, names, and items, but they also slant levels for judging details, where to buy, challenges overcoming abilities and behavior style, and tastes. Such learned information, stored in memory, amazingly affects how a buyer behaves to each circumstance that she/he confronts (Lefebvre, 2017; Engel et al., 1993; Wilkie, 1994).

Reasons are internal elements that power up behavior and give guidance to immediate die turn on manner. They will affect what needs consumers regards as essential, and thus, the preference they must be safe. For example, Maslow's theory of motivation proposes that needs are categorized in a ladder, from the most urgent to the least compelling. Depending on this theory, a buyer will look for satisfying her/his lower needs (example, bodily or physiological needs) before progressing to higher needs such as status or self-esteem (Wang, 2014; Feldman, 1989).

As indicated earlier, there is another category of individual factors affecting consumer purchase decision-making, personal elements. These own elements contain studies of population and environment. A buyer's earnings, for example,

decide (choose) her/his spending power and therefore affect whether if her/him can fulfill a specific need.

Situational elements are the external circumstances or conditions that exist when a buyer is making a purchase decision (choice). For example, the amount of time a buyer has available for decision-making (choice-making) is a situational element that powerfully affects consumer decisions. Therefore, a buyer may quickly decide to buy a readily available brand if there is little time available for purchase and choosing items (Wang, 2014; S.Dibb et al., 1997; Kotler, 1997).

Thoughts and feelings direct a buyer's intention toward objects, events, people, and her/his actions. In the exact sense of the word, thoughts and feelings powerfully affect how buyers will behave and react to items and services, and how well they will respond to communications that marketers develop to convince them to buy their stuff (Kotler, 1997; Wang, 2014; S. Dibb et al., 1997).

The point of view means the action of choosing, arranging, and understanding knowledge put-ins to interpret. Knowledge put-ins are the excitement experienced through the senses - taste, sight, smell, touch, and hearing. On the other hand, every buyer receives, arranges, and understands this sensory knowledge in her/his unique way. As a result, three perceptual actions may be recognized: critical awareness, critical keeping, or holding of memory, significant deformity. Selective attention refers to the selection of put-ins that individuals display to their consciousness. It is good to know that critical keeping or holding of memory is the process of recalling knowledge, put-ins that assist individual confident points and beliefs along with emotions and of disremembering those that do not (Prasad & Jha, 2014; S. Dibb et el., 1997; Kotler, 1997; Brassington & Pettitt, 1997). Critical deformity, however, is the altering process and adjusting of the now experienced knowledge.

2.1.2.2 General factors

Buyers are not lonely or solitary but are parts of a community and society, dealing with others and being affected by them. These social correlations contain lifestyle, reference groups, and public or communal class.

- Lifestyle

Lifestyle has the most prominent effects of all surroundings on consumer purchase decision-making behaviors.

It is "... the values, norms, and customs that an individual learns from society, and that leads to common patterns of behaviors within that society." (Assael,1992; Wang, 2014)

This explanation shows a lifestyle containing abstract and material elements. In consumer behavior conditions, the material culture commodity would provide items and services, advertisements, and supermarkets. Abstract elements would contain attitudes, values, and ideas (Lefebvre, 2017; J.Engel et al., 1993).

- Social Class

Inside every society, individuals do position others into lower or higher postures of courtesy. These positions lead to social levels or classes. A social class is a social level, usually shown by its members having a nearly similar socio-economic rank. Typically, occupation and earnings help to different social levels; however, some researchers emphasize other factors such as lifestyle, education, values, or prestige as better detailed rates or measures (O'Shaugnessy, 1995). Social classes show different brand and item preferences in different parts, including vehicles, clothing, and fun and games activities. Some items may even be thought of as status representation which help to relate a buyer with a particular social level or class (Kotler, 1997; Ennew, 1993).

- Reference Groups

Buyers are parts of big and various groups; they do not react as lonely or separated human beings. Frequently, a group is mentioned as "... a set of two or more individuals who are in reciprocal communication or associate with each other for some purpose." (O'Shaughnessy, 1995) Two well-known kinds of groups can be recognized: main and minor groups. Main groups include the family, work colleagues or friends and involve an individual in regular and direct contact with other members. However, small groups tend to be more formal and require less continuous communication, such as a political group (Lefebvre, 2017; Prasad & Jha, 2014; Chisnall, 1985). In consumer behavior studies, the groups of importance are reference groups and the family.

Reference group: A group turns into a reference or evaluating group when a person connects and identifies with it a lot that she/ he takes on many of the values, attitudes, or behavior of group members (Park, 2019; S.Dibb et al., 1997). Many individuals have many reference groups, like friends, families, colleagues, professional and religious organizations. However, the buyer may not enjoy joining a group since they are not what she/he is looking for (aspirational group). For example, a young junior manager might aspire to the middle management ranks. Nevertheless, a group might also be a damaging or harmful reference group for an individual (dissociative group). For example, a group whose values, ethics, standards, or behavior an individual tends to disapprove and refuses. Advertisers use evaluation groups' effects, to reach, Inspire, and affect the opinion leaders in the evaluation group of their chosen consumers. In general, the leader's point of view gives knowledge about a specific item that interests evaluation group members looking for information. The perspective of leaders in these groups is being viewed as useful information and a high valued recommendation about certain things and specific parts and areas. However, they do not have to be, nor are they acting to be the best or prime guidance on all aspects (Park, 2019; Prasad & Jha, 2014; S.Dibb et al., 1997; Kotler, 1997).

Furthermore, the level that decides how an evaluation group will affect a consumer purchase decision making does rely on the member receptivity to the group impact and how strong her/his participation and attachment to the group perspectives and point of view itself (S.Dibb et al., 1997; Kotler, 1997). Evaluation groups do and can help and assist as a reliable originator of data and knowledge and a standard point of contrast for every member of these groups as well as for brands sometimes. A consumer's purchasing decision making, and actions may differ to be more compatible with the reactions, activities, and beliefs of the group. Overall, the more noticeable an item is, the more Suitable it is that the brand decision will be more directed or inspired by the evaluation groups (Park, 2019; S.Dibb et al.,1997; Kotler, 1997). The interested member may look for data from her/his evaluation group regarding many elements, like where to get a specific item. Formalism and conservatism to group rules are inspired by communal and social conservatism and informational conservatism.

Social conservatism comes from the need for acceptance. It is exhibited by a human need to blend and belong with the community and other humans.

- Family

Members of the family play the most active role as the first evaluation group and as the most potent buying unit, so no wonder that families are the utmost goal for many services and items marketing. A family is a big or small number of people connected by marriage, blood, or adoption and live together as a household (Lawson, 1996). The blood family is the instant closest group of fathers, mothers, and children living under the same roof (ren). The bigger stretcher family is the close family, besides the rest of relatives, like grandparents, aunts and uncles, cousins, grandchildren, and parents-in-law. In a continually changing consciousness, a family may be represented as members of the essential social group who live under one roof and who communicate together in a fulfilling manner that meets their individual needs.

The family's needs influence what is offered and supplied, how a purchase decision is made, and where the spending priorities lie. All this progresses as the family grows and moves through the phases of its life cycle. (Brassington & Pettitt, 1997).

2.2 Purchasing Attitude Based on Gender

The study of the connection between gender and buyer behavior has been one of the buyers and consumer analysts' lasting subjects. Researches on the gender difference in consumer behavior have been done on diverse facets like spending style of specific items, knowledge course of action, or procedure model for logical and thoughtless buying style and advertising messages. The reason and explanation of why females and males are different, how they vary, and how they differ in psychological/social aspects and biological ones will be discussed here. Also, the focus will be on the outcomes of studies concerning gender differences in consumer behavior.

The steps to make PD by women are different from men; the way men buy is short and straight, while it is spiral for women. Women often return to gather new information and reassess, whether moving to the next step is the right

choice. Women spend hours reviewing quality and comparing prices and hours doing electronic research, while men usually limit research and seek what they want as quickly as possible (Philip Kotler et al., 2016).

Women are not only researches, but they talk more about the brand, asking their family members and friends for their opinions, and being open to others' help. While men only want to get things done, women want to find the perfect product, service, and solution. The market sees that the nature of information gathering among women has its benefits. It means that all marketing communications and customer education efforts are not a waste of time; in fact, women are interested in all information and will eventually summarize it to others. (Philip Kotler et al., 2016)

Men and women possess gender various attributes matching the roles that they usually do. Men are more decisive and competitive because, in the history of past events, they have been more likely to accept positions of leadership. Women, however, have not done these roles and hence do not develop these traits. For example, child-rearing and domestic work have mainly been the responsibility of women. Despite these attributes, however, there is a proneness for women and men to accomplish various kinds of paid jobs in a sex-separated economy. The female role's free content is derived from the unique character and professional roles filled disproportionately by women, for example, teacher, secretary, and nurse.

2.2.1 Different influences and outcomes on women vs. men general gender emotions

As the primary purchasing officer and caretaker of almost everything and everyone, she is a "problem recognition" command central. Even if she does not personally need that acne medication or hair-loss formula. She has got her constituent's needs front and center of her mind. On the other hand, a man tends to recognize needs as it arises and pertain to his realm. (brown, 2006)

Hirschman and Solomon (1983), implied that female has more tendency toward emotional buying. Dittmar and others (1995a, 1995b) realized and concluded that women are feelings- and image-guided than men when it comes to purchasing. They cherish their belongings because of the emotional comfort,

they give them and the connection with others, they refer to and symbolize. Acuff and Reiher (1997) recommended that women are more thoughtful about their friends' opinions; they consider them. (Stankevich, 2017; Costa,1994), stated that women have a higher purpose of fitting and standing by a group style and behavior than men do. Thus, it indicates that females and males may show differing degrees of getting along with a group at the stage of buying decisions.

Therefore, to study the gender difference in this stage, whether buyers fulfill with perspectives of the family or other members or go along with mates and peer stress will be reviewed. Acuff and Reiher (1997) found that males are prone than females to incline toward technological items, exceptionally functional elements, and males felt more relax and confident with high-tech items and gained more significant contentment from using it (Prasad & Jha, 2014; Bamossy & Jansen, 1994).

It is expected that males may show more significant fulfillment in functional evaluation, and females may show more achievement in pleasant evaluation. Additionally, males are more expected to exhibit higher levels of satisfaction than females in technological items post buying stage. These indicate that females and males have different reactions at the scene of post buying. Moreover, buyer behaviour studies have realized that gender is a central variable in explaining different buyer socialization (Prasad & Jha, 2014; Davis, 1970; Qualls, 1987; Ward, 1974). There were papers addressed the issues of psychology, society, biology, and culture as they influenced gender building and gendered buyer behaviour (Prasad & Jha, 2014; Costa,1994) and returning intentions (Dabholkar& Thorpe, 1994; Helgesen and Nesset, 2010; Johnson et al., 2003). Regarding recommendation, females are more likely to suggest a shop or service than males do (Morrell & Jayawardhena, 2010; U Yavas et al., 2004). As well as the return intentions, studies assured women would typically be more loyal clients and are more likely to keep going back to the same shop than men. (Helgesen & Nesset, 2010; Korgaonkar et al., 1985; Ndubisi, 2006; Noble et al., 2006; Pan & Zinkhan, 2006; Patterson, 2007; Yavas & Babakus, 2009).

It is suggested that women show higher shopping behaviour results and satisfaction than men. (Helgesen & Nesset, 2010; Meyers-Levy & Sternthal,

1991; Morrell & Jayawardhena, 2010; Noble et al., 2006; Polegato and Zaichkowsky, 1994). Therefore, it is recommended in a natural and neutral emotional state; the expected manner of gender influence will occur, women will have more pleasant shopping experience outcomes than men. For instance, it is recently stated that good emotions increase buyer friendliness, loyalty, and returning intentions (Bui & Kemp, 2013).

It is exhibited that gender has a central influence on shopping behaviour results, such as fulfilment.(Albert et al., 2011; Bryant & Cha, 1996 ; Mittal & Kamakura, 2001).Generally speaking, studies demonstrate that females have higher levels of fulfilment with shopping experiences than males do have, and that is totally related to how they perceive the shopping experience itself. (Helgesen & Nesset, 2010; Mittal & Kamakura, 2001; Jeddi, 2013).

2.2.1.1 Emotions and feelings of Women vs. Men in retail environments

The idea that people react emotionally to the situation is largely accepted in marketing studies (Machleit et al., 2000). For example, Kotler (1973) says that selling and retail environments can enhance and create a positive emotional effect on buyers. Consequently, individual retail environment factors (e.g., music, scents, and aroma) can increase consumers' emotional responses. (Babin & Darden, 1996; Chebat et al., 1993; Dube' et al., 1995; Swinyard, 1993; Yalch & Spangenberg, 1990). Elements of the retail environment affect consumers' thoughts and emotional states while they are shopping (Babin & Darden, 1996; Soars, 2009). It is shown that music plays a vital role in buyers' emotions (Baker et al.,1992; Jeddi, 2013; Bruner, 1990; Yalch & Spangenberg, 1990). Other studies also reveal that the light effect of music could trigger good emotions resulting from the buyers' desired responses. It would also make a special connection between the store and the client. (Hul et al., 1997), which generally affect shopping actions and contentment and return intentions. (Morrison et al., 2011). Hence, elements used in the retail environment are well studied and designed to generate a specific and desired emotions and reactions in purchasers.

2.2.2 Effect of family Income

Women's income has a substantial impact on their gender role inclination. Homemakers are seen as more programmed, passive by nature, and believe less in gender justice; that is why they stay and settle for being housewives. The higher the level/amount of income, the more modem they are, and the lesser their income, the more traditional they are prone to be in their viewpoints. Overall, the revenue of l women's families has a powerful impact and plays a significant role in their gender role direction.

2.2.3 Marketing responsibility on understanding the different needs between women and Men

Marketers and sellers are responsible for knowing and understanding the differences between women and men while shopping (Helgesen & Nesset, 2010; Lee & Trim, 2006; Pan & Zinkhan, 2006). In this situation, is it possible to eliminate gender influences in retailing and to enhances men's shopping actions result? Feelings and emotions do play a significant and urgent role in retailing. They do affect consumers' perspectives and responses in retail environments (Lo et al., 2016; Baker et al., 1992) and their shopping behavior results e.g., satisfaction and loyalty (Walsh et al., 2011). For example, a study shows that raw emotions e.g., happiness can amazingly affect buyer impressions of purchasing intentions, service quality and shopping fulfillment (Parsad et al., 2017; Baker et al., 1994; Bruner, 1990; Morrison et al., 2011), in specific, male consumers (Stevens & Hamann, 2012). Additionally, new research states that bad feelings and thoughts and emotions (e.g., boredom, disgust) will drastically impact women's shopping behavior more than for men (Babin et al., 2013).

According to Caleb Mason, "Director of Corporate Marketing," Men tend to be more involved in how things work than real advantages/ results. However, women are more concerned about the effects and advantages, and they dislike how often men do waste in comprehending how things work.

Studies do recommend that shopping usually is feminine behavior (Parsad et al., 2017; Buttle, 1992). Nevertheless, some authors state that this tendency is moderately getting eliminated since men are engaging more in shopping actions (Carpenter & Brosdahl, 2011; Ruby et al., 1995; Kuruvilla et al., 2009; Otnes &

McGrath, 2001). Hence, comprehending gender differences can be helpful to assist retailers and marketers and advertisers as well to apply and imply a proper marketing and advertising procedures (Helgesen & Nesset, 2010; Lee &Trim, 2006; Pan & Zinkhan, 2006).

Gender does influence consumers' shopping actions and how males and females recognize this activity and the way they do it. For example, men see shopping as a mission or task and desire to achieve it with a minimum of effort, time, and pleasure (Campbell, 1997; Leonard & President 2018; Meyers-Levy & Sternthal, 1991; Polegato & Zaichkowsky, 1994). On the other hand, women see shopping as more than just the buying, but it is the overall shopping experience, and the fun time they spend in it (Cardoso & Pinto, 2010). Additionally, women are naturally more involved buyers, spending more time in stores and shops, and looking for more knowledge and broader choices than men (Cardoso and Pinto, 2010; Chang et al., 2004; Meyers-Levy & Sternthal, 1991; Mortimer & Weeks, 2011; Sommer et al., 1992).

Nevertheless, gender differences enhanced the understanding of the growing need of male consumers in positive shopping experiences (Carpenter & Brosdahl, 2011; Otnes & McGrath, 2001; Nielsen Report, 2011). Different studies show that males are progressively getting involved in pleasurable shopping experiences in the new past ten years (Ruby et al., 1995; Kuruvilla et al., 2009; Mattingly & Smith, 2010; Otnes McGrath, 2001).

In Harvard business review (Silverstein & Sayre, 2009), it is stated that Women control 28 trillion annual consumer spending globally. With these numbers, underestimating female consumers would be unreasonable. However, many companies are just doing so, even those who trust that they have winning strategies for female consumers. Once companies recognize female consumers' economic potential, they will reach an entirely new set of business opportunities related to females' social concerns. It is known that women prefer buying products and services from companies of benefit to the environment and the world, and especially to other women. Benefits will be attained from brands that promote physical and emotional well-being, environmental protect-completely preservation, education, and care for those in need, and the promotion of love and communication.

In other words, women are the significant purchasing power; it is unreasonable for them to accept products that ignore or fail to meet their needs fully or meet them superficially. Moreover, women are increasingly resisting stereotypes, being divided by age, income, or put together into "all women," or, worse, non-discrimination between men (Parsad et al., 2017; Leonard & President 2018)

According to (Leonard & President 2018), if your marketing strategy does not have a plan to deal with the vast millennial female segment, you lack a vast profiting opportunity from the most profitable audiences of our time. The new millennium female population refers to consumers born between 1982 and 2000, equal to 75.5 million. The population is more critical than its enormous number, and this part is spent. In general, the millennial females represent significant market power in terms of purchasing since they are spending $200 billion per year. “It is expected that, as of this year, these countries will be the largest spending capacity in any generation” (Leonard & President 2018).

Millennial females are always seeking excellent experiences. Also, (72%) of females said spending money on great experiments made them more cheerful. They seek brands and advertisers who speak to them personally because the buying experience is personal for them. Brands must be the necessary foundation for strategy and technology to support this experience. On the strategic side, this means shaping a story and moving it to the channels in which millennial women thrive, such as Instagram. On the technological side, this means that there are tools to identify this audience at the individual (rather than segment) level and present custom content based on known and inferred information about that individual. (Leonard & President (2018).

Differences are consistent with their values. For example, (83%) of respondents said that a brand's continuity practices affect the purchase decision. It is crucial to invent a smooth Omni-Channel strategy, with messages on each channel synchronized and built on each other to deliver an excellent experience. When you are done successfully, the audience feels the brand is designing products and software with them in mind, Listening and responding to their needs always. More than 70 percent of women in the new millennium confirmed their favourite brands had done these things while considering their needs. These

women want the content to talk to them, not only products. (Leonard & President ,2018).

It is a mechanism for listening to consumers and recording observations, usually on connected social media integrated with design, product, and sales teams. Brands can thus offer an experience for consumers to talk to them on one to one basis mechanism to listen to consumers and capture feedback, typically on social media that is connected and integrated with their design, product, and sales teams. In doing so, brands can deliver an experience for their consumers that speaks to them on a one-to-one basis (Leonard & President, 2018).

The role of social media influencers cannot be underestimated, and women take into account the opinions of their peers, the community surrounding them, and experts when making a purchase decision, as 40% of women say they follow their favourite brand on the Social Media. Marketers can reach a custom audience that is likely to respond (sometimes, up to 92 percent more than viewers 7) to the influencers than traditional advertising by using keyword-related searches on social media platforms. (Leonard & President (2018).

According to Leonard & President, (2018) To achieve in a millennial females ' world, brands must be able to: produce a story that reflects on them on one to one basis; spread this story through channels; social media included since this audience calls at home; And deliver an experience that meets this story. Achieving this level of targeted, personalized, and people-based marketing is not easy, but rewards are there for those who take over.

To sum up, the table below, we had considered showing the primary defenses as the author of the book (BOOMER) presents them (brown, 2006).

Table 2.1: Women vs. Men

WOMEN	MEN
-Sees group connection as common and collective -associate via togetherness and identifying with other feelings -Consider human beings and their bonds as key and significant factor in any context -Flourish and prosper in juggling and balance performing many tasks simultaneously (but seek modesty and simplicity), think relatedly and globally. -Adjust into precise variability, outlying environment, details, and characteristics -Physically, they show more significant unified actions amongst the cells of the brain and over the left (rational) and the right (intuitive) parts of the brain.	- Recognize group relations as ordered - Fail to aggressive trading - Appreciate independent morality, self-sufficiency, and substantial efforts and achievements - Proceed across functions systematically and consecutively, like data, facts, and statistics. - Concentrate more on the holistic view than on details - Physically, they have more significant and controlling left part of the brain; the place in charge of the scientific, one-dimensional actions.

Source: (brown, 2006).

2.3 Women Around the World

Women's portion in riches has risen noticeably along the 20th century, and today they own an approximation of 40% of global riches. This evaluation is higher than stated in some recent researches, according to our incorporation of non-financial benefits that make up almost half of the families' fortunes worldwide (Leonard & President, 2018).

The lifestyle adjustment that has happened in the past century has strongly affected the rise in women's riches/ financial status. Learning and getting more knowledge, having a job, and joining work with family life are just a few elements that have allowed women to enjoy more significant financial independence, get more, and save more. In other words, women now drive the world economy.

They run about $20 trillion in yearly consumer spending worldwide, and that number could rise to $28 trillion in the coming five years. Their $13 trillion in total annual income could emend to $18 trillion in the same time. In combination, women equal a growth market larger than China and India, in fact, more than twice as large. It would be irresponsible to misread or disregard the female consumer. However, many companies are doing so, even the ones that are assured they do have a successful strategy for targeting female customers. Talking about the work world, females are noticeably raising their impact on the work world. As of now, the number of working females in the States is almost exceeding the number of working men. In the recent slowdown, three-quarters of the people who have lost their jobs are males. Women still are paid less, on standard, than men, and are more likely to work part-time—facts that have helped protect them somehow from the setback. Nonetheless, we trust that as this slowdown subsides, women will be one of the most significant market chances in our lifetimes and will be a vital power in generating new prosperity and inspiring recovery. (Leonard & President, 2018).

In Harvard University's report, women are expected to own the world of business and jobs much more than now, so that, while women currently have broad participation, that participation will be expanding. The report believes that the economy will carry the advantages of the last five decades, except that women will ever represent the most significant share of the labor force. The number of women employed increases each year by 2.2%, and it is expected that about 90 million women will be increased in the labor market in 2013. Meanwhile, most middle managers in large companies are women. Moreover, it is a matter of time before they reach most of the senior management positions. In 2013, the proportion of women with their businesses was 40% in the United States, and their jobs grew at a double rate compared to other companies.

Nevertheless, there remains a challenge for women, who must always balance work with home officials and duties. Corporates world will reach an entirely new level of commercial opportunities when they know and benefit from the capabilities of women's economy (Leonard & President, 2018).

One of the most exceptional values females mostly add and aim to is purchasing and supporting services and products from individual companies that care and provide support to the world, especially for other women. Indeed, there is absolutely no logic for females to accept or settle for disappointing products that fail to meet their real needs and desires, or that which do so superficially since women are the customers and are the market. With time and adjustments, women will noticeably refuse to be stereotyped, and by the time they stop accepting being divided by age or income. Nevertheless, they will not be combined into an "all women" portrayal, or, even worse, to be undifferentiated from males (Duflo, 2012). Financial challenges will sooner or later come to an end, and now is the time to lay the base for post-recession improvements. A concentration on females as a goal or target market—instead of on any geographical market—will raise companies' odds of growth and success when the recovery starts. Realizing and addressing women’s desires will be strongly of help to grow and rebuild the economy, and therein lies the secret to vast improvements, market shares, and loyalty(Leonard & President, 2018).

It is well known that moms make about two-thirds of family and household purchase decisions, and notable because it contrasts with the long-held belief that moms are responsible for about 80% of household PD, indicating that dads are getting more involved. While men will continue to make decisions related to men traditionally, 55% of mothers and 62% of fathers say that the father is fully responsible for buying decisions on home repairs, In the same way, 50% of mothers and 57% of fathers considered that the father was responsible for the garden. Currently, one-third of fathers at most said that fathers took decisions related to the purchase of cars and vehicles, 38% of mothers and 48% of fathers said that the purchase of cars is always father's responsibility (Leonard & President, 2018).

On the other hand, mothers were responsible for buying decisions concerning children. There was little role for fathers in this respect. Several mothers said

that only one percent of men were responsible for obtaining children's stuff, and many fathers agreed to this. The percentage of buying decisions is similar among females and males in the following four areas, furniture, travel, entertainment, and household appliances, so these decisions are considered as sharing decisions of the two partners most of the time (Duflo, 2012).

We will highlight the overall status of women globally by reviewing the global gender gap (GGG) list. The report covers four sides: economic participation and opportunity, health and survival, educational attainment, and political empowerment. Although the gap between women and men is still vast, the situation is improving, and the world is closing that gap (UN Women et al., 2013).

Table 2.2: Global Gender Gap around the world

year	Overall index	Economic participation and opportunity	Educational attainment	Health and survival	Political empowerment
2006	0.661	0.596	0.939	0.973	0.138
2007	0.648	0.577	0.916	0.958	0.142
2008	0.659	0.587	0.929	0.958	0.163
2009	0.663	0.594	0.930	0.960	0.169
2010	0.663	0.590	0.929	0.955	0.179
2011	0.664	0.588	0.928	0.956	0.185
2012	0.664	0.599	0.932	0.956	0.195
2013	0.675	0.601	0.934	0.957	0.211
2014	0.676	0.596	0.935	0.960	0.214
2015	0.681	0.592	0.946	0.957	0.230
2016	0.682	0.586	0.955	0.957	0.233
2017	0.680	0.585	0.953	0.956	0.227
2018	0.678	0.586	0.949	0.955	0.223
2019-2020	0.685	0.582	0.957	0.958	0.241

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

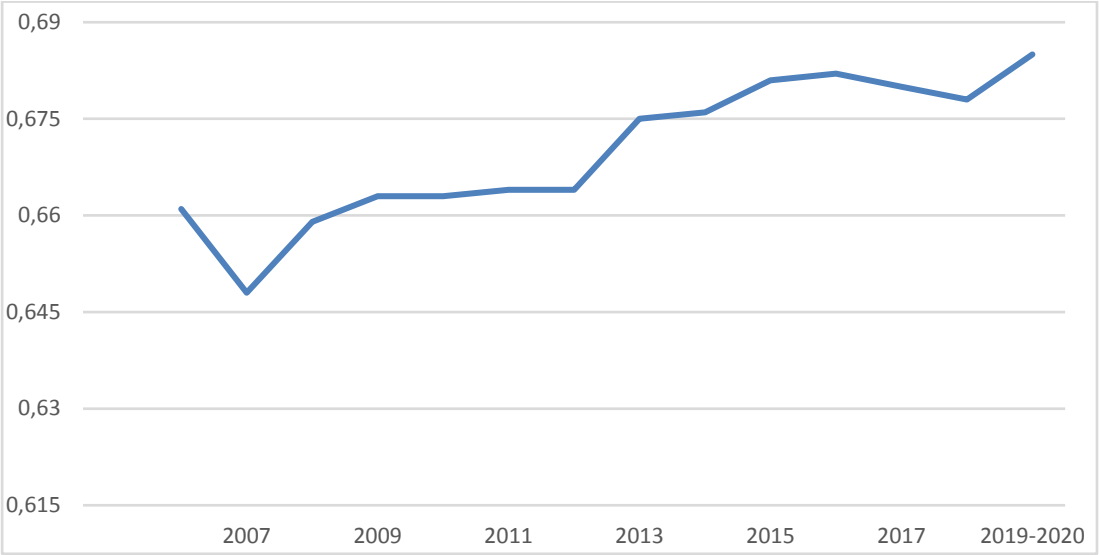


Figure 2.1: Global Gender Gap around the world

According to the world bank in 150 country from 263 country, there data available in the world bank reviews the women can be the head of the household in the same way as a man so that mean 52% of including countries, of course being the head of the household means that the women in this family are more able to make purchasing decisions.

Figure 2.2: women as a household

2.4 Women in Turkey

The accelerating development worldwide has affected Turkey's living reality. Perhaps the gender gap is one of the most globally highlighted "subjects" and influenced by this development. With the world's development, public awareness of the importance of women's role in this development has increased, calls for their empowerment have widened, and the gap between females and males has narrowed to reach equality that will create a tremendous social and economic development. Women's empowerment is the process of women enhancing their ability to make strategic life choices (Kabeer, 1999). It also indicates having a clearer understanding of the status and empowerment of women in Turkey, which will reflect on their role and influence in society. We will examine the gap between women and men and the changes in Turkish society based on the status of equality between both genders.

2.4.1 Global Gender Gap

The gender gap (GG) is the difference between men and women concerning many essential aspects. It cannot be ignored that women make up half of society. When we turn against this half, we lose enormous potential that can significantly impact the development of the state and its economy. It can be noted that the countries closer to closing the GG are more developed and have the most powerful economies.

The GG index report is a framework for measuring the equality between both genders. This report presents the gap between men and women in four susceptible areas: economic participation and opportunity, health and survival, educational attainment, and political empowerment. (World Economic Forum, 2006) (Duinker & Greig, 2007). Those four critical areas have the most significant effect on the women's situation in any majority. They determine the female ability and opportunity to participate in the development of the economy and life. According to the report, Iceland has been classified as an equal country between women and men, with a score (0.87) in 2020 (where 0.00 = imparity and 1.00 = parity) but the Global Gender Gap (GGG) will need almost a whole century to reach the full equality (Jessie, 2019).

To determine the women's situation in Turkey in the last two decades, we will review and analyze the GGG Index report and go through its four key areas. In the report, we can note that the gap between women and men in Turkey is in decrease. As pointed out in the data, the difference was estimated in 2006 at (0.58) decreased to become (0.63) in 2020 (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

Closing the gap between women and men will significantly reflect on society's composition and economic status and lead to significant changes. Nonetheless, reducing the current difference between both genders in Turkey has been directly reflected in women's empowerment, social impact, and women's capacity to make more decisions. Of course, the GG remains wide and needs long time before real equality can be reached.

Table 2.3: Gender gap scores in Turkey from 2006 to 2020.

year	score
2006	0.585
2007	0.577
2008	0.585
2009	0.583
2010	0.588
2011	0.595
2012	0.601
2013	0.608
2014	0.618
2015	0.624
2016	0.623
2017	0.625
2018	0.628
2019-2020	0.635

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

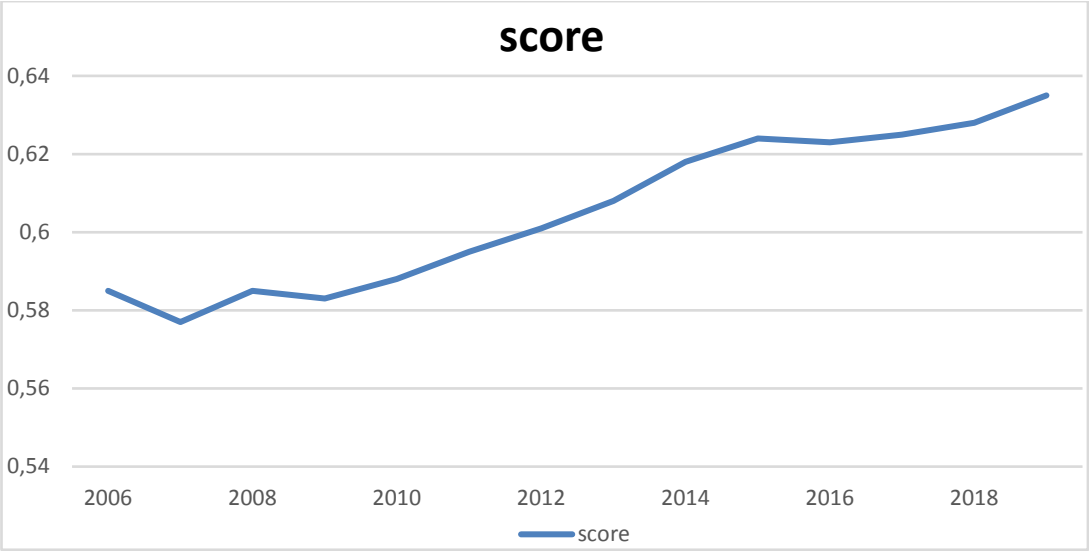


Figure 2.3: Gender gap scores in Turkey from 2006 to 2020.

2.4.1.1 Economic participation and opportunity

The report discusses the economic participation and opportunity through many variables:

- Women labor force participation over men.
- The wage equality between men and women in a similar job.
- The approximate female received payment over male payment.
- Female lawmakers, senior officials & managers.
- Female executives and scientific workers over males.

The economic empowerment of women can profoundly affect the economy from variety of financial dimensions. The UN Secretary-General's (UNHLP) team on the economic empowerment of women (2016) clarified that women are likely to work more than men in the public sector, and women tend to spend more on children's education and health, which is reflected in the economy in general. To be sure, economic development is closely linked to the size of Human capital. When we increase women's economic participation and allow them to participate more in the labor market, we raise human money and invest in this practical and economically productive component. It is essential to realize that reducing women's economic participation adversely affects the economy in general and is losing many opportunities. The report concludes that society still needs a great effort to raise its confidence in women's ability to participate

effectively. Despite women's apparent attempt to increase their efficiency and capacity, their role remains broken and need to be given more significant opportunities. (Schwab, 2019)

According to the GGG index, we can observe that the women's economic participation and chance are increased slightly from (0.434) in 2006 to be (0.47) in 2020, while the global sample average was (0.595) and increased to (0.69) in 2020. Remarkably, the broader development of closing this gap has been growing in the number of female professional and technical workers the score increases from (0.43) in 2006 to become (0.67) in 2020. The second huge change was the increase in the rate of female legislators, senior officials, and managers, which was (0.06) in 2006 and become (0.17) in 2020. Indeed, the presence of more women in cognitive positions increases their power and impact on the business world. At the same time, the rate of women employed has risen significantly, to move from (0.36) in 2006 to be (0.48) in2020. It is regrettable to note the rate reduction of female income equality with males at a score of (0.64)in 2006 and become (0.58) Of course, this was accompanied by a decline in the rate of women's income which has the score (0.46) and decreases to be (0.42) in 2020. (Schwab, 2019). Although the change was not significant in Turkey, however, is influential and points to the improvement of women's economic status and influence in the country. (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

Table 2.4: Gender gap of economic participation in Turkey from 2006 to 2020.

year	score
2006	0.434
2007	0.431
2008	0.412
2009	0.400
2010	0.386
2011	0.389
2012	0.414
2013	0.427
2014	0.453
2015	0.459
2016	0.564
2017	0.471
2018	0.466
2019-2020	0.478

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

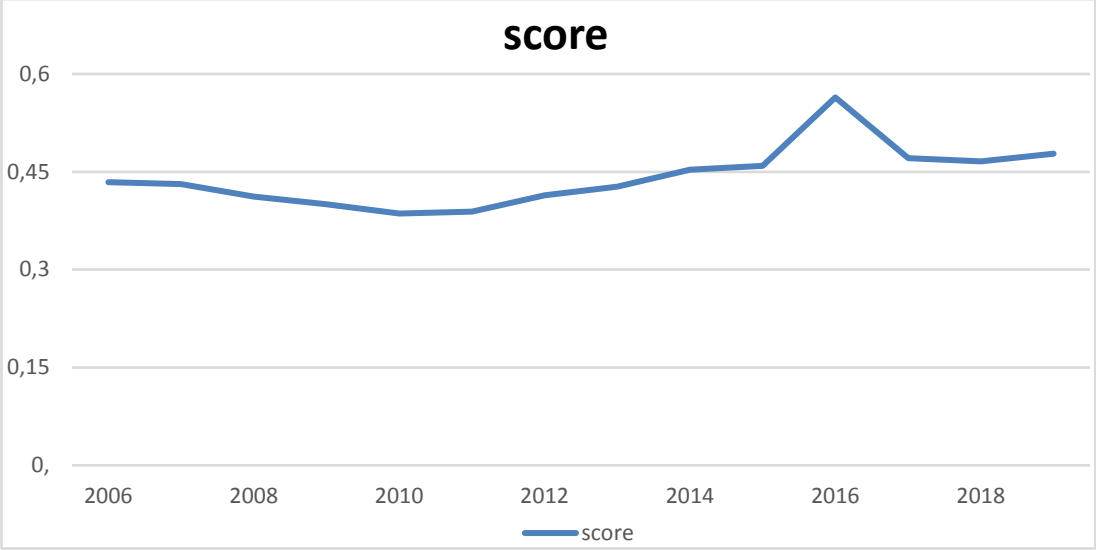


Figure 2.4: Gender gap of economic participation in Turkey from 2006 to 2020.

The Educational Attainment

The report defines educational attainment through many variables:

- Female utter third stage registration
- Female learning level
- Female net primary stage registration
- Female net secondary stage registration

Education is undoubtedly the key to development and empowerment, and the more educated women become the more likely to participate as an active force in society, educated women are more powerful, independent, and decisive.

One of the most important aspects of closing the GG is to make education available to females and encourage their continuation as males. The education gap between women and men in Turkey was not significant, with most women

attending schools and low illiteracy rates, yet the sector has improved significantly. The gap is shrinking as it scored (0.88) in 2006 and become (0.96) in 2020. The most considerable development has been recorded in women's education. The score of women enrolments in tertiary education rise to be (0.87) in 2020, while it was (0.73) in2006. The most considerable improvement was in women who enroll in secondary education as the score was (0.75) in 2006 and increased to (0.97) in 2020. The women enrolment score in primary school has not seen significant improvement, which was (0.95) in 2006 and became (0.98) in 2020. It is regrettable to note that the score of literacy decreases. The rating was (1.00) in 2006, which means full equality with men to be (0.94) in 2020 (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

Table 2.5: Gender gap of educational attainment in Turkey from 2006 to 20220.

year	score
2006	0.885
2007	0.854
2008	0.890
2009	0.892
2010	0.912
2011	0.920
2012	0.930
2013	0.943
2014	0.953
2015	0.957
2016	0.958
2017	0.965
2018	0.968
2019-2020	0.961

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

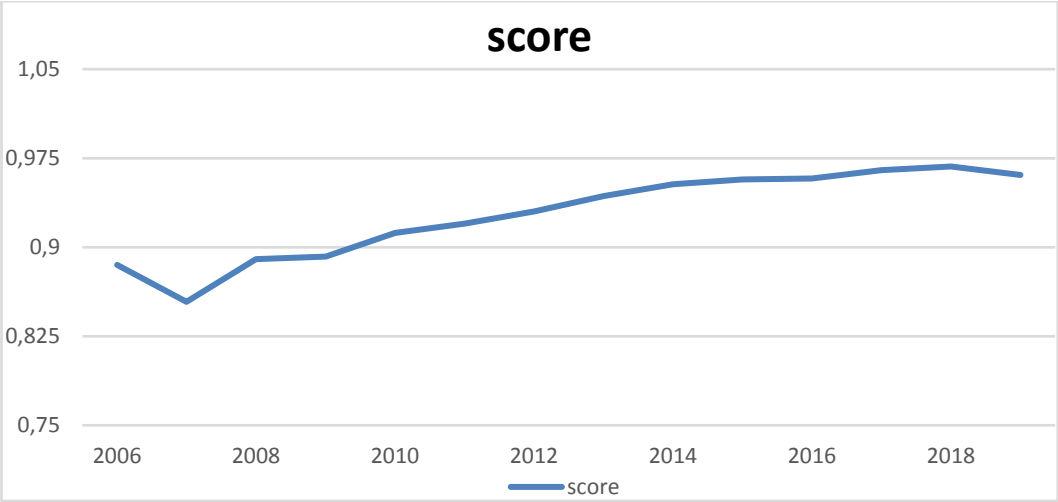


Figure 2.5: Gender gap of educational attainment in Turkey from 2006 to 20220.

The Health and Survival

- The report studies this aspect by just two variables:
- Gender percentage at birth
- Female well-being anticipation

Health has a significant impact on many levels. Healthy people are better able to contribute to economic progress and development; they live longer and are more productive. When women are in good health they help and affect the country's development in different ways according to (Beard & Bloom, 2015)

. Women's health situation can affect development in four ways. First, women in good health will be better able to produce in the labor market. Second, health improvement increases the returns of educational investments. Third, maternal health dramatically affects the health of the child during pregnancy and lactation. Fourth, is the indirect long-term impact of women's health through improved fertility.

Depending on the GGG Index report, we can note a slight development in health, where the gap was previously small and narrowed recently, the score was (0.96) in 2006 and became (0.97) in 2020. The score displays the same amount in sex ratio at birth in 2006 and 2020, which is (0.94), and the alteration took place in the healthy life expectancy, years which growth from (1.03) in 2006 to be (1.05) in 2020. It should be noted that in both cases, women had an expected health score Higher than males. The high health rate of women makes

them a more active element and a significant human capital (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

Table 2.6: Gender gap of health and Survival in Turkey from 2006 to 2020.

Year	Score
2006	0.969
2007	0.971
2008	0.971
2009	0.971
2010	0.976
2011	0.976
2012	0.976
2013	0.976
2014	0.980
2015	0.980
2016	0.980
2017	0.977
2018	0.976
2019-2020	0.976

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

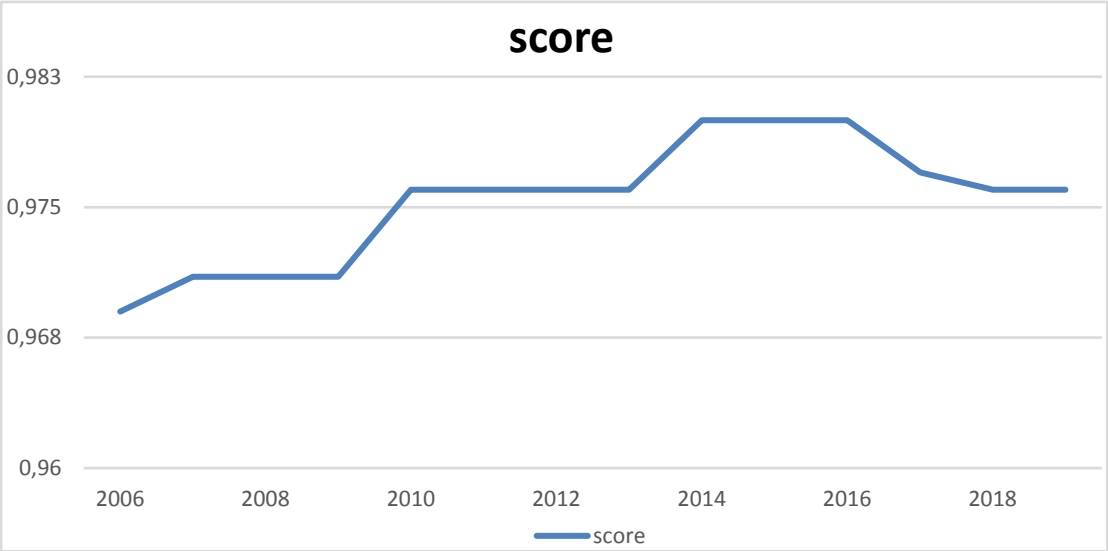


Figure 2.6: Gender gap of health and Survival in Turkey from 2006 to 20220.

The Political Empowerment

The report defines political empowerment through three variables:

- Women space in the Parliament
- Women at law & ministries
- The number of years of a female head of state (last 50 years)

Women's political participation is the most wide-ranging aspect of the GG. However, this aspect is still very weak with all the development that has taken place and still needs great efforts to improve it. Women's political empowerment will broadly reflect on their reality and their economic participation in society.

It is an essential fact that Turkish women have had political rights before most women in European countries and have been given the right to stand for election in the local elections in 1930 and the general elections in 1935 (Bilgili, 2011)

It is natural for Turkish women to have political rights as Turkey developed and adopted a democratic approach in its policy that has been happening since the Turkish evolution. Historically, it is worth mentioning that women in the Atatürk era were more represented in politics, and their role was limited after Atatürk's death. (Adadan,1981).

The report examines the gap in several respects, the first being women's participation in Parliament, which has witnessed a significant development compared with the last 15 years, the score of the women parliament has increase from (0.5) in 2006 to reach (0.21) in 2020, which means that it has quadrupled. The participation of women in ministerial positions has also evolved considerably; the score was (0.4) in 2006 and become (0.13) in 2020 (Hausmann, D. Tyson, & Zahidi,2006; Schwab, 2019).

Table 2.7: The gender gap of political empowerment in Turkey from 2006 to 2020.

Year	Score
2006	0.052
2007	0.052
2008	0.068
2009	0.068
2010	0.077
2011	0.097
2012	0.087
2013	0.087
2014	0.088
2015	0.103
2016	0.090
2017	0.088
2018	0.101
2019-2020	0.124

The data was put together in this table by the author, from (Hausmann, D. Tyson, & Zahidi, 2006; Schwab, 2019).

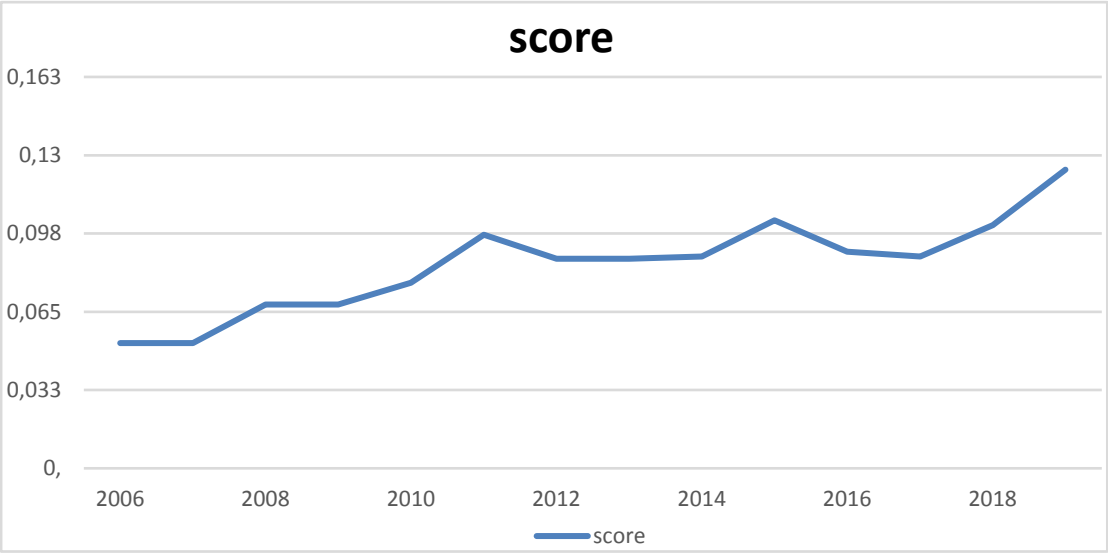


Figure 2.7: The gender gap of political empowerment in Turkey from 2006 to 2020.

2.5 Consumer Satisfaction

Consumer satisfaction (CS) is a concept that has been of interest to many researchers recently, which is of great importance in marketing, for successful sales and for maintaining customer loyalty in the future. However, the customer's satisfaction concept is still under discussion to reach a more appropriate definition, although there are many definitions of this concept, it is still controversial. Some of these definitions will be introduced, and then the most critical aspects of these definitions will be reviewed (Ariffin et al., 2018).

Consumer satisfaction has been commonly considered a sentimental (Cadotte, Woodruff, & Jenkins 1987; Westbrook & Reilly 1983) or mental reaction (e.g., Bolton and Drew 1991; Howard & Sheth 1969; Tse & Wilton 1988). For instance, Westbrook and Reilly (1983, p. 256) refer to satisfaction as "a sentimental reaction," yet Howard and Sheth (1969, p. 145) refer to it as "a purchaser’s mental state." Furthermore, there are several conceptual and operational definitions indicating that the response may be comprised of both cognitive and affective dimensions (Churchill & Surprenant, 1982; Westbrook, 1980). More recent satisfaction definitions concede an emotional response (Halstead, Hartman, and Schmidt 1994; Mano & Oliver, 1993; Oliver et al.,1997; Oliver et al., 1992; Spreng et al.,1996). In some cases, operational definitions may include a conative dimension, such as repeat purchase intention (Westbrook & Oliver 1991). Other definitions provide no suggestion about the specific type of response and simply say "an evaluative response" (Horsch et al.,1984) or "summary psychological state" (Oliver, 1981, p. 27) or "an overall post-purchase evaluation" (Fornell, 1992, p. 11). As noted by these examples, there is little agreement about the type of satisfaction response, although more current definitions employ an emotional bent.

Several points that were focused on definitions could be considered as the principal axes of these definitions:

- Consumer satisfaction is a cognitive or emotional response.
- The customer's response is related to a particular focus (consumption experience, product, expectations).

- The response occurs at a determined time (based on experience, after selection, after consumption.

We need to meet customer needs and satisfaction to reach and maintain their loyalty. Before during and after the sales, prevent customer dissatisfaction by fixing any errors in the product or service and any gaps in the sale itself, and effectively manage any objection from the customer (Moonkyu lee, 2001). The more satisfied customers are, the more loyal they are to the company and its products (Eugene W. Anderson, 1994). Loyal customers are the most beneficial to the company, the most profitable and the lowest (WREDEN, 2005). On the other hand, the unhappy and dissatisfied customer may cause losses to the company, as the unsatisfied customer will convey his dissatisfaction to 8 to 10 people. In comparison, happy and satisfied customers share his feelings and experience with 4 to 5 people. The bad news is spreading quickly, especially with the Internet (Arslan, 2020), so the company should pay more attention to consumer satisfaction those days more than before.

Marketing is one of the most critical elements of the organization's success. Building successful communication with the customer is one of the essential tasks of successful marketing, and marketing is the window for direct contact with the customer. Marketing creates effective relationships with the customer rather than the overall organization, which is vital to the organization and the stakeholders (Ariffin et al., 2018; Kapil R.Tuli, 2009).

According to "Sheng Chung Lo," excellent communication is one of the most important aspects when we seek CS. By communicating well with the customer, we can understand what the customer wants, which may be formal or informal. Still, it remains beneficial to reach the customer's satisfaction (Lo, 2012) maintaining long-term relationships between the organization and the customer and maintaining customer loyalty for the product results in a positive, dynamic relationship between the vendor and the customer (Edwin Theron, 2010). Relationship marketing intended to maintain the customer by enhancing their involvement in the best way so that each customer is treated as a client. Relationship Marketing is primarily aimed to build a good relationship between the customer and the firms at each point and stage possible, which will have a positive impact on the customer and the firms (Lo, 2012).

In a report to Harvard University, most women showed dissatisfaction as they expressed their non-satisfaction with their needs by the market, For example, many women have seen their dissatisfaction with marketing for specific measurements in clothes, reinforcing a unipositive image of the body and an unsatisfactory shopping process, Many women also showed their willingness to pay more for goods if their demands were understood and the market was more satisfying, accordingly there is an excellent opportunity for companies to listen carefully to women's claims and need to achieve a lot of abundance and extensive possibilities(Ariffin et al., 2018).

2.6 Marketing Mix

(Luenendonk, 2014), wrote that marketing is defined as “putting the right product in the right place, at the right price, at the right time. To achieve effective marketing to the target consumer that makes PD, we need to highlight the four most influential factors in the marketing process. These are known as the 4 Ps (Resnick et al., 2016). Those four main marketing factors that participate in the marketing or servicing of a commodity are the product, location, price, promotion, and marketing mix (MM). It should be noted that the four factors interact closely with each other, and external and internal factors constrain there in the business environment (Martensen & Mouritsen, 2016).

Originally, the idea of the MM was developed by a professor at Harvard University who published an article in 1964 entitled "the concept of the MM." Then the marketing professor at Michigan University developed the idea and promoted the term 4p (Gordon et al., 2013). Using the four factors by companies to identify critical factors affecting consumers. Such as what consumers want, how the service or product meets their needs, how it fails to meet these needs, how this service or product is viewed in the world, how they deal with their competitors, and how they relate with their customers. In earlier research, it is found that the MM significantly affects purchase decisions (Neetu Andotra, 2007; LEMBANG, 2010). Customer assessment of the MM factors is an assessment that will affect their PD (Acutt, 2015; Kotler, 1995).

2.6.1 The product

The product refers to the service or goods that the company provides to customers; ideally, the product must satisfy a specific consumer demand or be very convincing so that consumers think they need to get it. The market leaders need to understand the product lifecycle and business managers need to plan for dealing with Products according to the product life cycle.

2.6.2 The price

Price is the cost that consumers pay for the product. Marketers must connect the price to the real value that is carefully defined for the product and consider supply costs, seasonal discounts, and competitive prices. In some cases, business managers may raise the price to make the product look more luxurious and lower the price so more consumers can experience it. Marketers also need to recognize the importance of discounts and consider when a refund attracts customers and gives the impression that it is less valuable than it is. Lower prices may be left the idea that the product is sometimes undervalued.

2.6.3 The place

The location indicates the space where a product is exposed and sold to targeted consumers by executives because they are likely to purchase it. In some cases, the site may indicate that a product is placed in a particular store and shows that it is placed in a specific place from the same store. The goal of using this factor in marketing is to find the best place for the product to be attractive to the consumer and accessible, encouraging the consumer to buy.

2.6.4 The promotion

Promotion includes advertising, public relations, and other strategies from the MM. It relates to other third elements as promoting a product shows consumer why they need it, and they must pay the price for it. Besides, the market tends to connect promotion and placement elements to reach their core audience.

Luenendonk, 2014, identified six features of the marketing mix:

-Interdependent variables: A marketing mix consists of four individual variables. These variables are interconnected and need to plan side by side to ensure that all elements work within a compatible work plan.

-Help to achieve marketing objectives: Pay using these variables. The company can achieve its marketing objectives, such as profits, sales, and CS.

-Flexible concept: A MM can be described as a flexible concept that can focus on any of the four variables depending on customer requirements or marketing conditions.

-Constant monitoring: It is essential to monitor any changing requirements and trends within the market and the company to keep the MM updated and relevant.

-The marketing manager role: Marketing Manager should be a senior, mature, and innovative manager, as the marketing manager, should be able to employ these four variabl\

3. METHODOLOGY

Marketing became an academic branch in the beginning of the 20th century. However, its applications are ancient history. Historically, marketing research has had one qualitative approach, case study, and, between 1950 and 1960, scientific research has invaded marketing and become an essential part of it by a group of top marketing researchers; as Steuart Henderson Britt, then Sidney J. Levy, Philip Kotler, Gerald Zaltman, Bobby Calder and John Sherry. (Belk, 2006)

There are two methods used to perform a study: qualitative and quantitative. The difference between them is in the objectives and emphasis of the study. The Qualitative method of collecting information, sampling and the techniques used to analyze (Goodyear, 2002). The Quantitative methods objective is on verification and testing reasons or facts of social events (Ghauri et al., 1995). This method is appropriate when the study is expected to compute the number of people in a population, or the subset of the population that has particular characteristics or views (Meier, 2002). Qualitative methods emphasis on understanding from respondents' point of view, they are appropriate for research problems focusing on uncovering a person's experience or behavior or understanding a phenomenon that is known a little, and problems are difficult to study with quantitative methods (Ghauri et al., 1995; Goodyear, 2002).

The subset of population that has particular characteristics or views (Meier, 2002). Qualitative methods emphasis on understanding from respondents ’point of view. They are appropriate for research problems focusing on uncovering a person’s experience or behavior, or understand a phenomenon about which little is known, and problems are difficult to study with quantitative methods (Ghauri et al., 1995; Goodyear, 2002).

This marketing research is to explore and discover the phenomenon of women role in purchasing power, a descriptive approach has been enrollment,” The goal of qualitative descriptive studies is a comprehensive summarization, in standard

terms, of specific events experienced by individuals or groups of individuals" (Lambert & Lambert, 2013). Some researchers believe that this category of qualitative design does not exist. Unfortunately, this has forced researchers, especially beginners, to feel compelled to defend their research's attack, by providing it with "epistemological credibility." Qualitative descriptive studies are the least "theoretical" among all the qualitative methods in research. Besides, qualitative descriptive studies are the least substantial than other qualitative approaches, with a prior theoretical or philosophical commitment. A qualitative descriptive approach should be the researcher's design when there is a desire for a direct description of a phenomenon. (Lambert & Lambert, 2013)

It can be said that descriptive study is the kind of study taken to make sure and be able to describe characteristics of variables of interest in the state. The goal of a descriptive study, therefore, is to provide the researcher with a profile or description of the relevant aspects of the relevant phenomena of an individual, organization, industry-oriented, or other perspective. descriptive study that current data is meaningful from and thus helps to:

- Understand the characteristics of a group in a given case.
- Think systematically about aspects in a particular situation.
- Provide ideas for further investigation and research.
- Help make certain simple decisions.

Even though this is a descriptive qualitative research, a quantitative method has been used only to support the data.

3.1 Study Sample

For sample selection, the non-probability method was used. "This method is based on judgments of the researcher and does not involve any probabilities techniques" (Smith & Albuam, 2010). Convenience sampling as a kind of non-probability method was used the sample being drawn from this part of the population which is close to the hand.while the researcher distributed the survey by the internet just internet users participated in the research. The sample contained 350 individuals, and then five answers were excluded because of their

incompleteness. The net sample was 345 individuals distributed between males and females.

3.2 Study Tool

In the current study, the researcher relied on the survey as the main tool for obtaining the information and data required. An online questionnaire had created by using Google forms then the questionnaire distributed among Turkish individuals.

Both methods are not mutually exclusive. Quantitative studies are often preceded by qualitative research, which explores the issues to be tested. On the other hand, quantitative studies are sometimes supported by a qualitative follow-up to explore the subject in more depth.

3.3 Statistical Techniques

The data is tabulated and entered into the computer, and SPSS (Statistical Package for the Social Science) release program is then used to analyze this data. The following statistical methods are used in the analysis.

3.3.1 Descriptive statistics

Finding the relative repetitive distributions of demographic study variables (gender, educational level, social status) For analytic study variables (who makes purchase decisions for some products? How often does she go shopping?

As well as the addition of graphic formats to enrich results.

3.3.2 Analytical statistics (indicative)

The Chi-square statistic is a non-parametric (distribution free) tool designed to analyze group differences when the dependent variable is measured at a nominal level. Like all non-parametric statistics, the Chi-square is robust with respect to the distribution of the data. Specifically, it does not require equality of variances among the study groups or homoscedasticity in the data. It permits evaluation of both dichotomous independent variables, and of multiple group studies. Unlike many other non-parametric and some parametric statistics, the

calculations needed to compute the Chi-square provide-de considerable information about how each of the groups performed in the study. This richness of detail allows the researcher to understand the results and thus to derive more detailed information from this statistic than from many others. (McHugh, 2013)

3.4 Researchers Questions and Survey Questions

The survey questions are built on the research questions to reach the answers that can explain the phenomenon of women purchasing power. The survey consists of seventeen questions, seven demographic questions and ten questions divided on the five research questions.

3.4.1 Demographic information

Seven questions were developed to create an awareness of the demographic conditions of the sample of participants. The first and the difference was about gender, which is the focus of the study.

3.4.2 Research questions information

In order to answer the research questions

3.4.2.1 How much women make purchasing decisions in the family?

This section contains two questions to reveal how much women make purchasing decisions in the family, and the two questions are structured as follow:

8-How many times do you make a purchase (any kind of products) during the month? (Online or store PP)

9-Do you make purchases for someone else in the family?

3.4.2.2 How much women influence their partners purchasing decisions?

This section contains one question to reveal how women influence partner purchase decisions, and the question is:

10-In most cases, you make the PP:

(Alone, with a partner of the same gender, with a partner of another gender)

What kind of goods do women make purchasing decisions about?

This section contains one question to explore the type of goods in which women make PD about, and the question is:

11- Who mainly decides to buy these stuffs in your family:

(Grocery shop, Clothes, home furnishing, Self- Care and Beauty, gifts, vehicles)

Which is the preferred shopping channel for both genders?

This section contains one question to reveal the female and male preferred shopping channels, and the question is:

12- -How do you usually make your PP for these stuffs:

(Grocery shop, Clothes, home furnishing, Self- Care and Beauty, gifts, vehicles)

How satisfied is the consumer during purchasing processes (experiences)?

This axis contains three questions to reveal consumer satisfaction during purchasing experiences, and the questions are written as follow (1 indicates low importance and 5 indicates high importance)

13-To what extent positive communication is important with purchasing process?

14- How much does the market achieve of a positive communication target?

15- Do you think that shops seek your satisfaction through (reasonable prices, suitable places, variety of products, effective promoting)

3.4.2.3 The impact of consumer satisfaction on retail stores' success:

This section contains two questions to reveal the impact of CS on retail success, and the questions are stated as follow:

16-Do you see the Retails Shops, which serve your satisfactions, are successful? (yes, no)

17- Do you see the Retails Shops, which serve your satisfactions, is expanding in branches?

4. ANALYSIS AND DISCUSSIONS

This part presents the research outcome which have been previously collected. The study used SPSS (Statistical Package for the Social Science) program to discuss and analyze the main data collected which is explained in demographic characteristics. The research used Descriptive statistics of data to evoke the findings, however, the statistics used Chai square test, and Tee student test to build up the credibility of the data as well as documenting the outcome of the descriptive part.

4.1 Demographic Variables

1-The relative distribution of the study sample by gender:

Table 4.1: Sample gender

		N	%
what is your gender?	Male	128	36.7
	Female	221	63.3
	Total	349	100

Table 1 shows that: The study sample included 221 females (63.3%) and 128 males (36.7%).

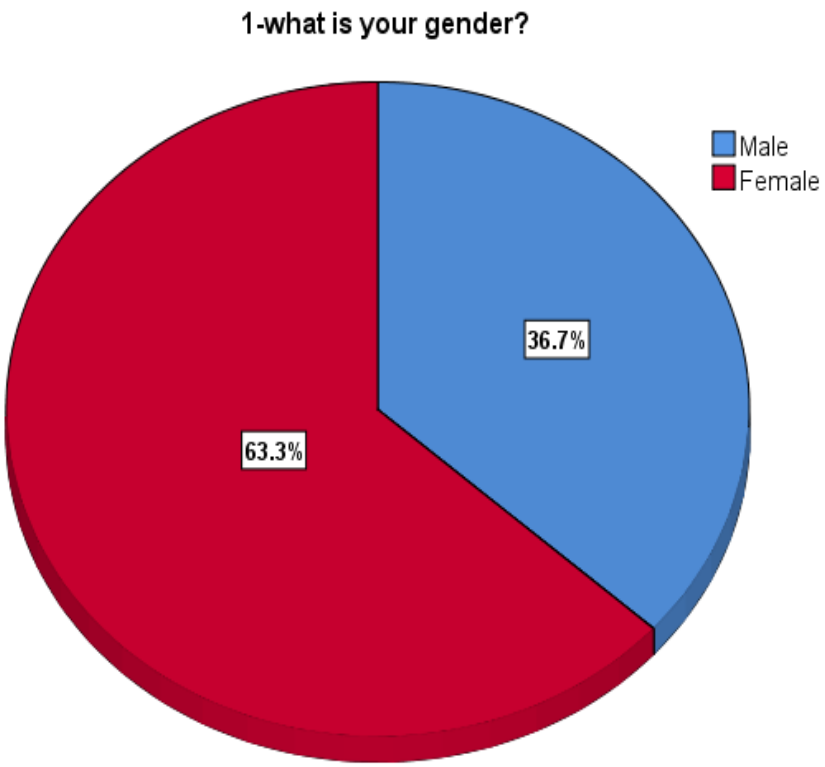


Figure 4.1: Sample gender

2-The relative distribution of the sample of the study by age groups:

Table 4.2: Sample age groups

		N	%
What is your age?	Under 18	21	6
	18-24	130	37.2
	25-34	125	35.8
	35-44	60	17.2
	45 or more	13	3.7
	Total	349	100

Table 2 shows that: The majority of the sample population ranged between 18 and 24 years of age by 37%, followed by 36% for those aged 25 to 34 and the lowest (4%) for those aged 45 and over.

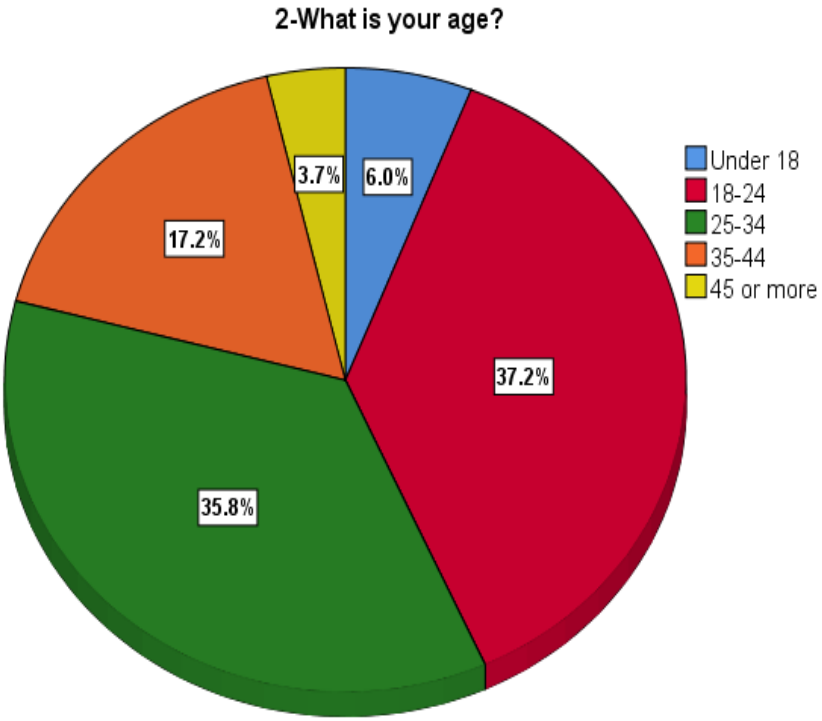


Figure 4.2: Sample age groups

3-The relative distribution of the sample of the study by age and Gender:

Table 4.3: Age and Gender cross tabulation.

(Age * Gender) Cross tabulation

			Gender		Total
			Male	Female	
Age	Under 18	Count %	5	16	21
		age	23.8%	76.2%	100%
		% within gender	3.9%	7.2%	6%
		% of Total	1.4%	4.6%	6%
	18-24	Count %	47	83	130
		% within age	36.2%	63.8%	100%
		% within gender	36.7%	37.6%	37.2%
		% of Total	13.5%	23.8%	37.2%
	25-34	Count %	50	75	125
		% within age	40%	60%	100%
		% within gender	39.1%	33.9%	35.8%
		% of Total	14.3%	21.5%	35.8%

Table 4.3: (con) Age and Gender cross tabulation.

(Age * Gender) Cross tabulation					
			Gender		Total
			Male	Female	
	35-44	Count %	24	36	60
		% within age	40%	60%	100%
		% within gender	18.8%	16.3%	17.2%
		% of Total	6.9%	10.3%	17.2%
	45 or more	Count %	2	11	13
		% within age	15.4%	84.6%	100%
		% within gender	1.6%	5.0%	3.7%
		% of Total	0.6%	3.2%	3.7%
Total		Count %	128	221	349
		% within age	36.7%	63.3%	100%
		% within gender	100.0%	100.0%	100%
		% of Total	36.7%	63.3%	100%

4-The relative distribution of the study sample by educational level:

Table 4.4: Educational level

		N	%
3-What is the highest level of formal education you have completed?	High school or less	85	24.4
	Undergraduate (bachelor's degree)	192	55
	Master	65	18.6
	PHD	7	2
	Total	349	100

Table 4.4: Shows that: 55% of the sample (half the sample) have completed the university study, 2% have a doctorate, and the rest are distributed to the rest.

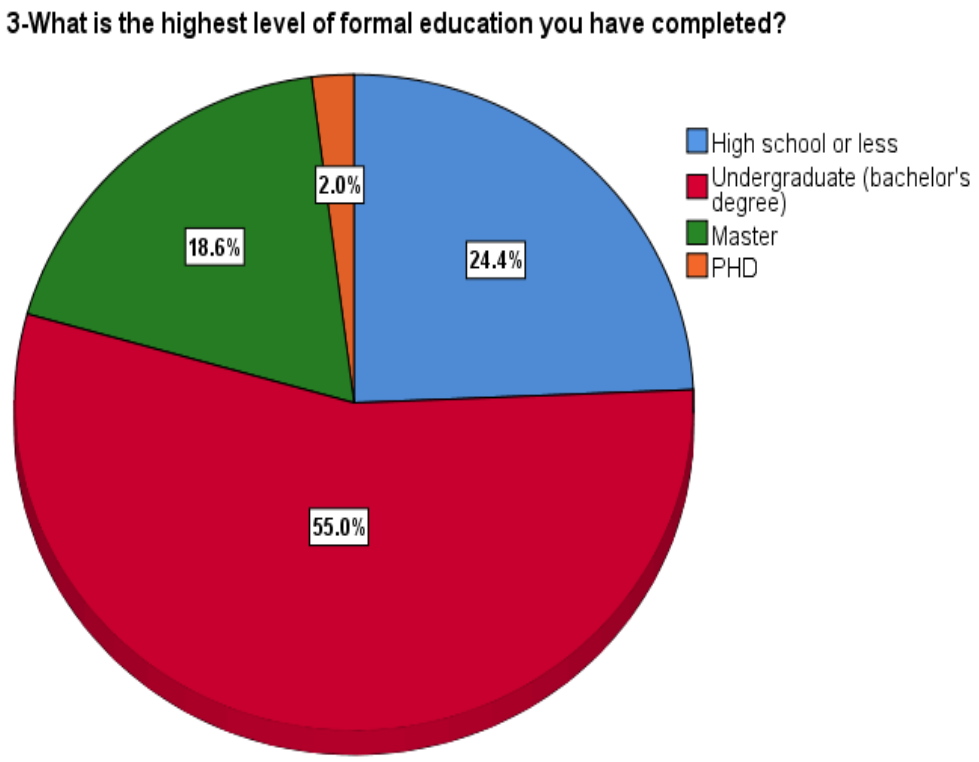


Figure 4.3: Educational level

5-The relative distribution of the sample of the study by education and gender:

Table 4.5: Distribution of education and Gender

(Education * Gender) Cross tabulation

			Gender		Total
			Male	Female	
The highest level of formal education you have completed	High school or less	Count % %	37	48	85
		The highest level of formal education, you have completed	43.5%	56.5%	100%
		% within gender	28.9%	21.7%	24.4%
		% of Total	10.6%	13.8%	24.4%
	Under-graduate (bachelor's degree)	Count %	69	123	192
		The highest level of formal education, you have completed	35.9%	64.1%	100%
		% within gender	53.9%	55.7%	55%
		% of Total	19.8%	35.2%	55%

Table 4.5: (con) Distribution of education and Gender

(Education * Gender) Cross tabulation					
			Gender		Total
			Male	Female	
	Master	Count %	20	45	65
		The highest level of formal education, you have completed	30.8%	69.2%	100%
		% within gender	15.6%	20.4%	18.6%
		% of Total	5.7%	12.9%	18.6%
	PHD	Count %	2	5	7
		The highest level of formal education, you have completed	28.6%	71.4%	100%
		% within gender	1.6%	2.3%	2%
		% of Total	0.6%	1.4%	2%
Total		Count %	128	221	349
		The highest level of formal education, you have completed	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

6-The relative distribution of the study sample by social status:

Table 4.6: Social Status

		N	%
4-What is your Marital status?	Single	228	65.3
	Married	111	31.8
	Single parent	10	2.9
	Total	349	100

Table 4.6 shows that: The majority of the sample (65%) were single, 32% were married, and the smaller (3%) were divorced or widower.

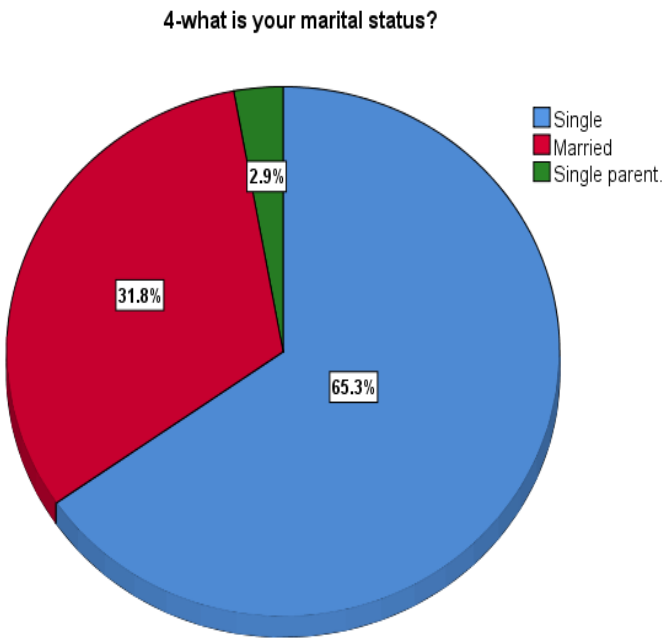


Figure 4.4: Social status

7- The relative distribution of the sample of the study by social status and gender:

Table 4.7: Distribution of Social Status and Gender

(Marital status * Gender) Cross tabulation

			Gender		Total
			Male	Female	
Marital status	Single	Count %	90	138	228
		Marital status	39.5%	60.5%	100%
		% within gender	70.3%	62.4%	65.3%
		% of Total	25.8%	39.5%	65.3%
	Married	Count %	38	73	111
		Marital status	34.2%	65.8%	100%
		% within gender	29.7%	33.0%	31.8%
		% of Total	10.9%	20.9%	31.8%
	Single parent	Count %	0	10	10
		Marital status	0%	100%	100%
		% within gender	0%	4.5%	2.9%
		% of Total	0%	2.9%	2.9%

Table 4.7: (con) Distribution of Social Status and Gender

(Marital status * Gender) Cross tabulation				
		Gender		Total
		Male	Female	
Total	Count %	128	221	349
	Marital status	36.7%	63.3%	100%
	% within gender	100%	100%	100%
	% of Total	36.7%	63.3%	100%

8-The relative distribution of the study sample by number of family members:

Table 4.8: Number of family members

		N	%
5-How many members are there in your Family?	0	2	0.6
	1	11	3.2
	2	35	10
	3	72	20.6
	4	90	25.8
	5	57	16.3
	6	33	9.5
	7	24	6.9
	8	9	2.6
	9	8	2.3
	10	2	0.6
	11	2	0.6
	12	1	0.3
	13	1	0.3
	20	2	0.6
	Total	349	100

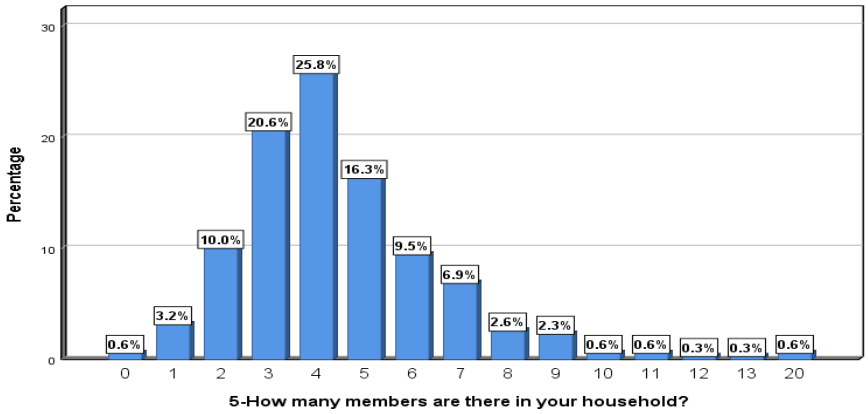


Figure 4.5: Number of family members

Table 4.9: Family members and Gender

(members in your family * Gender) Cross tabulation					
			Gender		Total
			Male	Female	
Members in your family	0	Count %	0	2	2
		Members in your family	0%	100%	100%
		% within gender	0%	0.9%	0.6%
		% of Total	0%	0.6%	0.6%
	1	Count %	7	4	11
		Members in your family	63.6%	36.4%	100%
		% within gender	5.5%	1.8%	3.2%
		% of Total	2.0%	1.1%	3.2%
	2	Count %	16	19	35
		Members in your family	45.7%	54.3%	100%
		% within gender	12.5%	8.6%	10%
		% of Total	4.6%	5.4%	10%
	3	Count %	27	45	72
		Members in your family	37.5%	62.5%	100%
		% within gender	21.1%	20.4%	20.6%
		% of Total	7.7%	12.9%	20.6%
	4	Count %	27	63	90
		Members in your family	30.0%	70.0%	100%
		% within gender	21.1%	28.5%	25.8%
		% of Total	7.7%	18.1%	25.8%
	5	Count %	22	35	57
		Members in your family	38.6%	61.4%	100%
		% within gender	17.2%	15.8%	16.3%
		% of Total	6.3%	10.0%	16.3%

Table 4.9: (con) Family members and Gender

(members in your family * Gender) Cross tabulation

		Gender		Total
		Male	Female	
6	Count %	5	28	33
	Members in your family	15.2%	84.8%	100%
	% within gender	3.9%	12.7%	9.5%
	% of Total	1.4%	8.0%	9.5%
7	Count %	13	11	24
	Members in your family	54.2%	45.8%	100%
	% within gender	10.2%	5.0%	6.9%
	% of Total	3.7%	3.2%	6.9%
8	Count %	4	5	9
	Members in your family	44.4%	55.6%	100%
	% within gender	3.1%	2.3%	2.6%
	% of Total	1.1%	1.4%	2.6%
9	Count %	4	4	8
	Members in your family	50%	50%	100%
	% within gender	3.1%	1.8%	2.3%
	% of Total	1.1%	1.1%	2.3%
10	Count %	1	1	2
	members in your family	50%	50%	100%
	% within gender	0.8%	0.5%	0.6%
	% of Total	0.3%	0.3%	0.6%
11	Count %	1	1	2
	Members in your family	50%	50%	100%
	% within gender	0.8%	0.5%	0.6%
	% of Total	0.3%	0.3%	0.6%

Table 4.9: (con) Family members and Gender

(members in your family * Gender) Cross tabulation

			Gender		Total
			Male	Female	
	12	Count %	0	1	1
		Members in your family	0%	100%	100%
		% within gender	0%	0.5%	0.3%
		% of Total	0%	0.3%	0.3%
	13	Count %	0	1	1
		Members in your family	0%	100%	100%
		% within gender	0%	0.5%	0.3%
		% of Total	0%	0.3%	0.3%
	20	Count %	1	1	2
		Members in your family	50.0%	50.0%	100%
		% within gender	0.8%	0.5%	0.6%
		% of Total	0.3%	0.3%	0.6%
Total		Count %	128	221	349
		Members in your family	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

9-The relative distribution of the study sample by functional status:

Table 4.10: Employment Status

		N	%
6- Employment Status?	Unable to work.	10	2.9
	Student	183	52.4
	Unemployed	45	12.9
	Employee	109	31.2
	Retired	2	0.6
	Total	349	100

Table 4.10 shows that: 52% of the sample population (about half) were students, 31% were employees, and the smaller percentage (0.6%) were retired, and the rest are distributed across the rest.

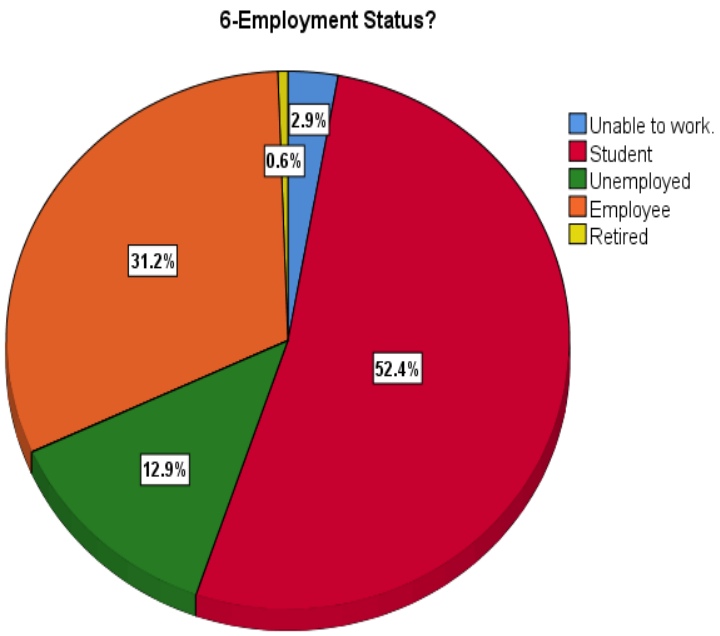


Figure 4.6: Employment Status

10-The relative distribution of the study sample by job status and gender:

Table 4.11: Employment Status and Gender

(Employment Status * Gender) Cross tabulation

		Gender		Total
		Male	Female	
Unable to work	Count %	3	7	10
	Employment Status	30%	70%	100%
	% within gender	2.3%	3.2%	2.9%
	% of Total	0.9%	2.0%	2.9%
Student	Count %	72	111	183
	Employment Status	39.3%	60.7%	100%
	% within gender	56.3%	50.2%	52.4%
	% of Total	20.6%	31.8%	52.4%
Unemployed	Count %	3	42	45
	Employment Status	6.7%	93.3%	100%
	% within gender	2.3%	19.0%	12.9%
	% of Total	0.9%	12.0%	12.9%
Employee	Count %	50	59	109
	Employment Status	45.9%	54.1%	100%
	% within gender	39.1%	26.7%	31.2%
	% of Total	14.3%	16.9%	31.2%
Retired	Count %	0	2	2
	Employment Status	0%	100%	100%
	% within gender	0%	0.9%	0.6%
	% of Total	0%	0.6%	0.6%
	Count %	128	221	349
	Employment Status	36.7%	63.3%	100%
	% within gender	100%	100%	100%
	% of Total	36.7%	63.3%	100%

11-The relative distribution of the study sample by monthly income:

Table 4.12: Income

		N	%
Income per month	Less than 200$	91	26.1
	200-500	109	31.2
	500-1000	86	24.6
	More than 1000$	63	18.1
	Total	349	100

Table 4.12 shows that: 31% of the sample was paid $200 to $500 and the smaller (18%) were paid $1,000 or more each month, and the rest were distributed across the rest.

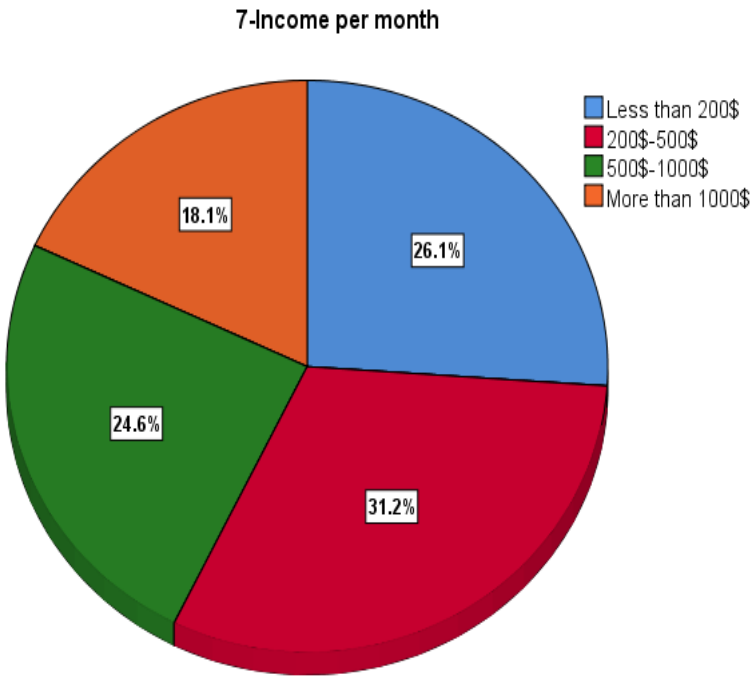


Figure 4.7: Income

12-The relative distribution of the sample of the study by monthly income and gender:

1.

Table 4.13: Income and Gender

(Income per month * Gender) Cross tabulation			gender		Total
			Male	Female	
Income per month	Less than 200$	Count %	27	64	91
		Income per month	29.7%	70.3%	100%
		% within gender	21.1%	29.0%	26.1%
		% of Total	7.7%	18.3%	26.1%
	200-500	Count %	38	71	109
		Income per month	34.9%	65.1%	100%
		% within gender	29.7%	32.1%	31.2%
		% of Total	10.9%	20.3%	31.2%
	500-1000	Count %	36	50	86
		Income per month	41.9%	58.1%	100%
		% within gender	28.1%	22.6%	24.6%
		% of Total	10.3%	14.3%	24.6%
	More than 1000$	Count %	27	36	63
		Income per month	42.9%	57.1%	100%
		% within gender	21.1%	16.3%	18.1%
		% of Total	7.7%	10.3%	18.1%
Total		Count %	128	221	349
		Income per month	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

4.2 Descriptive analysis of the research questions

This part of the analysis is intended to present the analytical descriptive study of the study sample, by determining the relative distribution of the answers to each question in order to answer the research questions.

4.2.1 How much women make purchasing decisions in the family?

To answer this question, we will analyze the answers of females and males to the questions (question 8: How often do you make a purchase (any kind of products) during the month? (Online or store PP) Question 9: (Do you make purchases for someone else in the family?) and then highlight female responses.

Table 4.14: Times of purchase

(The number of times shopping during the month * Gender (Cross tabulation

			gender		Total
			Male	Female	
8-How many times do you make a purchase (any kind of products) during the month? (Online or store PP)	1 -3 times	Count %	77	122	199
		Shopping times during the month	38.7%	61.3%	100%
		% within gender	60.2%	55.2%	57%
		% of Total	22.1%	35%	57%
	4-6 times	Count %	32	52	84
		Shopping times during the month	38.1%	61.9%	100%
		% within gender?	25%	23.5%	24.1%
		% of Total	9.2%	14.9%	24.1%
	more than 6 times	Count %	19	47	66
		Shopping times during the month	28.8%	71.2%	100%
		% within gender?	14.8%	21.3%	18.9%
		% of Total	5.4%	13.5%	18.9%
Total		Count %	128	221	349
		Shopping times during the month	36.7%	63.3%	100%

	% within gender?	100%	100%	100%
	% of Total	36.7%	63.3%	100%

2.

The previous table shows that 57% of the study sample were shopping from one to three times a month. The percentage among women and men was as follow: (61.3%, 38.7%) respectively in preference to women. (24.1%) of the study sample were shopping four to six times a month by (61.9% vs. 38.1%) in preference to women, and (18.9%) of study sample shop more than six times a month by (71.2% vs. 28.8%) in preference to women. As a result, women shop mre often than men do.

Furthermore, when females' opinions were surveyed (n=221), around half of the sample (55%) confirmed shopping three times a month while (24%) stated shopping four to six times per month and (21%) agreed they do shop more than six times a month. The figure below illustrates the above:

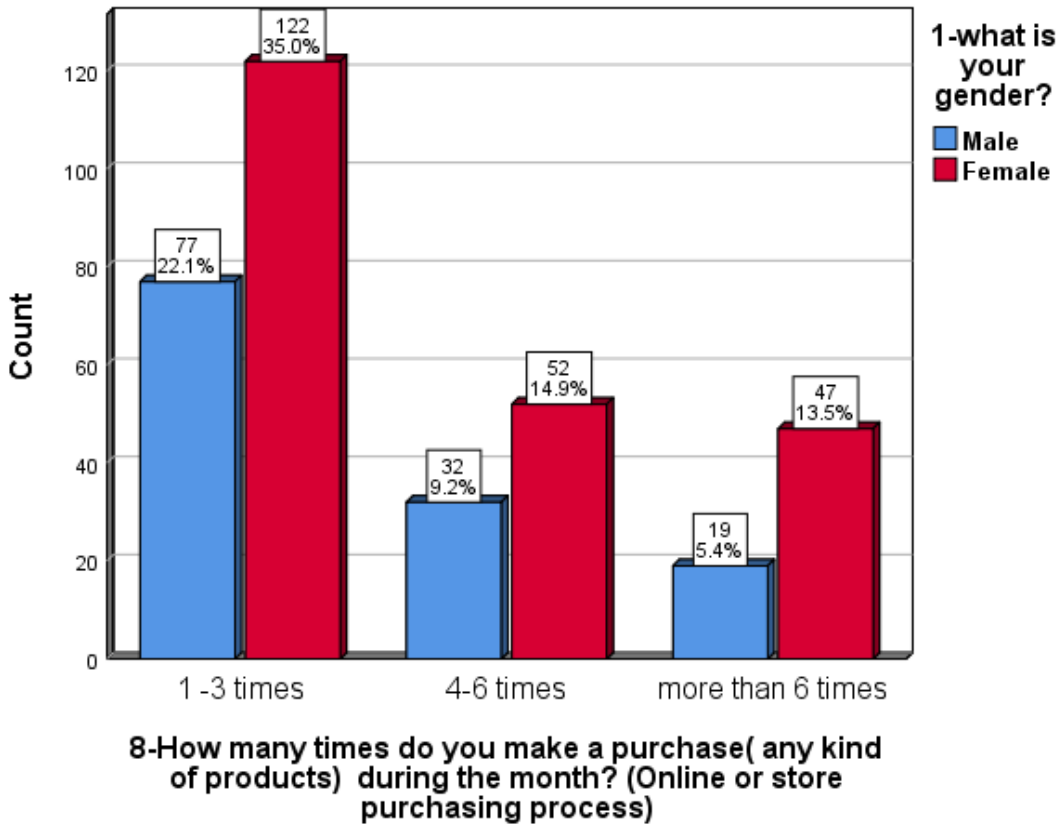


Figure 4.8: Times of purchase

The relative distribution of the study sample by gender and the conduct of purchase for someone else :

Table 4.15: Purchase for someone else

(purchase for someone else * Gender) Cross tabulation

			Gender		Total
			Male	Female	
9-Do you make purchases for someone else in the family?	No	Count %	42	58	100
		(9-Do you make purchases for someone else in the family?)	42%	58%	100%
		% within gender	32.8%	26.2%	28.7%
		% of Total	12%	16.6%	28.7%
	Yes	Count %	86	163	249
		(9-Do you make purchases for someone else in the family?)	34.5%	65.5%	100%
		% within gender	67.2%	73.8%	71.3%
		% of Total	24.6%	46.7%	71.3%
Total		Count %	128	221	349
		(9-Do you make purchases for someone else in the family?)	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that: (71.3%) of the study sample distributed amongst women and men confirmed that they do shopping for other family members by (65.5%, 34.5%) respectively in preference to women.

Similarly, the only females survey (n=221), showed a majority of (74%) agreeing on shopping for other family members. The figure below illustrates the above:

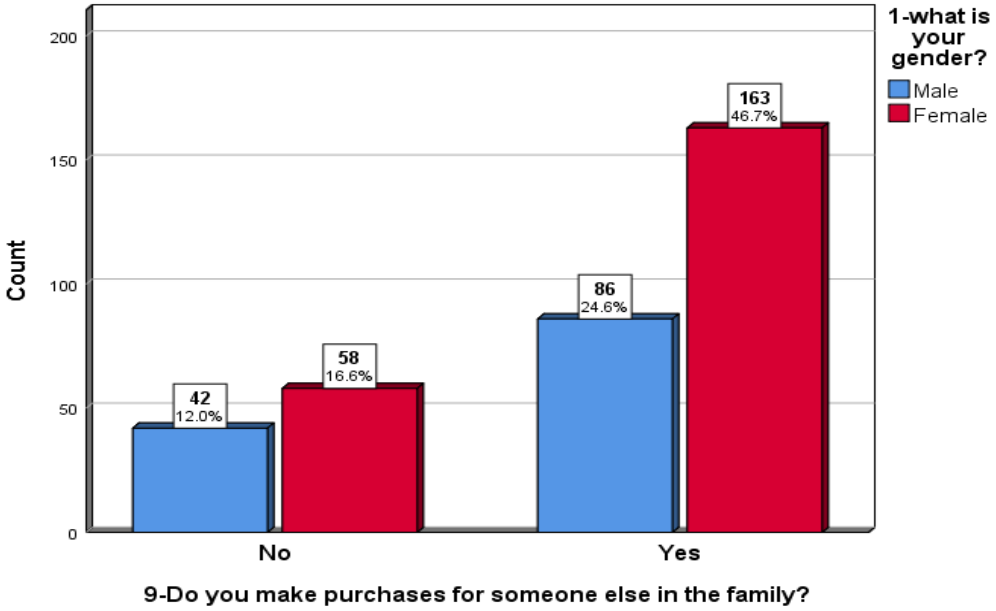


Figure 4.9: Purchase for someone else

4.2.2 How much women influence their partners purchasing decisions?

In order to answer this question, both females and males were revealed (question 10: In most cases, you make the purchasing process :(alone, with a partner of the same gender, with a partner of another gender) and then highlighted the answers of females' sample.

Table 4.16: Purchasing partner

(purchasing partner* Gender) Cross tabulation					
			Gender		Total
			Male	Female	
In most cases, you make the PP:	Alone	Count % In most cases, you make the PP	92	136	228
			40.4%	59.6%	100%
		% within gender	71.9%	61.5%	65.3%
		% of Total	26.4%	39.0%	65.3%

Table 4.16: (con) Purchasing partner

(purchasing partner* Gender) Cross tabulation					
			Gender		Total
			Male	Female	
	With partner from the same gender	Count %	12	64	76
		In most cases, you make the PP	15.8%	84.2%	100%
		% within gender	9.4%	29%	21.8%
		% of Total	3.4%	18.3%	21.8%
	With partner from another gender	Count %	24	21	45
		In most cases, you make the PP	53.3%	46.7%	100%
		% within gender	18.8%	9.5%	12.9%
		% of Total	6.9%	6.0%	12.9%
Total		Count %	128	221	349
		In most cases, you make the PP	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (65.3%) of the study sample distributed among women and men stated that they shop by (60%, 40%) in preference to women. Moreover, (21.8%) of the study sample confirmed they shop with a partner of the same gender by (84.2%, 15.8%) respectively in preference to women. While (12.9%) of study sample shops with another gender partner, this percentage is distributed among men and women (53%, 47%) in favor of men

Nonetheless, when only female opinion was surveyed (n=221), 62% of them preferred shopping alone, 29% are shopping with a partner of the same gender, and 10% prefer shopping with men. The following figure illustrates the above:

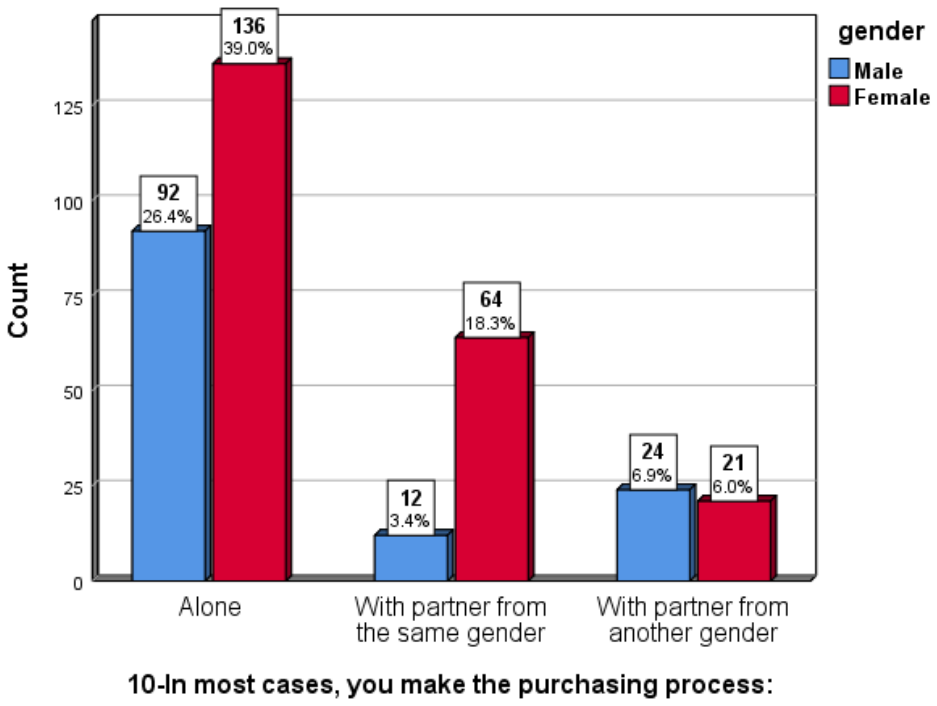


Figure 4.10: Purchasing partner

4.2.3 What kind of goods do women usually make purchasing decisions about?

The answers to the question have been analyzed for both females and males (Question 11): In your family, who mainly decides to buy those stuff.

(Grocery, clothes, home furnishing, Self- Care and Beauty, gifts, vehicles), and then highlight female responses.

Table 4.17: Purchase decision for (Grocery)

Who decides to buy (Grocery)* Gender (Cross tabulation					
			Gender		Total
			Male	Female	
Who decides to buy (Grocery)	Male	Count %	26	23	49
		Who decides to buy (Grocery)	53.1%	46.9%	100%
		% within gender	20.3%	10.4%	14%
		% of Total	7.4%	6.6%	14%
	Female	Count %	48	114	162
		Who decides to buy (Grocery)	29.6%	70.4%	100%

Table 4.17:(con) Purchase decision for (Grocery)

Who decides to buy (Grocery)* Gender (Cross tabulation				
		Gender		Total
		Male	Female	
	% within gender	37.5%	51.6%	46.4%
	% of Total	13.8%	32.7%	46.4%
Sharing	Count %	54	84	138
	Who decides to buy (Grocery)	39.1%	60.9%	100%
	% within gender	42.2%	38.0%	39.5%
	% of Total	15.5%	24.1%	39.5%
	Count %	128	221	349
	Who decides to buy (Grocery)	36.7%	63.3%	100%
	% within gender	100%	100%	100%
	% of Total	36.7%	63.3%	100%

The previous table shows that 36.7% of the sample population was male, and when they were surveyed about who had the decision to buy (Grocery), their views were male (20.3%), female (37.5%), and sharing decisions were (42.2%).

In the only females' survey (N=221), which reached a total sample of 63.3%, around half of the sample (51.6%) reported that most female purchases were made in (Grocery) and 38% reported that this decision was a shared decision, while 10.4% stated that it is a male decision. The following figure illustrates the above:

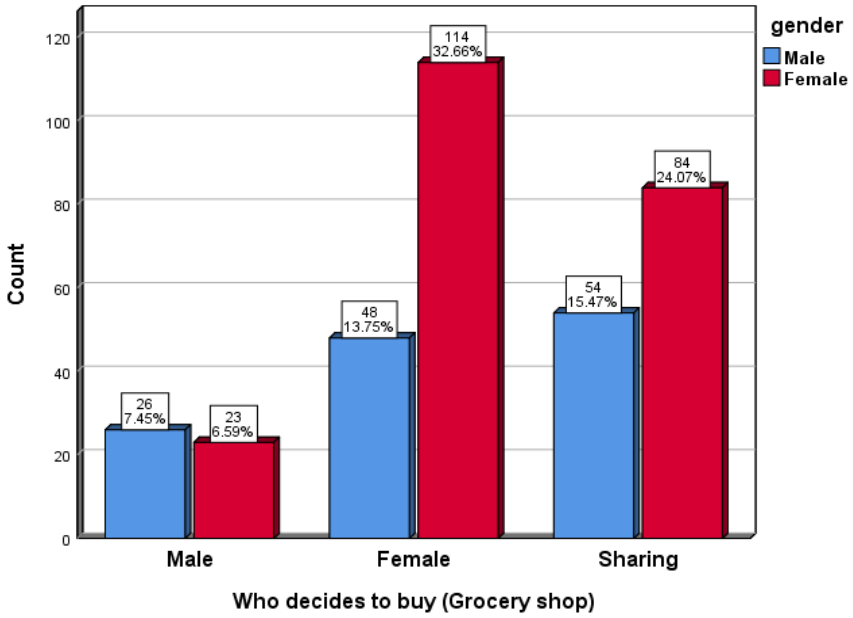


Figure 4.11: Purchase decision of Grocery shop

Table 4.18: Purchase decision of (Clothes)

(Who decides to buy (Clothes)* Gender) Cross tabulation			Gender		Total
			Male	Female	
Who decides to buy (Clothes)	Male	Count %	24	3	27
		Who decides to buy (Clothes)	88.9%	11.1%	100%
		% within gender	18.8%	1.4%	7.7%
		% of Total	6.9%	0.9%	7.7%
	Female	Count %	42	137	179
		Who decides to buy (Clothes)	23.5%	76.5%	100%
		% within gender	32.8%	62.0%	51.3%
		% of Total	12.0%	39.3%	51.3%
	Sharing	Count %	62	81	143
		Who decides to buy (Clothes)	43.4%	56.6%	100%
		% within gender	48.4%	36.7%	41%
		% of Total	17.8%	23.2%	41%
		Count %	128	221	349
		Who decides to buy (Clothes)	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were surveyed about who is in charge of the purchasing decision of (Clothes), their opinions were (18.8%) male, (32.8%) female, and (48.4%) a shared decision

While the female-only opinion poll (N=221) - which reached its total sample rate of (63.3%) - stated that more than half of the sample (62%) reported the decision to buy (Clothes) was a female decision, and 36.7% reported it was a shared decision, while 1.4% said it was a male decision. The figure below illustrates the above:

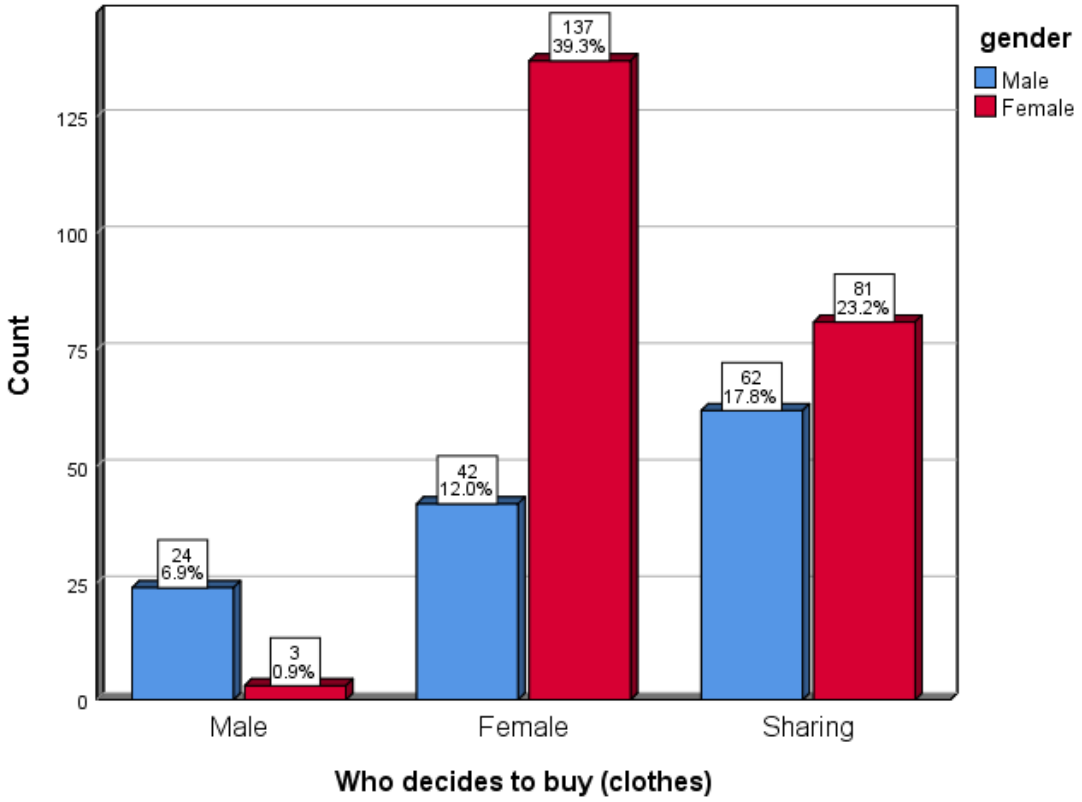


Figure 4.12: Purchase decision of (Clothes)

Table 4.19: Purchase decision of (Home Furnishings)

Who decides to buy (Home Furnishings) * Gender (Cross tabulation)?					
			Gender		Total
			Male	Female	
Who decides to buy (Home Furnishing)?	Male	Count %	17	23	40
		Who decides to buy (Home Furnishings)?	42.5%	57.5%	100%
		% within gender	13.3%	10.4%	11.5%
		% of Total	4.9%	6.6%	11.5%
	Female	Count %	49	70	119
		Who decides to buy (Home Furnishings)?	41.2%	58.8%	100%
		% within gender	38.3%	31.7%	34.1%
		% of Total	14.0%	20.1%	34.1%
	Sharing	Count %	62	128	190
		Who decides to buy (Home Furnishings)?	32.6%	67.4%	100%
		% within gender	48.4%	57.9%	54.4%
		% of Total	17.8%	36.7%	54.4%
		Count %	128	221	349
		Who decides to buy (Home Furnishings)?	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table showed that (36.7%) of the study sample were males. When they were surveyed about the person in charge of the purchasing decision of (Home Furnishings) their views were (13.3%) by males, (38.3%) by females, and (48.4%) confirmed it is a shared decision.

Moreover, the female-only opinion poll (N=221) - which reached its total sample rate of (63.3%) - has shown a similar result. The majority assured that by (57.9%) it was a shared decision, and 31.7% reported it was a female decision, while 1% said it is a male decision. The following figure illustrates the above:

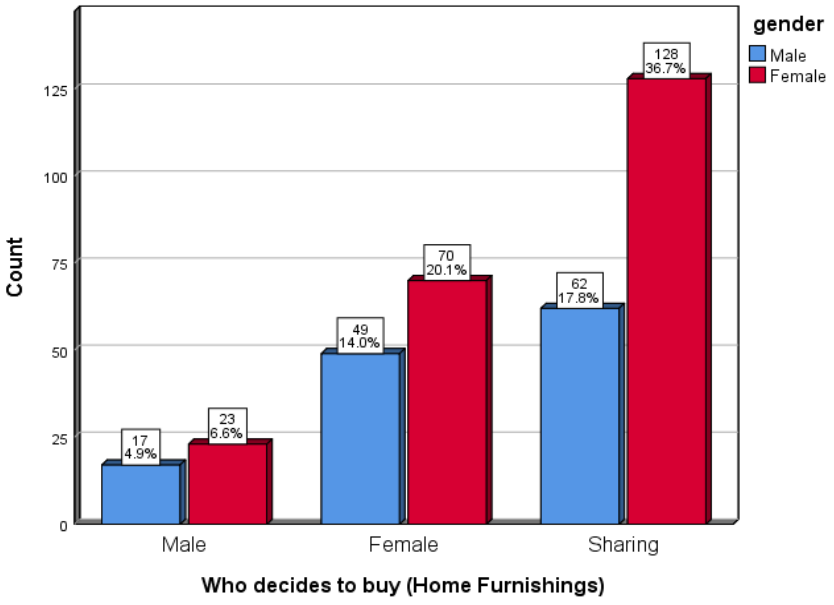


Figure 4.13: Purchase decision of (Home Furnishings)

Table 4.20: Purchase decision of (Self-Care and Beauty)

Who decides to buy (Self-Care and Beauty) * Gender (Cross tabulation)? Cross tabulation)

			Gender Male	Female	Total
Who decides to buy (Self-Care and Beauty)?	Male	Count %	15	7	22
		Who decides to buy (Self-Care and Beauty)?	68.2%	31.8%	100%
		% within gender	11.7%	3.2%	6.3%
		% of Total	4.3%	2.0%	6.3%
	Female	Count %	82	192	274
		Who decides to buy (Self-Care and Beauty)?	29.9%	70.1%	100%
		% within gender	64.1%	86.9%	78.5%
		% of Total	23.5%	55%	78.5%
	Sharing	Count %	31	22	53
		Who decides to buy (Self-Care and Beauty)?	58.5%	41.5%	100%
		% within gender	24.2%	10%	15.2%
		% of Total	8.9%	6.3%	15.2%
		Count %	128	221	349
		Who decides to buy (Self-Care and Beauty)?	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males and when they got surveyed about the person in charge of the purchasing decision of (personal and beauty care) their opinions were (11.7%) by males, (64.1%) by females, and (24.2%) a shared decision.

Where the female-only opinion poll (N=221) - which reached the total sample rate of (63.3%) - stated that (86.9%) was a female decision, 10% assured it was a shared decision, and 3.2% said that it was a male decision. The following figure illustrates the above:

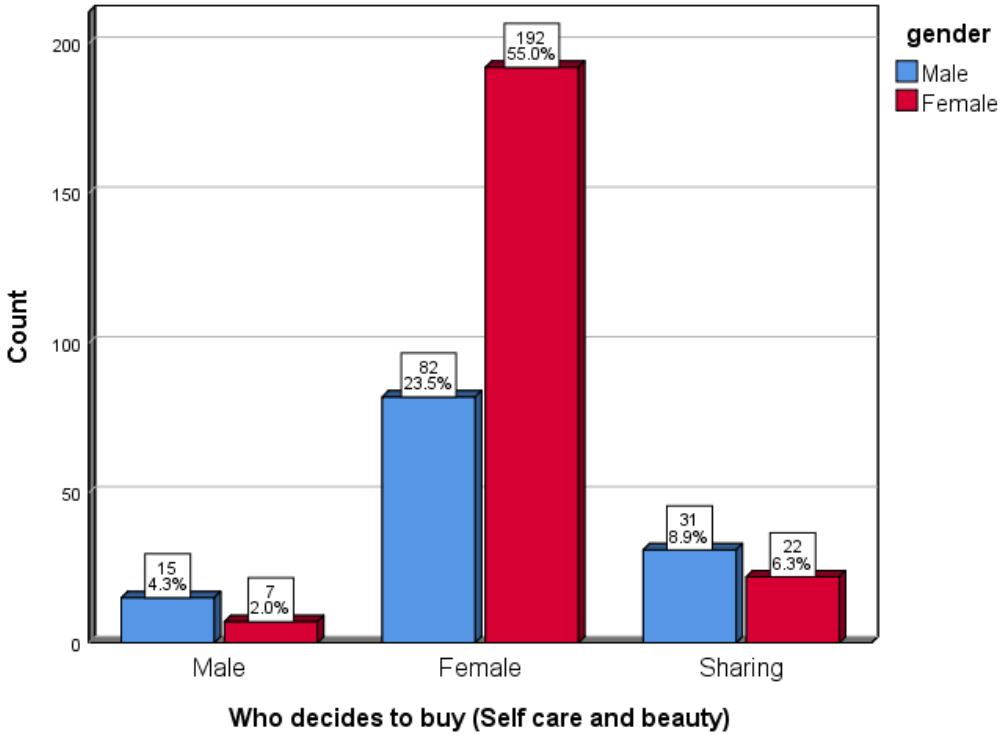


Figure 4.14: Purchase decision of (Self-Care and Beauty)

Table 4.21: Purchase decision of (Gifts)

Who decides to buy (Gifts)* Gender (Cross tabulation)?					
			Gender		Total
			Male	Female	
Who decides to buy (Gifts)?	Male	Count %	19	3	22
		Who decides to buy (Gifts)?	86.4%	13.6%	100%
		% within gender	14.8%	1.4%	6.3%
		% of Total	5.4%	0.9%	6.3%
	Female	Count %	57	136	193
		Who decides to buy (Gifts)?	29.5%	70.5%	100%
		% within gender	44.5%	61.5%	55.3%
		% of Total	16.3%	39%	55.3%
	Sharing	Count %	52	82	134
		Who decides to buy (Gifts)?	38.8%	61.2%	100%
		% within gender	40.6%	37.1%	38.4%
		% of Total	14.9%	23.5%	38.4%
		Count %	128	221	349
		Who decides to buy (Gifts)?	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were surveyed about the person in charge for the purchasing decision of (gifts), their opinions were (14.8%) by males, (44.5%) by females, and (40.6%) a shared decision.

When the female-only opinion poll (N=221) - which reached its total sample rate of (63.3%) - (61.5%) of the sample stated it is a female decision, and by (37.1%) reported it was a shared decision was a shared decision, while (1.4%) said it was a male decision. The following figure illustrates the above:

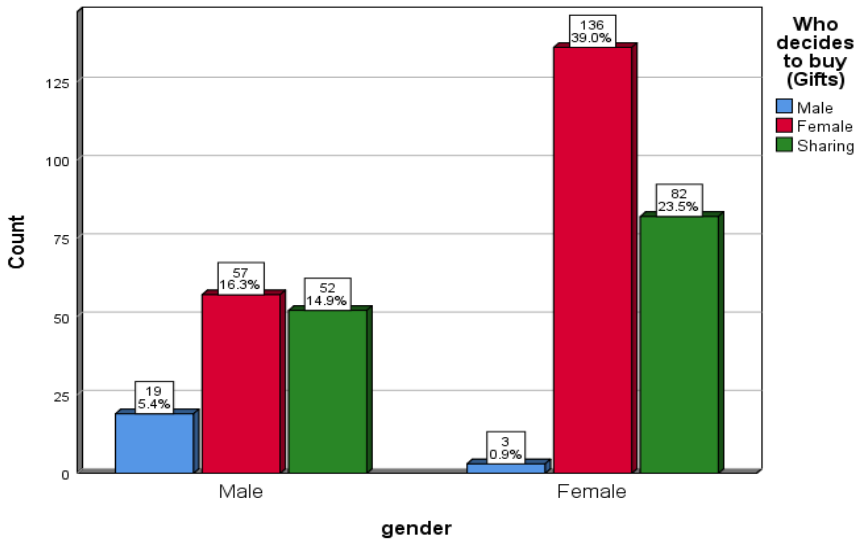


Figure 4.15: Purchase decision of (Gifts)

Table 4.22: Purchase decision of (Vehicles)

Who decides to buy (Vehicles)* Gender (Cross tabulation)?			Gender		Total
			Male	Female	
Who decides to buy (Vehicles)?	Male	Count %	97	120	217
		Who decides to buy (Vehicles)?	44.7%	55.3%	100%
		% within gender	75.8%	54.3%	62.2%
		% of Total	27.8%	34.4%	62.2%
	Female	Count %	4	17	21
		Who decides to buy (Vehicles)?	19.0%	81.0%	100%
		% within gender	3.1%	7.7%	6%
		% of Total	1.1%	4.9%	6%
	Sharing	Count %	27	84	111
		Who decides to buy (Vehicles)?	24.3%	75.7%	100%
		% within gender	21.1%	38%	31.8%
		% of Total	7.7%	24.1%	31.8%
		Count %	128	221	349
		Who decides to buy (Vehicles)?	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were asked about who is in charge of purchasing decision of (vehicles), their opinions were (75.8%) by males, (3.1%) by females, and by (21.1%) a shared decision.

While the female-only opinion poll (N=221) - that reached its total sample rate by (63.3%) - said that by (54.3%) it is a male decision, where (38%) said it is a shared decision, and 7.7% said it was a female decision. The following figure illustrates the above:

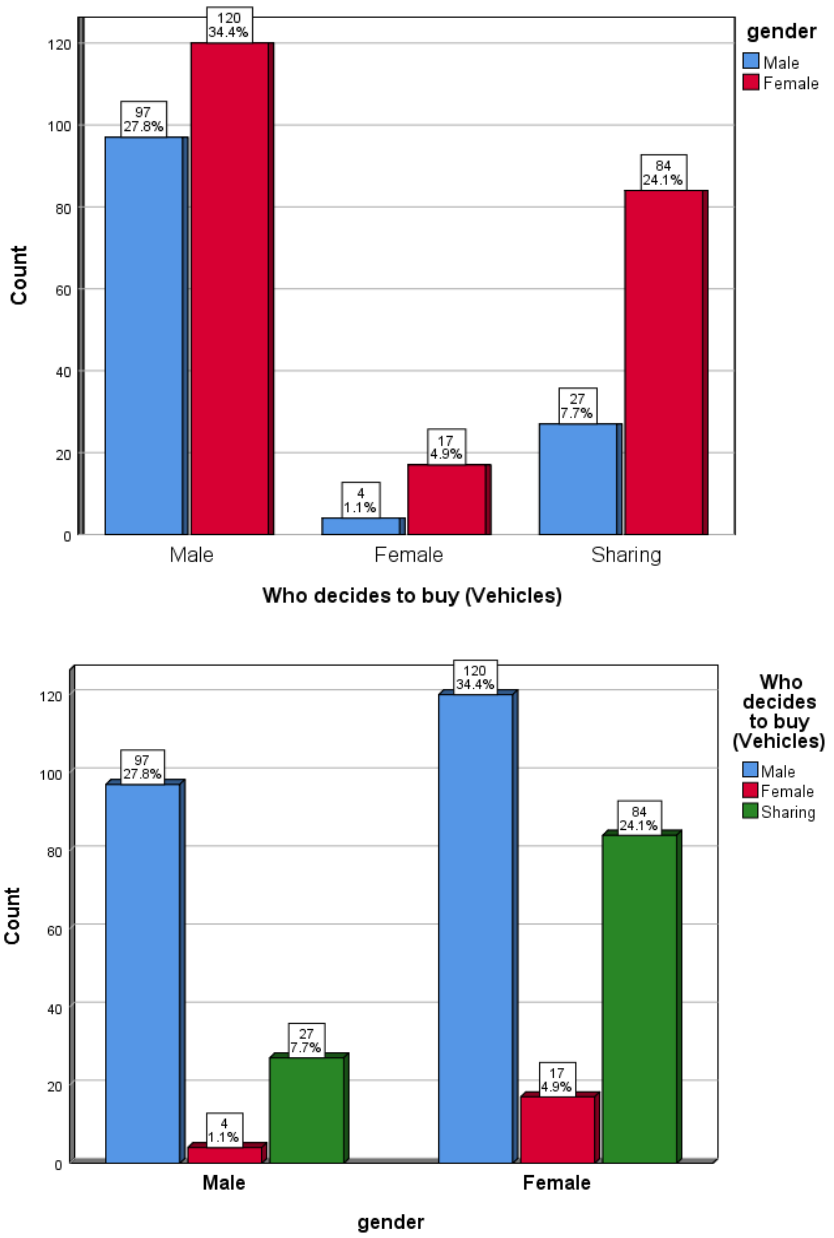


Figure 4.16: Purchase decision of (Vehicles)

4.2.4 Which is the preferred shopping channel for both female and male?

The answers to the question (question 12: How do you usually make your purchasing process for the following stuff (items or goods):

(Grocery shopping, clothes, home furnishing, Self- Care and Beauty, gifts, and vehicles) (from the store, or online)?

And then highlighted the female responses.

Table 4.23: Shopping Channel of (Grocery)

how to buy Grocery					
			Gender		Total
			Male	Female	
How to shop [Grocery]	Online shopping.	Count %	17	23	40
		How to buy [Grocery shop]	42.5%	57.5%	100%
		% within gender	13.3%	10.4%	11.5%
		% of Total	4.9%	6.6%	11.5%
	Store shopping	Count %	111	198	309
		How to buy [Grocery shop]	35.9%	64.1%	100%
		% within gender	86.7%	89.6%	88.5%
		% of Total	31.8%	56.7%	88.5%
Total		Count %	128	221	349
		How to buy [Grocery shop]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were surveyed on how they prefer shopping for (Grocery), their opinions were; online shopping by (13.3%) and store shopping by (86.7%).

Where the female-only opinion poll (N=221) - which reached its total sample rate by (63.3%) - stated by the majority of (90%) that females preferred shopping (Grocery) directly from the store, while the rest preferred online shopping.

Conversely, it was stated by (40%) of the study sample that was distributed among women and men that (11.5%) preferred online shopping by (57.5%, 42.5%) in preference to women, and (309) individuals from the study sample confirmed that by (88.5%) has chosen direct store shopping, that is (64% , 36%) respectively in preference to women. The following figure illustrates the above:

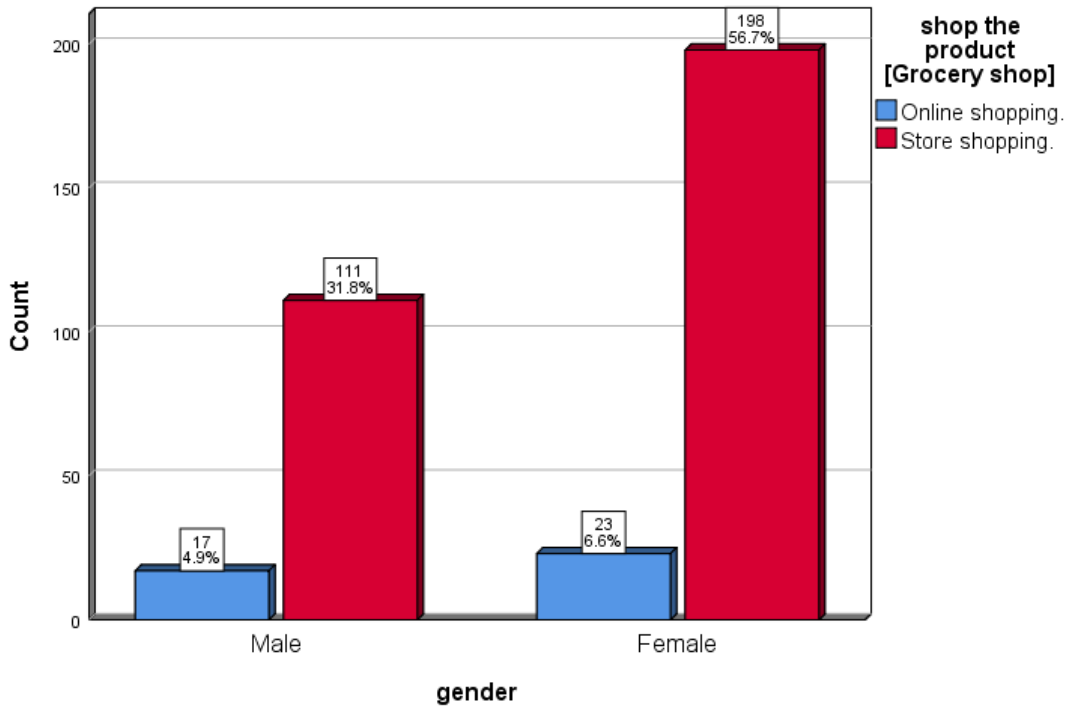


Figure 4.17: Shopping Channel of (Grocery)

Table 4.24: Shopping Channel for (Clothes)

How to shop [Clothes]* Gender (Cross tabulation)

			Gender		Total
			Male	Female	
How to shop Clothes	Online shopping	Count %	43	94	137
		How to shop [Clothes]	31.4%	68.6%	100%
		%within gender	33.6%	42.5%	39.3%
		% of Total	12.3%	26.9%	39.3%
	Store shopping	Count %	85	127	212
		How to shop [Clothes]	40.1%	59.9%	100%
		% within gender	66.4%	57.5%	60.7%
		% of Total	24.4%	36.4%	60.7%
Total		Count %	128	221	349
		How to shop [Clothes]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they got surveyed on how to shop (Clothes), their opinions were online by 33.6% and about 66.4% preferred directly from the store.

When the female-only opinion poll (N=221) - which reached its total sample rate by (63.3%), stated that (58%) preferred direct store shopping, and the rest by (42%) preferred online shopping.

In contrast, (39.3%) of the study sample distributed among women and men preferred online shopping for (Clothes) by (69% vs.31%) in preference to women, and (60.7%) preferred direct store shopping by (60% vs.40%) In preference to women. The following figure illustrates the above:

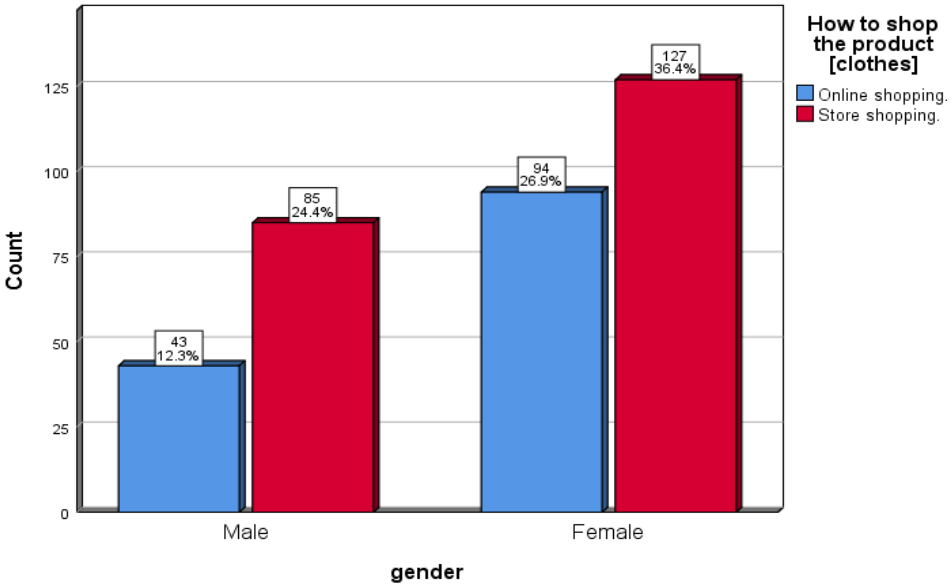


Figure 4.18: Shopping Channel of (Clothes)

Table 4.25: Shopping Channel of (Home Furnishings)

How to shop [Home Furnishings] * Gender (Cross tabulation			Gender		Total
			Male	Female	
How to shop [Home Furnishing]	Online shopping	Count %	26	31	57
		How to shop [Home Furnishings]	45.6%	54.4%	100.0%
		% within gender	20.3%	14.0%	16.3%
		% of Total	7.4%	8.9%	16.3%
	Store shopping	Count %	102	190	292
		How to shop [Home Furnishings]	34.9%	65.1%	100.0%
		% within gender	79.7%	86.0%	83.7%
		% of Total	29.2%	54.4%	83.7%
Total		Count %	128	221	349
		How to shop [Home Furnishings]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were surveyed on how to shop (Home Furnishings), their opinions were online by (20%) and directly from the store by (80%).

When the female-only opinion poll (N=221) - which reached 63.3% - stated that (86%) of females picked direct store shopping, and the rest by (14%) preferred the online shopping.

Conversely, 57 of the study sample distributed among women and men that is (16.3%) were found to be shopping (Home Furnishings) online by (54.4% vs. 45.6%) in preference to women, while 292 of sample study individuals that about (83.7%) favored direct store shopping by (65%, 35%) respectively in preference to women.

The following figure illustrates the above:

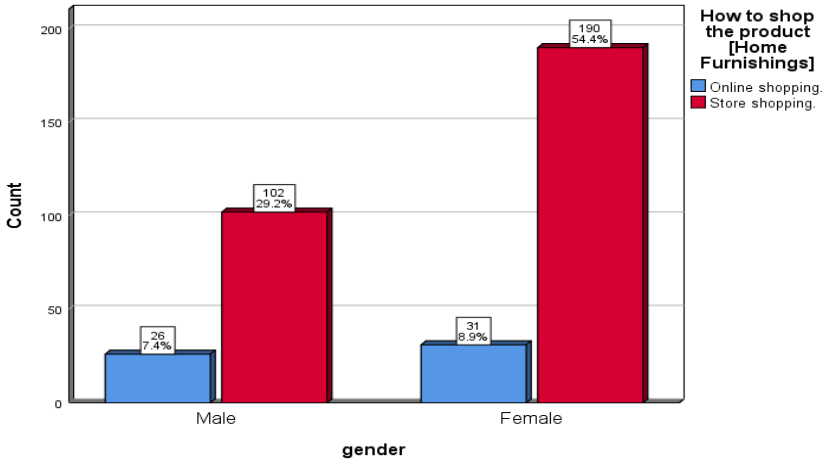


Figure 4.19: Shopping Channel of (Home Furnishings)

Table 4.26: Shopping Channel of (Self-Care and Beauty)

How to shop [Self- Care and Beauty] * Gender (Cross tabulation)					
			Gender		Total
			Male	Female	
How to shop [Self-care and beauty]	Online shopping	Count %	44	69	113
		How to shop [Self- Care and Beauty]	38.9%	61.1%	100%
		% within gender	34.4%	31.2%	32.4%
		% of Total	12.6%	19.8%	32.4%
	Store shopping	Count %	84	152	236
		How to shop [Self- Care and Beauty]	35.6%	64.4%	100%
		% within gender	65.6%	68.8%	67.6%

Table 4.26: (con) Shopping Channel of (Self-Care and Beauty)

How to shop [Self- Care and Beauty] * Gender (Cross tabulation)				
		Gender		Total
		Male	Female	
	% of Total	24.1%	43.6%	67.6%
Total	Count %	128	221	349
	How to shop [Self- Care and Beauty]	36.7%	63.3%	100%
	% within gender	100%	100%	100%
	% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were exploring their views on how to shop (Self-Care and Beauty), their opinions were online by (34.4%) of them and (6 5.6%) were directly from the store.

When the female-only opinion poll (N=221) - which reached 63.3% - stated that more than half of females (69%) preferred shopping directly from the store (personal care and beauty products), and the rest by (31%) preferred online shopping.

Conversely, 113 (32.4%) of the study sample distributed among women and men stated that they preferred online shopping by (61% vs. 39%) in preference to women, and 292 individuals from the study sample that is (67.6%) preferred store shopping by (64%, 36%) in preference to women. The following figure illustrates the above:

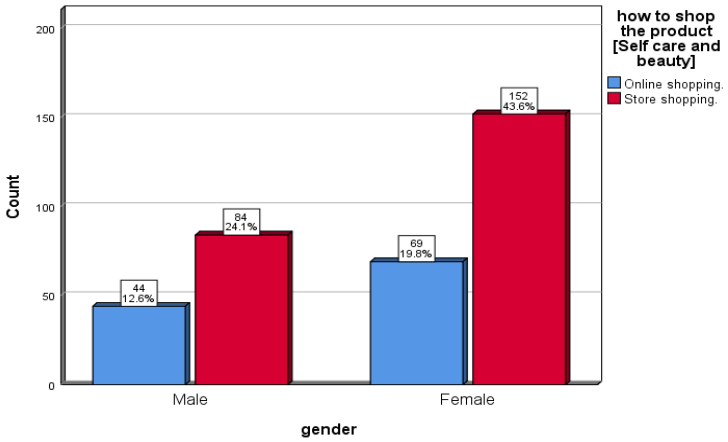


Figure 4.20: Shopping Channel of (Self-Care and Beauty)

Table 4.27: Shopping Channel of (Gifts)

How to shop (Gifts)* Gender (Cross tabulation)					
			Gender		Total
			Male	Female	
How to shop [Gifts]	Online shopping	Count	52	75	127
		% How to shop [Gifts]	40.9%	59.1%	
		% within gender	40.6%	33.9%	36.4%
		% of Total	14.9%	21.5%	36.4%
	Store shopping	Count	76	146	222
		% How to shop [Gifts]	34.2%	65.8%	100%
		% within gender	59.4%	66.1%	63.6%
		% of Total	21.8%	41.8%	63.6%
Total		Count	128	221	349
		% How to shop [Gifts]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that (36.7%) of the study sample were males. When they were surveyed on how to shop (gifts), their opinions were online shopping by 41% and 59% for direct store shopping.

When the female-only opinion poll (N=221) - which reached 63.3% - was surveyed, more than half of the females that is (66%) favored direct store shopping, and the rest of (34%) chose online shopping.

However, 127 (36.4%) of the study sample distributed among women and men picked online shopping by (59%, 41%) in preference to women, and (222) which equals (63.6%) picked direct store shopping by (66%, 34%) Respectively in preference to women. The following figure illustrates the above:

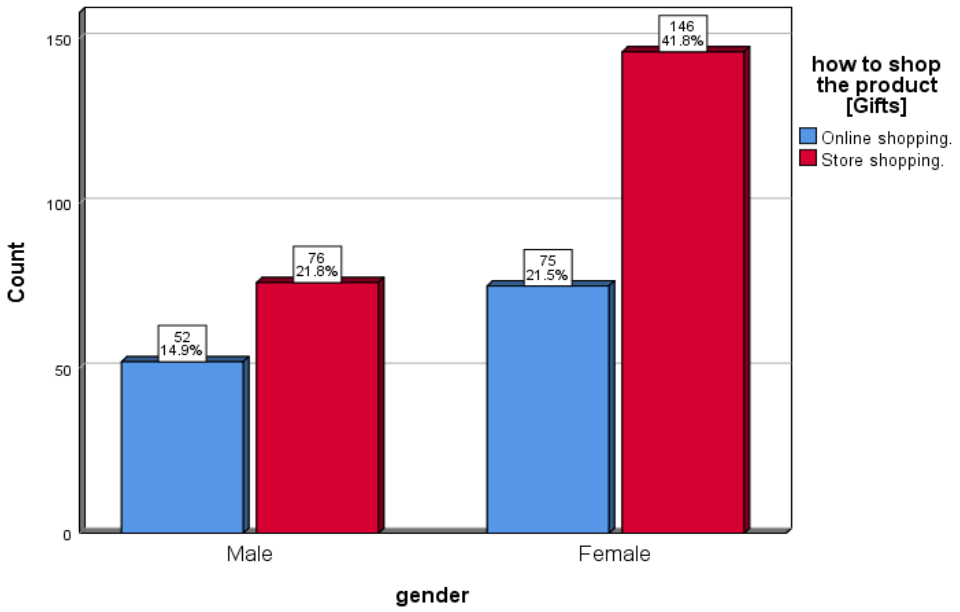


Figure 4.21: Shopping Channel of (Gifts)

Table 4.28: Shopping Channel of (Vehicles)

How to shop [Vehicles]* Gender (Cross tabulation)

			Gender		Total
			Male	Female	
How to shop [Vehicles]	Online shopping	Count %	34	44	78
		How to shop [Vehicles]	43.6%	56.4%	100%
		% within gender	26.6%	19.9%	22.3%
		% of Total	9.7%	12.6%	22.3%
	Store shopping	Count %	94	177	271
		How to shop [Vehicles]	34.7%	65.3%	100%
		% within gender	73.4%	80.1%	77.7%
		% of Total	26.9%	50.7%	77.7%
Total		Count %	128	221	349
		How to shop [Vehicles]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that: (36.7%) of the study sample were males. When they explored their views on how to shop (Vehicles), their opinions were online by 27%, and 73% preferred directly shopping from the store.

When female-only opinion poll (N=221) - which was distributed among women and men that reached 63.3% - asserted that the majority of females (80%) preferred store shopping and the rest by (20%) chose online shopping.

Contrastively, 78 of study sample (22.3%) preferred online shopping (56% vs. 44%) in preference to women, and 271 of study sample members that is (77.7%) preferred store shopping by (65%, 35%) respectively in preference to women. The following figure illustrates the above:

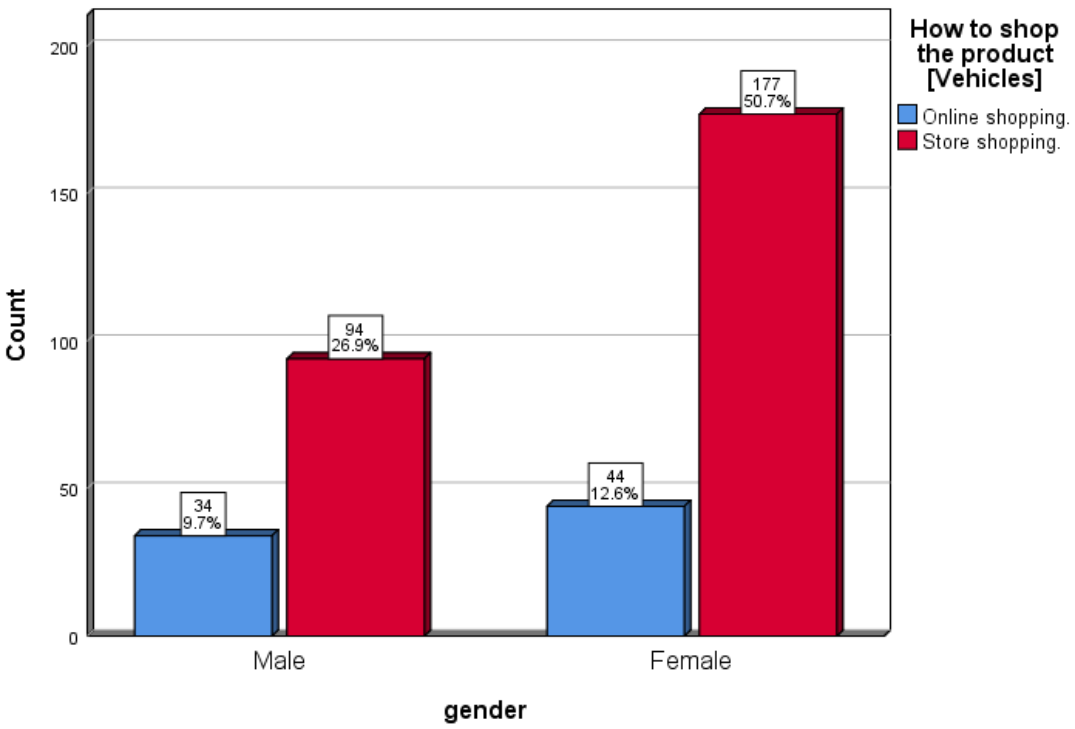


Figure 4.22: Shopping Channel of (Vehicles)

4.2.5 How satisfied are the consumer during purchasing operations?

The answers of both females and males were revealed to the following questions:

Q13: To what extent is positive communication important with the purchasing process?

Q14: How much does the market achieve a positive communication target?

Q15: Do you think that shops seek your satisfaction through (reasonable prices, suitable place, variety of products, effective promoting)

And then highlight female responses.

Table 4.29: Importance of positive communication

(To what extent positive communication is important with PP * Gender) Cross tabulation			Gender		Total
			Male	Female	
To what extent positive communication is important with PP	Strongly Disagree	Count %	0	1	1
		Positive communication with PP	0%	100.0%	100%
		% within gender	0%	0.5%	0.3%
		% of Total	0%	0.3%	0.3%
	Disagree	Count %	3	9	12
		Positive communication with PP	25.0%	75.0%	100%
		% within gender	2.3%	4.1%	3.4%
		% of Total	0.9%	2.6%	3.4%
	neutral	Count %	26	36	62
		Positive communication with PP	41.9%	58.1%	100%
		% within gender	20.3%	16.3%	17.8%
		% of Total	7.4%	10.3%	17.8%
	Agree	Count %	30	55	85
		Positive communication with PP	35.3%	64.7%	100%
		% within gender	23.4%	24.9%	24.4%
		% of Total	8.6%	15.8%	24.4%
	Strongly Agree	Count %	69	120	189
		Positive communication with PP	36.5%	63.5%	100%
		% within gender	53.9%	54.3%	54.2%
		% of Total	19.8%	34.4%	54.2%
		Count %	128	221	349
		Positive communication with PP	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows the males' sample reviews about the importance of the contact quality with the seller during the shopping. It was found that about half of the sample (54%) were very interested in the quality of communication while the ratios decreased as the interest decreased. In a survey

of females' opinion about the importance of their contact quality with the seller during shopping, about half of the sample (54%) were very interested in quality communication and the ratios have decreased as interest decreased to reach only one female (0.5%) who is not interested in the quality of communication with the seller.

Contradictorily, it was found that one person in the sample (0.3%) was not interested in the quality of contact with the seller during shopping and that the individual was female, and (12) individuals in the sample (3.4%) were not interested in the quality of communication. That ratio was distributed among women and men (75%, 25%) respectively in preference to women. Sixty-two of samples (17.8%) had neutral (average) interest in the quality of communication distributed among women and men (58%, 42%) in preference to women, and (85) individuals from the study sample (24.4%) for the quality of communication, and this proportion was distributed among women and men (65%, 35%) respectively in preference to women. One hundred eighty-nine respondents (54.2%) are very interested in the quality of communication, and this proportion is distributed among women and men (64%, 36%) respectively in preference to women. The following figure illustrates the above:

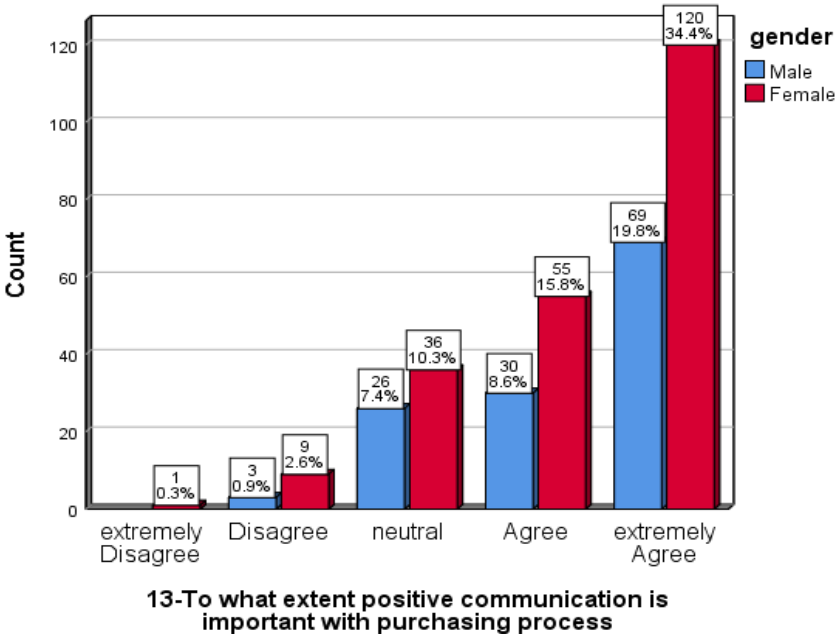


Figure 4.23: Importance of positive communication

Table 4.30: Positive communication target

(How much does the market achieve a positive communication target * Gender) Cross tabulation

			Gender		Total
			Male	Female	
14-How much does the market achieve a positive communication target?	Strongly Disagree	Count %	0	4	4
		How much does the market achieve a positive communication target?	0%	100%	100%
		% within gender	0%	1.8%	1.1%
		% of Total	0%	1.1%	1.1%
	Disagree	Count %	16	22	38
		How much does the market achieve a positive communication target?	42.1%	57.9%	100%
		% within gender	12.5%	10%	10.9%
		% of Total	4.6%	6.3%	10.9%
	neutral	Count %	54	112	166
		How much does the market achieve a positive communication target?	32.5%	67.5%	100%
		% within gender	42.2%	50.7%	47.6%
		% of Total	15.5%	32.1%	47.6%
	Agree	Count %	39	57	96
		How much does the market achieve a positive communication target?	40.6%	59.4%	100%
		% within gender	30.5%	25.8%	27.5%
		% of Total	11.2%	16.3%	27.5%
	Strongly Agree	Count %	19	26	45
		How much does the market achieve a positive communication target?	42.2%	57.8%	100%
		% within gender	14.8%	11.8%	12.9%
		% of Total	5.4%	7.4%	12.9%
		Count %	128	221	349
		How much does the market achieve a positive communication target?	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows when males' sample were surveyed on how important it is for the market to meet satisfactory communication quality with the customer, the majority of (42%) showed their views of medium importance (neutral), followed by (30.5%) who discussed their views of high importance (Agree), and (15%) confirmed their views of very high importance (Strongly Agree).

In a survey of female-only opinion on how important it is for the market to meet the quality of satisfactory communication with the customer, it was found that approximately half of the sample (51%) showed a moderate importance (neutral) , followed by (26%) whose views were of high importance (Agree) and (12%) were very high importance (Strongly Agree).

Conversely it was found that there are four individuals from the sample study (1.1%) whose opinions were of no importance or very low importance. The study sample distributed among women and men showed (10.9%) were their opinions that the proportion of women and men (58% , 42%) is low in importance for women, and 166% of the study sample (47.6%) were their opinions that there is moderate importance of this education and this proportion is distributed among women and men (68% , 42%) respectively in preference to women. (96) Study sample individuals (27.5%) their views were that they were of high importance for this student and that ratio was distributed among women and men (59% , 41%) in preference to women, and (45) for the study sample (12.9%) their views were that the proportion of women and men (58% , 42%) was very high respectively in preference to women.

The following figure illustrates the above:

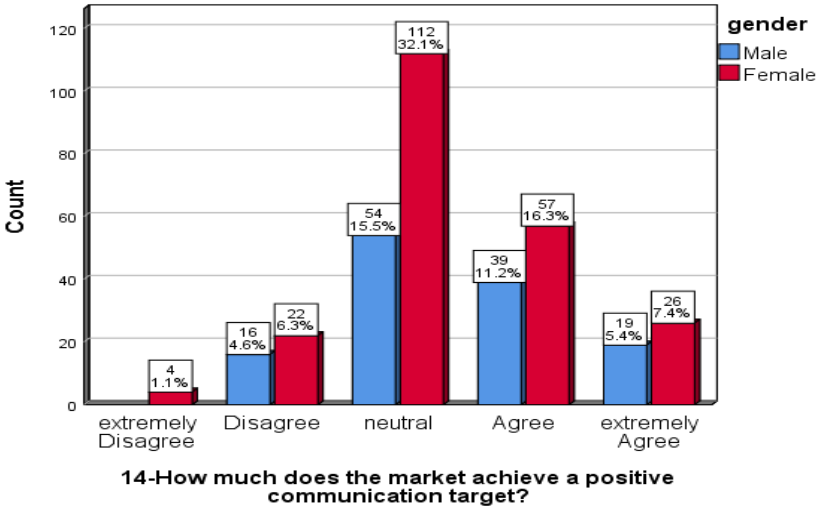


Figure 4.24: Positive communication target

Table 4.31: Satisfaction through (reasonable prices)

(Shops seek your satisfaction through (reasonable prices) * Gender) Cross tabulation

			Gender		Total
			Male	Female	
Shops seek your satisfaction through [reasonable prices]	Strongly Disagree	Count %	19	23	42
		Shops seek your satisfaction through [reasonable prices]	45.2%	54.8%	100%
		% within gender	14.8%	10.4%	12%
		% of Total	5.4%	6.6%	12%
	Disagree	Count %	32	46	78
		Shops seek your satisfaction through [reasonable prices]	41.0%	59.0%	100%
		% within gender	25.0%	20.8%	22.3%
		% of Total	9.2%	13.2%	22.3%
	Neutral	Count %	32	59	91
		Shops seek your satisfaction through [reasonable prices]	35.2%	64.8%	100%
		% within gender	25.0%	26.7%	26.1%
		% of Total	9.2%	16.9%	26.1%
	Agree	Count %	26	48	74
		Shops seek your satisfaction through [reasonable prices]	35.1%	64.9%	100%
		% within gender	20.3%	21.7%	21.2%
		% of Total	7.4%	13.8%	21.2%
	Strongly Agree	Count %	19	45	64
		Shops seek your satisfaction through [reasonable prices]	29.7%	70.3%	100%
		% within gender	14.8%	20.4%	18.3%
		% of Total	5.4%	12.9%	18.3%
		Count %	128	221	349
		Shops seek your satisfaction through [reasonable prices]	36.7%	63.3%	100%

	% within gender	100%	100%	100%
	% of Total	36.7%	63.3%	100%

The previous table shows the reviews of males' sample on the importance of the phrase:

(stores can raise the quality of the shopping process through [reasonable prices]), (42%) was of a moderate (neutral) importance, however (30.5%) (Agreed), and 15% stated a very high importance (Strongly Agree).

Moreover, Females' opinions on the exact phrase were (51%) of a moderate importance (neutral), yet (26%) have agreed on it, and (12%) confirmed a very high importance (Strongly Agree).

Conversely, 42(12%) of the study sample distributed amongst women and men responded with no importance (or very low importance), by (55%, 45%) respectively in preference to women. However, 78% of the study, (22.3%) stated a low importance, and (59%, 41%) in preference to women, and 91% in preference to women (26.1%) respectively in preference to women. (74) Of the sample.study (21.2%), their opinions were high and distributed among women and men (65%, 35%) shared the same preference to women, and 64% of the sample (18.3%) in preference to women, which was their view of very high importance and was distributed among women and men (70% , 30%) in preference to women. The following figure illustrates the above:

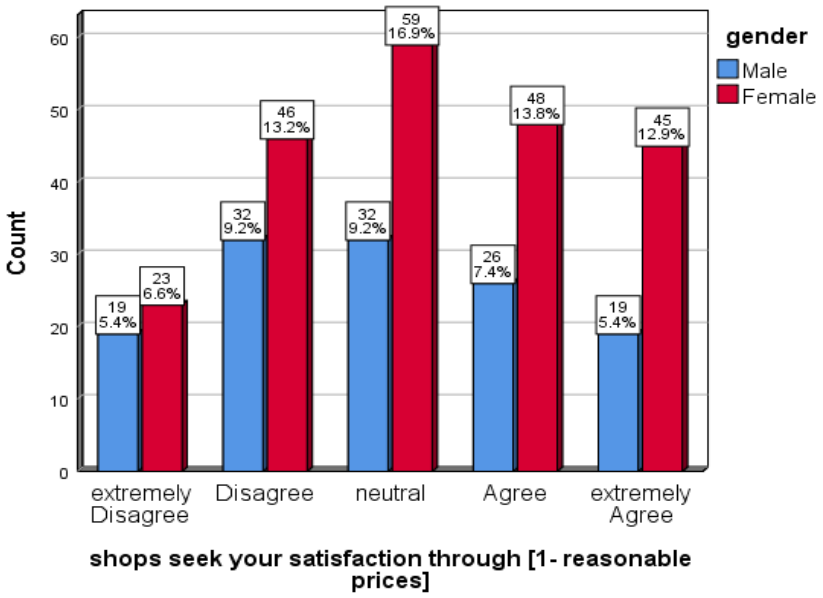


Figure 4.25: Satisfaction through (reasonable prices)

Table 4.32: Satisfaction through (Suitable place)

(Shops seek your satisfaction through (Suitable place) * Gender) Cross tabulation					
			Gender		Total
			Male	Female	
Shops seek your satisfaction through [Suitable place]	Strongly Disagree	Count %	12	14	26
		Shops seek your satisfaction through [Suitable place]	46.2%	53.8%	100%
		% within gender	9.4%	6.3%	7.4%
		% of Total	3.4%	4.0%	7.4%
	Disagree	Count %	30	28	58
		Shops seek your satisfaction through [Suitable place]	51.7%	48.3%	100%
		% within gender	23.4%	12.7%	16.6%
		% of Total	8.6%	8.0%	16.6%
	Neutral	Count %	41	84	125
		Shops seek your satisfaction through [Suitable place]	32.8%	67.2%	100%
		% within gender	32.0%	38.0%	35.8%
		% of Total	11.7%	24.1%	35.8%
	Agree	Count %	36	60	96
		Shops seek your satisfaction through [Suitable place]	37.5%	62.5%	100%
		% within gender	28.1%	27.1%	27.5%
		% of Total	10.3%	17.2%	27.5%
	Strongly Agree	Count %	9	35	44
		Shops seek your satisfaction through [Suitable place]	20.5%	79.5%	100%
		% within gender	7.0%	15.8%	12.6%
		% of Total	2.6%	10.0%	12.6%
		Count %	128	221	349
		Shops seek your satisfaction through [Suitable place]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows the reviews of males' sample surveyed on the importance of the following phrase:

(stores can improve the quality of the shopping process through a [suitable places]), (32%) were (moderate/ neutral) importance, (28.1%) agreed, and (23.4%) disagreed.

When females' opinions got surveyed, the most significant percentage of the sample was (38%)

(moderate/ neutral) importance, however, (27.1%) stated a very high importance (strongly agree), and (12.7%) were of low importance (disagree).

Nonetheless, 26 of the study sample (7.4%) were of no importance (or very low importance) for shops raising the quality of shopping process through an excellent location. This percentage were the outcome of a distributed survey amongst women and men by (54%, 46%) respectively in preference to women.

Furthermore, (58) which equals (16%) of the study sample distributed between women and men showed a low importance by (52%, 48%) in preference to women. 125 equaling (35.8%) of the study sample were of medium importance (neutral), by (67%, 33%) respectively in preference to women. 96 individuals, that is (27.5%) of Study sample showed a high importance by (62.5%, 37.5%) in preference to women. 44 individuals (12.6%) of the study sample confirmed a very high importance by (79.5%, 20.5%) in preference to women.

The following figure illustrates the above:

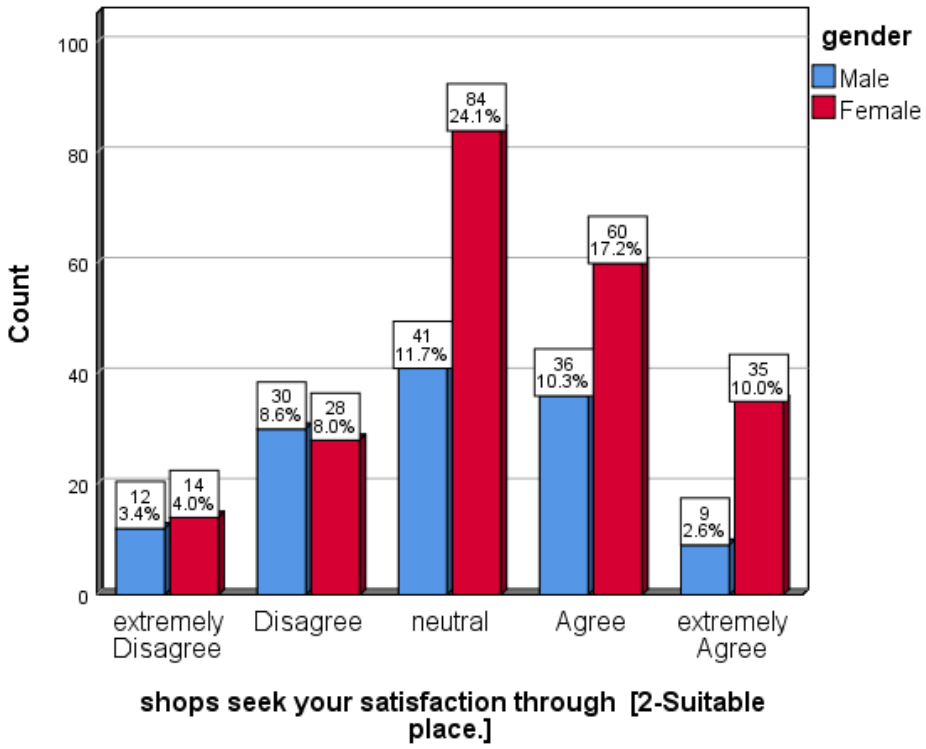


Figure 4.26: Satisfaction through (Suitable place)

Table 4.33: Satisfaction through (Variety of products)

(Shops seek your satisfaction through (Variety of products) * Gender) Cross tabulation			Gender		Total
			Male	Female	
Shops seek your satisfaction through [Variety of products]	Strongly Disagree	Count %	5	17	22
		Shops seek your satisfaction through [Variety of products]	22.7%	77.3%	100%
		% within gender	3.9%	7.7%	6.3%
		% of Total	1.4%	4.9%	6.3%
	Disagree	Count %	19	26	45
		Shops seek your satisfaction through [Variety of products]	42.2%	57.8%	100%
		% within gender	14.8%	11.8%	12.9%
		% of Total	5.4%	7.4%	12.9%
	Neutral	Count %	47	58	105
		Shops seek your satisfaction through [Variety of products]	44.8%	55.2%	100%
		% within gender	36.7%	26.2%	30.1%
		% of Total	13.5%	16.6%	30.1%
	Agree	Count %	30	68	98
		Shops seek your satisfaction through [Variety of products]	30.6%	69.4%	100%
		% within gender	23.4%	30.8%	28.1%
		% of Total	8.6%	19.5%	28.1%
	Strongly Agree	Count %	27	52	79
		Shops seek your satisfaction through [Variety of products]	34.2%	65.8%	100%
		% within gender	21.1%	23.5%	22.6%
		% of Total	7.7%	14.9%	22.6%
		Count %	128	221	349
		Shops seek your satisfaction through [Variety of products]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows the reviews of males' sample's surveyed on the importance of:

(stores can improve the quality of shopping through [variety of products]).

The highest percentage (36.7%) were of a moderate importance (neutral), while (23.4%) stated it was important (Agree), and 21.1% were of a very high importance (Strongly Agree).

In comparison, 14.8% and 3.9% were of low importance (Disagree), and very low importance (Strongly Disagree).

Furthermore, when females' opinions were surveyed, the most significant percentage of the sample (30.8%) were of a high importance (Agree), (26.2%) were of medium importance (neutral), and (23.5%) were of a very high importance (Strongly Agree), while (11.8%) stated a low importance (Disagree), and (7.7%) were of a very low importance (Strongly Disagree).

In addition, 22 individuals (6.3%) of the same study sample distributed amongst women and men stated their opinions of no importance (or very low importance) by (77%, 23%) respectively in preference to women. 45 individuals (12.9%) of the study sample were low in importance by (58%, 42%) in preference to women, and 105 individuals (30.1%) were of medium importance (neutral) by (55%, 45%) respectively in preference to women. 98 individuals (28.1%) were high importance by (69%, 31%) in preference to women, and 79 individuals equaling (22.6%) were of a very high importance by (66%, 34%) in preference to women. The following figure illustrates the above:

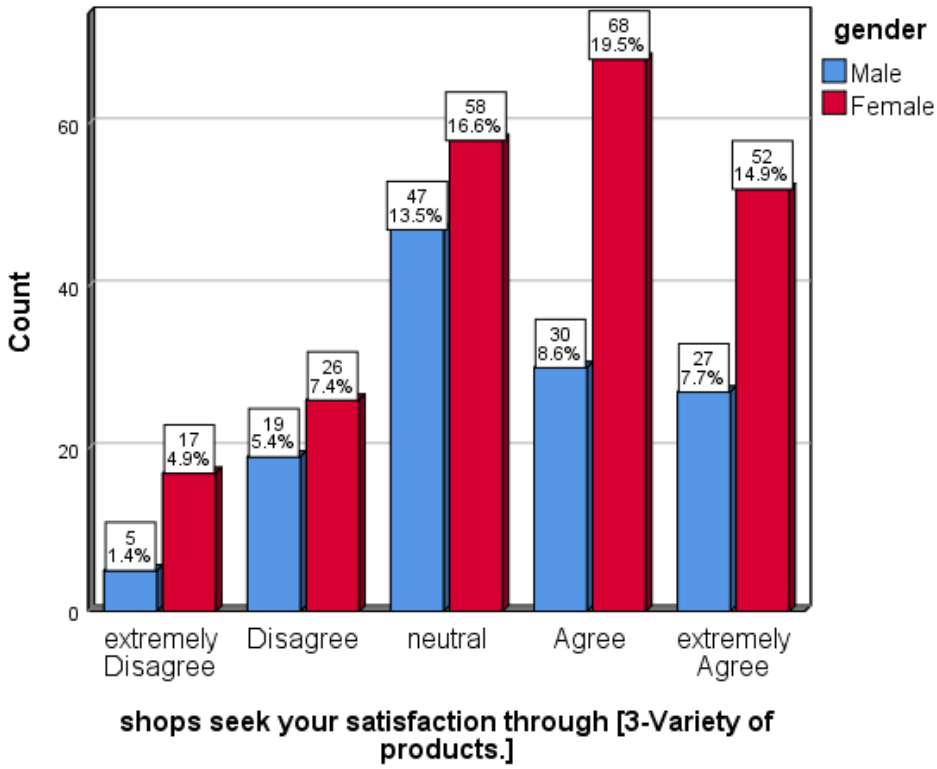


Figure 4.27: satisfaction through (Variety of products)

Table 4.34: Satisfaction through (effective promoting)

(Shops seek your satisfaction through (effective promoting) * Gender) Cross tabulation			Gender		Total
			Male	Female	
Shops seek your satisfaction through [effective promoting]	Strongly Disagree	Count %	14	16	30
		Shops seek your satisfaction through [effective promoting]	46.7%	53.3%	100%
		% within gender	10.9%	7.2%	8.6%
		% of Total	4%	4.6%	8.6%
	Disagree	Count %	17	43	60
		Shops seek your satisfaction through [effective promoting]	28.3%	71.7%	100%
		% within gender	13.3%	19.5%	17.2%
		% of Total	4.9%	12.3%	17.2%
	Neutral	Count %	47	61	108
		Shops seek your satisfaction through [effective promoting]	43.5%	56.5%	100%
		% within gender	36.7%	27.6%	30.9%
		% of Total	13.5%	17.5%	30.9%
	Agree	Count %	34	63	97
		Shops seek your satisfaction through [effective promoting]	35.1%	64.9%	100%
		% within gender	26.6%	28.5%	27.8%
		% of Total	9.7%	18.1%	27.8%
	Strongly Agree	Count %	16	38	54
		Shops seek your satisfaction through [effective promoting]	29.6%	70.4%	100%
		% within gender	12.5%	17.2%	15.5%
		% of Total	4.6%	10.9%	15.5%
		Count %	128	221	349
		Shops seek your satisfaction through [effective promoting]	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that, when the male sample reviews are surveyed on the importance of a phrase (stores can raise the quality of the shopping process through (effective promoting). The highest percentage of the sample (36.7%) their views were there is a moderate (neutral) importance of (effective promoting), the following percentage (26.6%) was their views of the importance of the (Agree) and 12.5% were their views of the very high importance of the (Strongly Agree). While (13.3%) and (10.9%) were their views of the low importance (disagree) and very low importance (strongly disagree).

Furthermore, when female opinion is surveyed on the importance of a phrase (stores can raise the quality of shopping through [effective promoting]), the highest percentage of the sample (28.5%) was their view that there is the high importance of (Agree) for quality through (effective promoting) The following percentage (27.6%) was their views of the medium (neutral) and 12.5% were their views of the very high importance (strongly agree), while (13.3%) and (7.2) were their views of the low importance (disagree) and very low importance (strongly disagree)

Contrastively, it was found that 30 of the study sample (8.6%) were their opinions because there was no importance (or very low importance) for raising shops for the quality of the shopping process through desirable offers, and this ratio was distributed among women and men (53% , 47%) respectively in preference to women. (60) individuals from the study sample (17.2%) were of low importance and distributed among women and men (72% , 28%) in preference to women, and (108) in preference to women from the study sample (30.9%) their views were that there was medium (neutral) importance and that ratio was distributed among women and men (56.6% , 43.5%) respectively in preference to women. (97) of the study sample (27.8%), their opinions were of high importance and were distributed among women and men (65% Vs.35%) in preference to women, and 54% of sample (15.5%) in preference to women.The following figure illustrates the above:

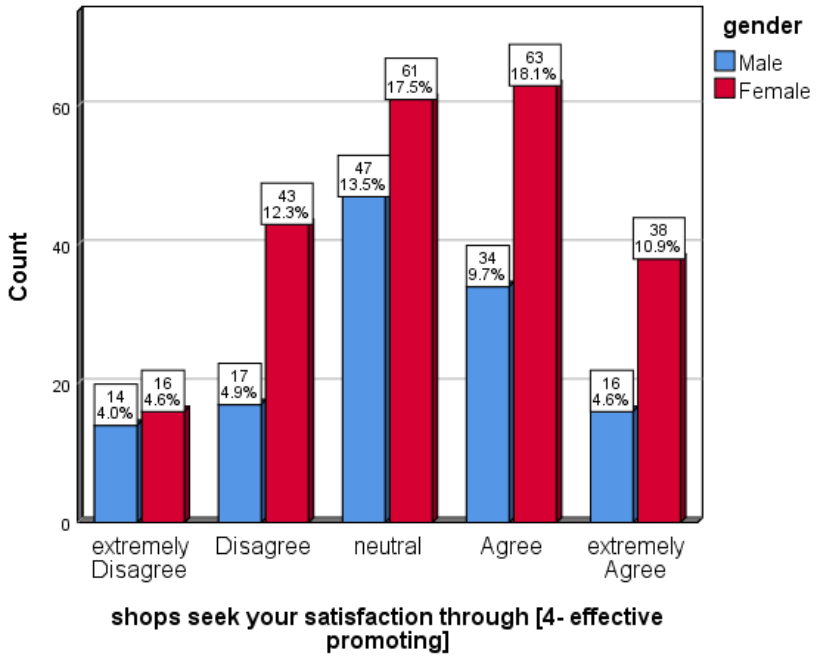


Figure 4.28: Satisfaction through (effective promoting)

4.2.6 The impact of consumer satisfaction on retail stores success

The answers of both females and males were revealed to the following questions:

Q16: Do you see the Retail Shops, which serve your satisfactions, are successful? (yes, no)

Q17: Do you see the Retail Shops, which serve your satisfactions, is expanding in branches? (yes, no)

Consumer satisfaction and Retail success

The relative distribution of the study sample by gender and their views on whether the brands they achieve their satisfaction are successful or not, the table below will illustrate in detail:

Table 4.35: Consumer satisfaction and Retail success

Which serve your satisfactions, are successful * Gender (Cross tabulation)					
			Gender		Total
			Male	Female	
Which serve your satisfactions, are successful?	No	Count %	26	24	50
		(Retails shops which serve your satisfactions, are successful)	52.0%	48.0%	100%
		% within gender	20.3%	10.9%	14.3%
		% of Total	7.4%	6.9%	14.3%
	Yes	Count %	102	197	299
		(Retails shops which serve your satisfactions, are successful)	34.1%	65.9%	100%
		% within gender	79.7%	89.1%	85.7%
		% of Total	29.2%	56.4%	85.7%
Total		Count %	128	221	349
		(Retails shops which serve your satisfactions, are successful)	36.7%	63.3%	100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows that when the male sample views surveyed on whether the brands that meet their satisfaction are considered as successful brands or not. The majority of the sample (80%) agreed that retail shops which serve their satisfaction are successful, unlike the opposite opinions (20%) of this sample. In the females' sample the majority (89%) found the brands that satisfied them are successful, while (11%) have opposite opinions.

Nonetheless, it was found that (50) participants from the study sample (14.3%) considered that retail shops which serve their satisfaction are not successful, that ratio is distributed among both genders, (52% vs. 48%) in favor of men. Contrastively, (85.7%) considered retail shops that serve their satisfaction are successful, that ratio is distributed between women and men (66% vs. 34%) in preference to women. The figure below illustrates the above:

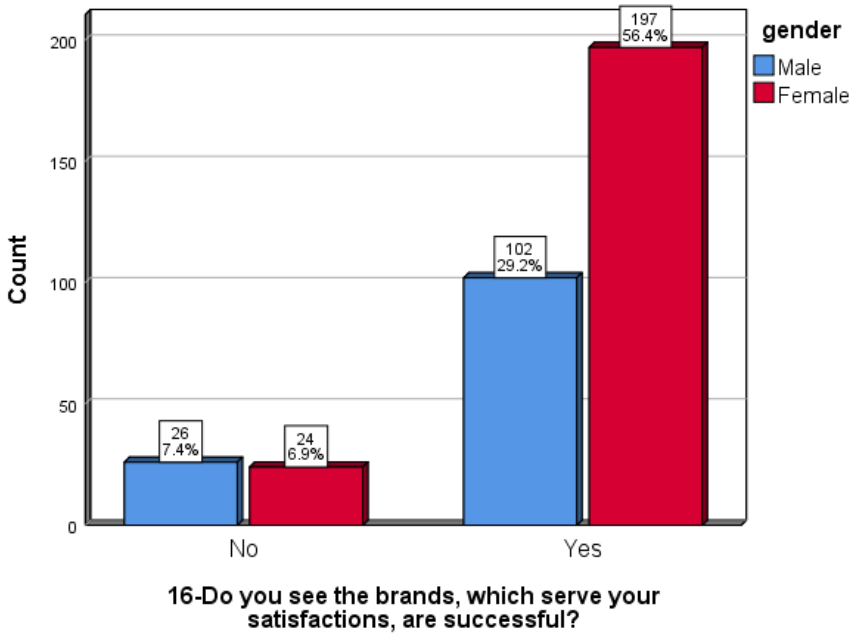


Figure 4.29: Consumer satisfaction and Retail success

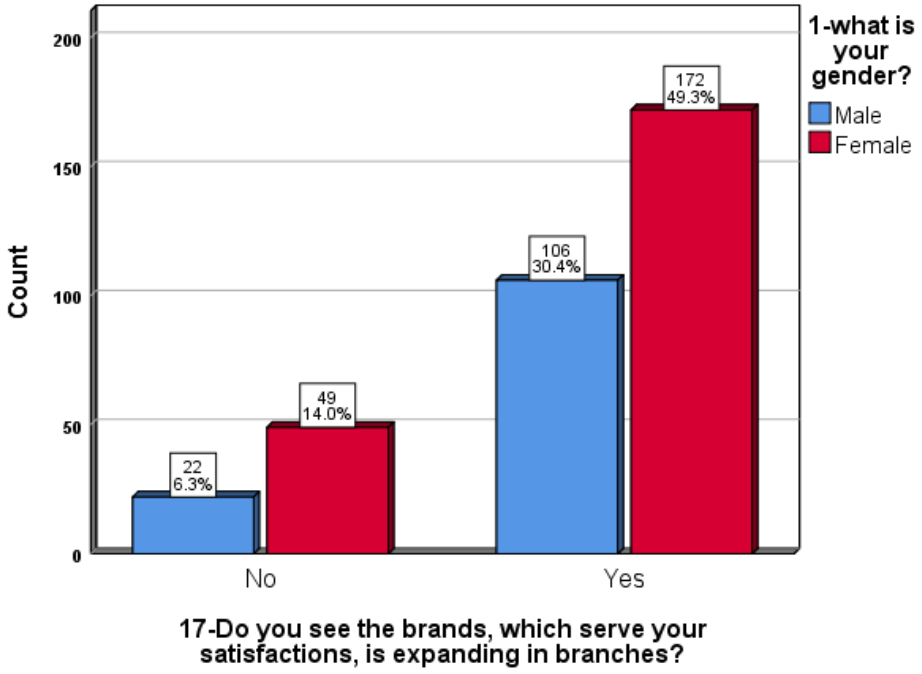
the relative distribution of the study sample by gender and their views on whether the brands that serve their satisfaction are expanding branches)

Table 4.36: Consumer satisfaction and expanding in branches

Retails shops which serve your satisfactions, is expanding in branches * Gender (Cross tabulation)					
			Gender		Total
			Male	Female	
Retails shops which serve your satisfactions, is expanding in branches?	No	Count % (Retails shops which serve your satisfactions, is expanding in branches	22 31.0%	49 69.0%	71 100%
		% within gender	17.2%	22.2%	20.3%
		% of Total	6.3%	14.0%	20.3%
	Yes	Count % Retails shops which serve your satisfactions, is expanding in branches	106 38.1%	172 61.9%	278 100%
		% within gender	82.8%	77.8%	79.7%
		% of Total	30.4%	49.3%	79.7%
Total		Count %	128 36.7%	221 63.3%	349 100%
		% within gender	100%	100%	100%
		% of Total	36.7%	63.3%	100%

The previous table shows when males sample were asked on whether the consumers' satisfaction of brands is considered a sign of expanding their branches or not. The majority (82.8%) agreed. Contrary to the views, (17.2%) stated that retail shops that serve their satisfaction are not expanding their branches.

In the female sample views, (77.8%) confirmed that retail shops which serve their satisfaction are definitely expanding their branches, as opposed to (22.2%) of the sample's views. The following figure illustrates the above:



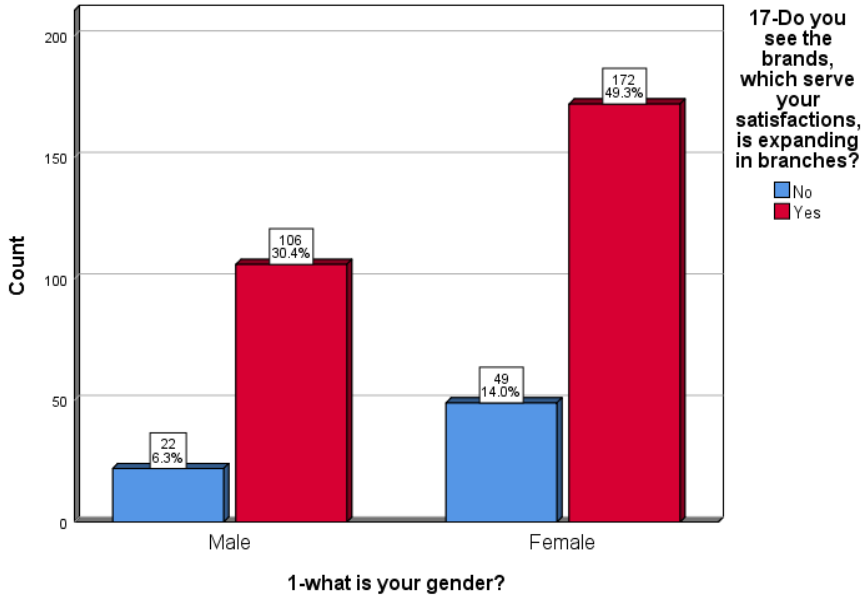


Figure 4.30: Consumer satisfaction and expanding in branches

Statistical analysis of the research questions:

4.2.7 How much women make purchasing decisions in the family?

First: Studying the statistical relationship between gender and the number of shopping times during the month. The Chi-Square test was used to equate ratios between male and female samples, as well as their ratios in each sample to examine whether there is a statistically significant relationship between gender and the number of shopping times during a month. The results were as follow:

Table 4.37: Times of purchase (Chi-Square)

		N	%	Chi-Square value	P-value
Male	1 -3 times	77	60.2	43.422	0.000*
	4-6 times	32	25		
	more than six times	19	14.8		
Total		128	100		
Female	1 -3 times	122	55.2	47.738	0.000*
	4-6 times	52	23.5		
	more than six times	47	21.3		
Total		221	100		
1 -3 times	Male	77	38.7	10.176	0.001*
	Female	122	61.3		
Total		199	100		
4-6 times	Male	32	38.1	4.762	0.029*
	Female	52	61.9		
Total		84	100		
more than six times	Male	19	28.8	11.879	0.001*
	Female	47	71.2		
Total		66	100		

There is a statistical indication at a level ($p - value < 0.05$)

- The previous table did not show any statistically significant relationship between gender and the number of shopping times during the month

$$\left(\chi^2 = 2.190, p.value = 0.335 > 0.05\right)$$

Nevertheless, the highest proportion of respondents were females (35%) who shop 1 to 3 times monthly.

- The number of a female shopping times during a month (1-3 times, 4-6 times, and more than six times)

$$\left(\chi^2 = 47.738, p.value = 0.000 < 0.05\right)$$

There was a variation between females shopping time; between one to three times, against females shopping between 4 to 6 times, and women shopping for more than six times (55.2%, 23.5% and 21.3% respectively). Therefore, it can be said that half of females' community shop from time to three times a month.

- Statistically, there were significant differences between both genders who shop from time to three times during the month:

$$\left(\chi^2 = 10.176, p.value = 0.000 < 0.05\right)$$

This difference was in favor of females (61.3%, 38.7%). So, it can be said that women are more likely to shop than men.

- There were statistically significant differences between both genders who shop 4-6 times monthly:

$$\left(\chi^2 = 4.762, p.value = 0.029 < 0.05\right)$$

This difference was in favor of females (61.9%, 38.1%). Thus, it can be said that women are more likely to shop 4 to 6 times monthly than men.

- There are statistically significant differences between males and females who shop more than six times a month, whereas:

$$\left(\chi^2 = 11.879, p.value = 0.001 < 0.05\right)$$

This difference was in favor of females versus males (71.2%, 28.8%). Thus, it can be said that women are more likely to shop six times a month than men.

Second: The relationship between gender and shopping for other family members:

To study this relationship, Chi-Square was used to equate ratios between the two groups of people (who shop for other family members and who do not shop for other family members), in both male and female samples. Also, in a comparison between the percentage of females and the percentage of males in both groups of people (who shop for other family members who do not shop for other family members), the results were as follows:

Table 4.38: Purchase for someone else (Chi-Square)

		N	%	Chi-Square value	P-value
Male	Do not shop for other family members	42	32.8	15.125	0.000*
	They shop for other family members	86	67.2		
Total		128	100		
Female	Do not shop for other family members	58	26.2	49.887	0.000*
	They shop for other family members	163	73.8		
Total		221	100		
Group of people who do not shop for other family members	Male	42	42	2.560	0.110
	Female	58	58		
Total		100	100		
The group of people who shop for other family members	Male	86	34.5	23.811	0.000*
	Female	163	65.5		
Total		249	100		

The following are shown in the table above:

- There is no statistically significant relationship between gender and the conduct of shopping for other family members that

$$\left(\chi^2 = 1.710, p.value = 0.118 > 0.05\right)$$

but the highest percentage of respondents was female 47% which use to shops for other family members.

-The number of people who are shopping for other family members and who are not shopping for other family members in the male sample is statistically significant, as

$$\left(\chi^2 = 15.125, p.value = 0.000 < 0.05\right)$$

this difference was for those who shop for other family members versus those who do not (67.2%, 32.8%). Thus, it can be said that more than half of the male community is shopping for other family members.

- The number of women who are shopping for other family members and who are not shopping for other family members in the female sample is statistically significant, as

$$\left(\chi^2 = 49.887, p.value = 0.000 < 0.05\right)$$

this difference was for those who are shopping for other family members against those who do not (74%, 26%). Thus, it can be said that more than half of the female community is shopping for other family members.

- There are no statistically significant differences between males and females in the study sample who do not shop for other family members, as

$$\left(\chi^2 = 2.560, p.value = 0.110 > 0.05\right)$$

- In the sample of those who shop for other family members, there are statistically significant differences between males and females, as

$$\left(\chi^2 = 23.811, p.value = 0.001 < 0.05\right)$$

the difference was in favor of females versus males (65.5%, 34.5%), and thus women are more likely to shop for other family members than men.

4.2.8 How much women influence their partners purchasing decisions?

examining the statistical relationship between gender and the shopping partner:

For this study, the Chi-Square test has applied to examine whether there is a statistically significant relationship between gender and the tenth question (in most cases, you shop (Alone, with a partner of the same gender or with another gender partner), the results are as follows:

Table 4.39: Purchasing partner (Chi-Square)

		N	%	Chi-Square value	P-value
Male	Alone	92	71.9	87.250	0.000*
	With partner from the same gender	12	9.4		
	With partner from another gender	24	18.8		
Total		128	100		
Female	Alone	136	61.5	91.665	0.000*
	With partner from the same gender	64	29		
	With partner from another gender	21	9.5		
Total		221	100		
Alone	Male	92	40.4	8.491	0.004*
	Female	136	59.6		
Total		228	100		
With partner from the same gender	Male	12	15.8	35.579	0.000*
	Female	64	84.2		
Total		76	100		
With partner from another gender	Male	24	53.3	0.2	0.655
	Female	21	46.7		
Total		45	100		

The following are shown in the table above:

The statistically significant relationship between gender and the shopping partner as:

$$\left(\chi^2 = 20.978, p.value = 0.000 < 0.05\right)$$

The highest proportion of respondents was of women who were shopping alone (39%).

- There are statistically significant differences between the proportions of males' sample and their shopping partner (alone, same-gender, another gender) as:

$$\left(\chi^2 = 87.250, p.value = 0.000 < 0.05\right)$$

this difference was for those who shop alone then for those who shop with a same-gender partner and finally for those who shop with another gender partner (72% ,9.4% ,18.8%), so it can be said that the majority of men shop alone.

- There are statistically significant differences between the proportions of females' sample and their shopping partner (alone, same-gender, another gender) as:

$$\left(\chi^2 = 91.665, p.value = 0.000 < 0.05\right)$$

this difference was for those who shops alone against the female who shops with a partner of the same gender and who shops with another gender partner (61.5%, 29% and 9.5%), so it can be said that more than half of the women are shopping alone.

- In the men sample who shop alone, there are statistically significant differences between men and women, since

$$\left(\chi^2 = 8.491, p.value = 0.004 < 0.05\right)$$

this difference was in favor of women versus men (60%, 40%),it can be said that women more likely to shop alone than men.

- In the sample of those who shop with a same-gender partner, there are statistically significant differences between males and females, as

$$\left(\chi^2 = 35.579, p.value = 0.000 < 0.05\right)$$

this difference was in favor of women versus men (84%, 16%) and thus it can be said that women are more likely to shop with a same-gender partner than men.

- There are no statistically significant differences between males and females in the study sample who shop with another gender partner, since

$$\left(\chi^2 = 0.2, p.value = 0.655 > 0.05\right)$$

Therefore, it can be argued that there is no difference between women and men when they shop with a partner of another gender.

4.2.9 What kind of goods do women make purchasing decisions about?

Fourth: Study the statistical relationship between gender and who has the decision to purchase the following products (Grocery, Clothes, Home Furnishings, personal and beauty products, gifts, vehicles):

4.2.9.1 Purchase decision of Grocery

The statistical relationship between gender and purchase decision to buy (Grocery). In order to detect who is in charge of the decisions of purchasing (grocery), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.40: Purchase decision of Grocery (Chi-Square)

gender	Who decides to buy (Grocery)?	N	%	Chi-Square value	P-value
Male	Male	26	20.3	10.188	0.006*
	Female	48	37.5		
	Sharing	54	42.2		
Total		128	100		
Female	Male	23	10.4	58.380	0.000*
	Female	114	51.6		
	Sharing	84	38		
Total		221	100		

Table 4.40: (con) Purchase decision of Grocery (Chi-Square)

Who decides to buy (Grocery)?	Gender	N	%	Chi-Square value	P-value
Male	Male	26	53.1	0.184	0.668
	Female	23	46.9		
Total		49	100		
Female	Male	48	29.6	26.889	0.000*
	Female	114	70.4		
Total		162	100		
Sharing	Male	54	39.1	6.522	0.011*
	Female	84	60.9		
Total		138	100		

The following are shown in the table above:

- When the study was on males' sample only, it was found that there were statistically significant differences between their opinions of how decide to buy (Grocery) (male, female, or both)

$$\left(\chi^2 = 10.188, p.value = 0.006 < 0.05\right)$$

These differences are reflected in the fact that nearly half of the male sample (42.2%) stated that this decision was a sharing decision between both genders.

- When the study was only on females' samples, it was found that there were statistically significant differences between their opinions of how decide to buy (Grocery) (male, female, or both)

$$\left(\chi^2 = 58.380, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that almost half of the (52%) of women reported that women took this decision.

-There are no statistically significant differences between the ratio of males and females in a study sample who found that men had the decision to buy (Grocery) whereas:

$$\left(\chi^2 = 0.184, p.value = 0.668 > 0.05\right)$$

There are statistically significant differences between the percentage of males and females in the study sample who found that women are the ones who has the decision to purchase in (Grocery) as

$$\left(\chi^2 = 26.889, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (70%, 30%).

- There are statistically significant differences between the percentage of males and females in the study sample who found that the decision to purchase in (Grocery) is a shared decision, as

$$\left(\chi^2 = 6.522, p.value = 0.011 < 0.05\right)$$

This difference was in favor of women versus men (61%, 39%).

4.2.9.2 Purchase decision of clothes:

The statistical relationship between gender and purchase decision to buy (Clothes). In order to detect who is in charge of the decisions of purchasing (Clothes), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.41: Purchase decision of Clothes (Chi-Square)

gender	Who decides to buy Clothes))?	N	%	Chi-Square value	P-value
Male	Male	24	18.8	16.938	0.000*
	Female	42	32.8		
	Sharing	62	48.4		
Total		128	100		
Female	Male	3	1.4	122.968	0.000*
	Female	137	62		
	Sharing	81	36.7		
Total		221	100		

Table 4.41: (con) Purchase decision of Clothes (Chi-Square)

Who decides to buy (Clothes)?	Gender	N	%	Chi-Square value	P-value
Male	Male	24	88.9	16.333	0.000*
	Female	3	11.1		
Total		27	100		
Female	Male	42	23.5	50.419	0.000*
	Female	137	76.5		
Total		179	100		
Sharing	Male	62	43.4	2.524	0.112
	Female	81	56.6		
Total		143	100		

- When the study was on male sample only, it was found that there were statistically significant differences between their opinions of how decide to buy (Clothes) (male, female, or both) whereas:

$$\left(\chi^2 = 16.938, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that almost half of the men sample (48%) stated that this decision was a shared decision between both genders.

- When the study was only on the female sample, it was found that there were statistically significant differences between their opinions of how decide to buy (Clothes) (male, female, or both) whereas:

$$\left(\chi^2 = 122.968, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that nearly half of the 62% of women reported that women had this decision.

- There are statistically significant differences between the ratio of males and females in the study sample who found that men are the ones who has the decision to purchase (Clothes) as

$$\left(\chi^2 = 16.333, p.value = 0.000 < 0.05\right)$$

This difference was in favor of men versus women (89%, 11%).

- There are statistically significant differences between the percentage of males and females in the study sample who found that women are the ones who has the decision to buy (Clothes) as

$$\left(\chi^2 = 50.419, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (76.5%, 23.5%).

- There are no statistically significant differences between the percentage of males and females in the study sample who found that the decision to purchase (Clothes) is a decision of partnership between the two genders as that

$$\left(\chi^2 = 2.524, p.value = 0.112 > 0.05\right)$$

4.3.3.3 Purchase decision of Home Furnishings:

The statistical relationship between gender and purchase decision to buy (home furnishings). In order to detect who is in charge of the decisions of purchasing (home furnishings), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.42: Purchase decision of Home Furnishings (Chi-Square)

gender	Who decides to buy (Home Furnishings)?	N	%	Chi-Square value	P-value
Male	Male	17	13.3	25.141	0.000*
	Female	49	38.3		
	Sharing	62	48.4		
Total		128	100		
Female	Male	23	10.4	75.104	0.000*
	Female	70	31.7		
	Sharing	128	57.9		
Total		221	100		
Who decides to buy (Home Furnishings)?	Gender	N	%	Chi-Square value	P-value
Male	Male	17	42.5	0.9	0.343
	Female	23	57.5		
Total		40	100		
Female	Male	49	41.2	3.706	0.054
	Female	70	58.8		
Total		119	100		
Sharing	Male	62	32.6	22.926	0.000*
	Female	128	67.4		
Total		190	100		

The following are shown in the table above:

When the study was on males ’sample, it was found that there were statistically significant differences between their opinions of how decide to buy (Home Furnishings) (male, female, or both) whereas:

$$\left(\chi^2 = 25.141, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that almost half of the men sample (48%) stated that this decision was a decision of partnership between the two genders.

- When the study was on the females’ sample only, it was found that there were statistically significant differences between their opinions of how decide to buy (Home furniture) (male or female or both) as:

$$\left(\chi^2 = 75.104, p.value = 0.000 < 0.05\right)$$

where these differences are evident that approximately half of the women sample (58%) mentioned that this decision is a shared decision.

- There are no statistically significant differences between the ratio of males and females in the study sample who found that men had the decision to buy (Home Furnishings) whereas:

$$\left(\chi^2 = 0.9, p.value = 0.343 > 0.05\right)$$

- - There are no statistically significant differences between the ratio of males and females in the study sample who found that women had the decision to buy (Home Furnishings) whereas:

$$\left(\chi^2 = 3.706, p.value = 0.054 > 0.05\right)$$

- There are statistically significant differences between the ratio of males and females in the study sample who found that the decision to purchase (home furnishing) is a shared decision.

$$\left(\chi^2 = 22.926, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (67%, 33%).

4.2.9.3 Purchase decision of Self- Care and Beauty:

The statistical relationship between gender and purchase decision to buy (self-car and beauty). In order to detect who is in charge of the decisions of purchasing (self-car and beauty), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.43: Purchase decision of Self- Care and Beauty (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Male	15	11.7	57.391	0.000*
	Female	82	64.1		
	Sharing	31	24.2		
Total		128	100		
Female	Male	7	3.2	286.652	0.000*
	Female	192	86.9		
	Sharing	22	10		
Total		221	100		
Male	Male	15	68.2	2.909	0.088
	Female	7	31.8		
Total		22	100		
Female	Male	82	29.9	44.161	0.000*
	Female	192	70.1		
Total		274	100		
Sharing	Male	31	58.5	1.528	0.216
	Female	22	41.5		
Total		53	100		

The following are shown in the table above:

- When the study was on males' sample, it was found that there were statistically significant differences between their opinions of how decide to buy Self- Care and Beauty (male, female, or both) whereas:

$$\left(\chi^2 = 57.391, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that more than half of the men 64% cited this decision is taken by women.

- When the study was on the females' sample only, it was found that there were statistically significant differences between their opinions of how decide to buy Self- Care and Beauty (male, female, or both) whereas:

$$\left(\chi^2 = 286.652, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that most of the women sample 87% stated that this decision was also taken by women.

Conflictingly, it is indicated that:

-There are no statistically significant differences between the ratio of males and the females in the study sample who found that men had the decision to buy Self- Care and Beauty whereas:

$$\left(\chi^2 = 2.909, p.value = 0.088 > 0.05\right)$$

- There are no statistically significant differences between the ratio of males and the females in the study sample who found that women had the decision to buy Self- Care and Beauty whereas:

$$\left(\chi^2 = 44.161, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (70%, 30%).

- There are no statistically significant differences between the ratio of males and the females in the study sample who found that the decision to purchase in (Self-Care and Beauty) is a shared decision as:

$$\left(\chi^2 = 1.528, p.value = 0.216 > 0.05\right)$$

4.2.9.4 Purchase decision of gifts

The statistical relationship between gender and purchase decision to buy (gifts). In order to detect who is in charge of the decisions of purchasing (gifts), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.44: Purchase decision of gifts (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Male	19	14.8	19.984	0.000*
	Female	57	44.5		
	Sharing	52	40.6		
Total		128	100		
Female	Male	3	1.4	121.475	0.000*
	Female	136	61.5		
	Sharing	82	37.1		
Total		221	100		
Male	Male	19	86.4	11.636	0.001*
	Female	3	13.6		
Total		22	100		
Female	Male	57	29.5	32.337	0.000*
	Female	136	70.5		
Total		193	100		
Sharing	Male	52	38.8	6.716	0.010*
	Female	82	61.2		
Total		134	100		

The following are shown in the table above:

- When the study was on males' sample, it was found that there were statistically significant differences between their opinions of how decide to buy gifts (male, female, or both) whereas:

$$\left(\chi^2 = 19.984, p.value = 0.000 < 0.05\right)$$

- These differences are reflected in the fact that almost half of the men sample (44%) stated that this decision was a decision in preference to women. Thus, a close proportion of men (40%) stated that this decision was a sheared decision.

- When the study was on the females' sample only, it was found that there were statistically significant differences between their opinions of how decide to buy gifts (male, female, or both) whereas:

$$\left(\chi^2 = 121.475, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that more than half of the women (62%) reported that this decision was also a decision respectively in preference to women.

Conflictingly, it is indicated that:

-There are statistically significant differences between the ratio of males and the females in the study sample who found that men had the decision to buy gifts whereas:

$$\left(\chi^2 = 11.636, p.value = 0.001 < 0.05\right)$$

This difference was in favor of men versus women (86%,14%)

- There are statistically significant differences between the ratio of males and the females in the study sample who found that women had the decision to buy gifts whereas:

$$\left(\chi^2 = 32.337, p.value = 0.000 < 0.05\right).$$

This difference was in favor of women versus men (71%, 29%).

- There are statistically significant differences between the ratio of males and the females in the study sample who found that the decision to purchase in gifts is a shared decision as:

$$\left(\chi^2 = 6.716, p.value = 0.010 < 0.05\right)$$

This difference was in favor of women versus men (61%, 39%).

4.3.3.6 Purchase decision of vehicles

The statistical relationship between gender and purchase decision to buy (Vehicles). In order to detect who is in charge of the decisions of purchasing (Vehicles), the statistical (Chi-Square) have been applied in mix groups of females and meals. The results are as follows:

Table 4.45: Purchase decision of (Vehicles) (Chi-Square)

				Chi-Square value	**P-value**
		N	%		
Male	Male	97	75.8	109.984	0.000*
	Female	4	3.1		
	Sharing	27	21.1		
Total		128	100		
Female	Male	120	54.3	74.181	0.000*
	Female	17	7.7		
	Sharing	84	38		
Total		221	100		
Male	Male	97	44.7	2.438	0.118
	Female	120	55.3		
Total		22	100		
Female	Male	4	19.0	8.048	0.005*
	Female	17	81.0		
Total		193	100		
Sharing	Male	27	24.3	29.270	0.000*
	Female	84	75.7		
Total		134	100		

The following are shown in the table above:

- When the study was on males' sample, it was found that there were statistically significant differences between their opinions of how decide to vehicles, bicycles (male, females, or both) whereas:

$$\left(\chi^2 = 109.984, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that the majority of men sample(76%)stated that this a men decision.

- When the study was on the females' sample only, it was found that there were statistically significant differences between their opinions of how decide to buy vehicles (male, females, or both) as:

$$\left(\chi^2 = 74.181, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that half of the women (54%) mentioned that this a men decision.

- Conflictingly, it is indicated that:

- There are no statistically significant differences between the ratio of males and females in the study sample who found that men had the decision to buy (cars) whereas:

$$\left(\chi^2 = 2.438, p.value = 0.118 > 0.05\right)$$

- There are statistically significant differences between the percentage of males and the females in the study sample who found that women has the decision to purchase vehicles (cars) as:

$$\left(\chi^2 = 8.048, p.value = 0.005 < 0.05\right)$$

This difference was in favor of women versus men (81%, 19%).

- There are statistically significant differences between the percentage of males and the percentage of females in the study sample who found that the decision to purchase vehicles is a shared decision as:

$$\left(\chi^2 = 29.270, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (76%, 24%).

4.2.10 Which is the preferred shopping channel for both female and male?

The statistical relationship between gender and the shopping channel for (Grocery, Clothes, Home Furnishings, personal care, and beauty products, gifts, vehicles (cars)]:

4.2.10.1 Shopping channel for (Grocery)

To uncover the gender-preferred shopping channel, we have examined this relationship by applying the Chi-Square test to equate ratios among groups of people who differ in the way they shop (Grocery) (directly from shops or online) at both male and female samples. The results explained below:

Table 4.46: shopping Channel of Grocery (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	17	13.3	69.031	0.000*
	Store shopping	111	86.7		
Total		128	100		
Female	Online shopping	23	10.4	138.575	0.000*
	Store shopping	198	89.6		
Total		221	100		
Online shopping	Male	17	42.5	0.9	0.343
	Female	23	57.5		
Total		40	100		
Store shopping	Male	111	35.9	24.495	0.000*
	Female	198	64.1		
Total		309	100		

The following are shown in the table above:

-When the study was only on the males' sample, it was found that there were statistically significant differences between the proportion of men shopping (Grocery) directly from the store or online, whereas:

$$\left(\chi^2 = 69.031, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that most of the males' sample (87%) are shopping directly from the store.

-When the study was only on the female sample, it was found that there were statistically significant differences between the percentage of women who were shop directly from the store and who were shop online as

$$\left(\chi^2 = 138.575, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that most women (90%) were shopping directly from the store.

Conflictingly, it is indicated that:

There are no statistically significant differences between the ratio of males and females in the sample of people who shop (Grocery) online as

$$\left(\chi^2 = 0.9, p.value = 0.343 > 0.05\right)$$

-There are statistically significant differences between the ratio of males and females in the sample of people who shop (Grocery) directly from the store whereas:

$$\left(\chi^2 = 24.495, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (64%, 36%).

4.3.4.2 Shopping Channel of Clothes

To uncover the gender-preferred shopping channel, we have examined this relationship by applying the Chi-Square test. Thus, the test used to equate ratios among groups of people who differ in the way they shop (Clothes) (directly from shops or online) at both male and female samples. The results explained below:

Table 4.47: Shopping Channel of Clothes (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	43	33.6	13.781	0.000*
	Store shopping	85	66.4		
Total		128	100		
Female	Online shopping	94	42.5	2.228	0.136
	Store shopping	127	57.5		
Total		221	100		
Online shopping	Male	43	31.4	18.985	0.000*
	Female	94	68.6		
Total		137	100		
Store shopping	Male	85	40.1	4	0.046*
	Female	127	59.9		
Total		212	100		

The following are shown in the table above:

-When the study was on a males' sample, it was found that there were statistically significant differences between the proportion of men shopping (Clothes) directly from the store or online, as

$$\left(\chi^2 = 13.781, p.value = 0.000 < 0.05\right)$$

these differences reflected that more than half of the men's sample (66.4%) were shopping directly from the store.

-When the study was on females' sample, it was found that there were no statistically significant differences between the percentage of women who shop directly from the store and who shop online as

$$\left(\chi^2 = 2.228, p.value = 0.136 > 0.05\right)$$

Contrarily, it is indicated that:

-There are statistically significant differences between the ratio of males and females in the sample of people who shop online whereas:

$$\left(\chi^2 = 18.985, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (69%, 31%).

- There are statistically significant differences between the ratio of males and the females in the sample of people who shop directly from the store that

$$\left(\chi^2 = 4, p.value = 0.046 < 0.05\right)$$

This difference was in favor of women versus men (60%, 40%).

4.2.10.2 Shopping Channel of Home Furnishings

To uncover the gender-preferred shopping channel, we have examined this relationship by applying the Chi-Square test. Thus, the test used to equate ratios among groups of people who differ in the way they shop (Home Furnishings) (directly from shops or online) at both male and female samples. The results explained below:

Table 4.48: Shopping Channel of Home Furnishings (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	26	20.3	45.125	0.000*
	Store shopping	102	79.7		
Total		128	100		
Female	Online shopping	31	14	114.394	0.000*
	Store shopping	190	86		
Total		221	100		
Online shopping	Male	26	45.6	0.439	0.508
	Female	31	54.4		
Total		57	100		
Store shopping	Male	102	34.9	26.521	0.000*
	Female	190	65.1		
Total		292	100		

The following are shown in the table above:

- when the study was on males' samples, there were statistically significant differences between the proportion of men who shop (Home Furnishings). Directly from the store or online, whereas:

$$\left(\chi^2 = 45.125, p.value = 0.000 < 0.05\right)$$

these differences are evidence that the majority of men (80%) shops directly from the store.

- When the study was only on a female sample, it was found that there were statistically significant differences between the percentage of women who were shop (Home Furnishings) directly from the store and those who shop it online as

$$\left(\chi^2 = 114.394, p.value = 0.000 < 0.05\right)$$

- These differences are reflected in the fact that the majority of women 86% shopping directly from the store.

-Contrarily, it is indicated that there are no statistically significant differences between the ratio of males and females in the sample of people who shop (Home Furnishings) through online, whereas:

$$\left(\chi^2 = 0.439, p.value = 0.508 > 0.05\right)$$

-There are statistically significant differences between the ratio of males and the females in the sample of people who shop directly from the store

$$\left(\chi^2 = 26.521, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (65%, 35%).

4.2.10.3 Shopping Channel of Self- Care and Beauty

In order to detect the preferred shopping channel for both genders, we have examined this relationship by applying the Chi-Square test. Thus, the test used to equate ratios among groups of people who differ in the way they shop (Self-Care and Beauty) whether (directly from shops or online) at both male and female samples. The results explained below:

Table 4.49: Shopping Channel of Self- Care and Beauty (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	44	34.4	12.5	0.000*
	Store shopping	84	65.6		
Total		128	100		
Female	Online shopping	69	31.2	31.172	0.000*
	Store shopping	152	68.8		
Total		221	100		
Online shopping	Male	44	38.9	5.531	0.019*
	Female	69	61.1		
Total		113	100		
Store shopping	Male	84	35.6	19.593	0.000*
	Female	152	64.4		
Total		113	100		

The following are shown in the table above:

- When the study was on males' samples, it was found that there were statistically significant differences between the proportion of men shopping (Self- Care and Beauty) directly from the store or online, whereas:

$$\left(\chi^2 = 12.5, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that more than half of the men 66% are shopping directly from the store.

-When the study was only on a females' sample, it was found that there were statistically significant differences between the proportion of women who shop (Self-Care and Beauty) directly from the store and those who shop online as

$$\left(\chi^2 = 31.172, p.value = 0.000 < 0.05\right)$$

- These differences are reflected in the fact that most women (69%) are shopping directly from the store.

- Contrarily, it is indicated that:

- There are statistically significant differences between the ratio of males and females in the sample of people who shop (Self-Care and Beauty) through the Internet whereas:

$$\left(\chi^2 = 5.531, p.value = 0.019 < 0.05\right)$$

This difference was in favor of women versus men (61%, 39%).

- There are statistically significant differences between the ratio of males and females in the sample of people shopping (Self-Care and Beauty) directly from the store that

$$\left(\chi^2 = 19.593, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (64%, 36%).

4.2.10.4 Shopping Channel of gifts

In order to detect the preferred shopping channel for both genders, we have examined this relationship by applying the Chi-Square test. Thus, the test used to equate ratios among groups of people who differ in the way they shop (gifts) whether (directly from shops or online) at both male and female samples. The results explained below:

Table 4.50: Shopping Channel of gifts (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	52	40.6	4.5	0.034*
	Store shopping	76	59.4		
Total		128	100		
Female	Online shopping	75	33.9	22.810	0.000*
	Store shopping	146	66.1		
Total		221	100		
Online shopping	Male	52	40.9	4.165	0.041*
	Female	75	59.1		
Total		127	100		
Store shopping	Male	76	34.2	22.072	0.000*
	Female	146	65.8		
Total		222	100		

The following are shown in the table above:

- When the study was only on the males' sample, it was found that there were statistically significant differences between the proportion of men shopping (gifts) directly from the store or online, whereas:

$$\left(\chi^2 = 4.5, p.value = 0.034 < 0.05\right)$$

These differences are reflected in the fact that more than half of the of men (59%) are shopping directly from the store.

- When the study was only on the females' sample, it was found that there were statistically significant differences between the percentage of women who shop directly from the store and who shop online as

$$\left(\chi^2 = 22.810, p.value = 0.000 < 0.05\right)$$

- These differences are reflected in the fact that most of women (66%) are shopping directly from the store.

Contrarily, it is indicated that:

- There are statistically significant differences between the ratio of males and the females in the sample of people who shop (gifts) online whereas:

$$\left(\chi^2 = 4.165, p.value = 0.041 < 0.05\right)$$

This difference was in favor of women versus men (59%, 41%).

-There are statistically significant differences between the ratio of males and females in the sample of people shopping (gifts) directly from the store as:

$$\left(\chi^2 = 22.072, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (66%, 34%).

4.2.10.5 Shopping Channel of vehicles

– In order to detect the preferred shopping channel for both genders, we have examined this relationship by applying the Chi-Square test. Thus, the test used to equate ratios among groups of people who differ in the way they shop (Vehicles) whether (directly from shops or online) at both male and female samples. The results explained below:

Table 4.51: Shopping Channel of vehicles (Chi-Square)

		N	%	**Chi-Square value**	**P-value**
Male	Online shopping	34	26.6	28.125	0.000*
	Store shopping	94	73.4		
Total		128	100		
Female	Online shopping	44	19.9	80.041	0.000*
	Store shopping	177	80.1		
Total		221	100		
Online shopping	Male	34	43.6	1.282	0.258
	Female	44	56.4		
Total		78	100		
Store shopping	Male	94	34.7	25.421	0.000*
	Female	177	65.3		
Total		271	100		

The following are shown in the table above:

- When the study was on the males' sample, it was found that there were statistically significant differences between the proportion of men shopping (cars) directly from the store and who are shopping through the Internet, whereas:

$$\left(\chi^2 = 28.125, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that most men (73.4%) are shopping directly from the store.

- When the study was on the females' sample only, it was found that there were statistically significant differences between the percentage of women who shop (Vehicles (cars)) directly from the store and who shop through the Internet as

$$\left(\chi^2 = 80.041, p.value = 0.000 < 0.05\right)$$

- These differences are reflected in the fact that most women (80%) are shopping directly from the store.

Contradictorily, it is indicated that:

- There are no statistically significant differences between the ratio of males and the females in the sample of people who shop (motor vehicles) through the Internet as:

$$\left(\chi^2 = 1.282, p.value = 0.258 > 0.05\right)$$

-There are statistically significant differences between the ratio of males and the females in the sample of people shopping (Vehicles) directly from the store as:

$$\left(\chi^2 = 25.421, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (65% vs. 35%).

4.2.11 How satisfied are the consumer during purchasing operations?

The researcher explored consumer satisfaction during purchasing operations with several questions

- -To what extent positive communication is important with PP?
- -How much does the market achieve a positive communication target?
- -Do you think shops seek your satisfaction through (reasonable price, suitable places, variety of products, effective promoting)

The answer to these questions is designed based on the Likert point5 scale, which is one of the best methods for measuring the trends. The scale points are from one to five as one is the less value and five is the highest value. Then

SPSS program was applied and the scores for the scale options shown as the following table:

Table 4.52: Likert scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Opinions
1	2	3	4	5	Points

The mean variable (for question) measured in Likert scale, called the "weighted average", can be calculated to obtain a summary of the sample responses for the study population on the question in general. The criteria for judging the values of this average are calculated by this scale as follows:

Standard= (Upper answer Grade – lower answer Grade)/ the number of answer classes Standard

= (5-1) / 5 = 0.8

The distribution of grades, depending on the length of the category is as follows:

Table 4.53: Likert scale scores by field

Relative Importance Index	Grade rating	Degree	Range
%(36-20)	Very weak	Strongly Disagree	]1.8 ,1]
%(52-36.2)	Weak	Disagree	]2.60 ,1.8]
%(68-52.2)	Medium	Neutral	]3.40 ,2.60]
%(84-68.2)	Strong	Agree	] 4.20 ,3.40]
%(100-84.2)	Very strong	Strongly Agree	]5 ,4.20]

Source: Created by the investigator

As mentioned earlier with women's opinions of satisfaction during purchasing operations. We will only describe each question as a female sample by calculating the mean (weighted average). Then, we will apply the (one-sample t-test), which tests the theoretical average of each question with the mean value (neutral) in the Likert scale which shown as (3). The results are shown as follows:

Table 4.54: Weighted average of consumer satisfaction

	T-statistic	Relative Importance Index %	Standard Deviation	Mean	p.value
To what extent positive communication is important with PP?	20.944	%85.8	.9120	4.29	.000*0
How much does the market achieve a positive communication target?	6.032	%67.2	.8810	3.36	.000*0
Do you think shops seek your satisfaction through (reasonable price)?	2.431	%64.2	1.273	3.21	.016*0
Do you think shops seek your satisfaction through (suitable place)?	4.586	%66.6	1.085	3.33	.000*0
Do you think shops seek your satisfaction through (variety of products)?	6.314	%70.2	1.193	3.51	.000*0
Do you think shops seek your satisfaction through (effective promoting)?	3.666	%65.8	1.174	3.29	.000*0

*. Correlation is significant at the 0.05 level (2-tailed).

Source: From the investigator setting based on SPSS output.

The above table shows:

- The mean (weighted average) of women's answers to the question (To what extent positive communication is important with the purchasing process? It was statistically different and greater than the average value of the Likert scale (3). The average value is within the corresponding field [4.20, 5] to

the point of "Strongly Agree" and the high relative importance (85.8%) of this question indicates that women are very interested in how well they communicate with the seller while shopping.

- The mean (weighted average) of women's answers to the question (Do you think shops seek your satisfaction through (variety of products)? It was statistically different and greater than the average value of the Likert scale (3) The average value within the field [3.40, 4.19] corresponding to the "Agree" response score and the high relative importance (70.2%) of this question indicates that women see - from their point of view - that shops can raise the quality of shopping through (variety of products).

– The mean (weighted average) of women's answers to questions (How much does the market achieve a positive communication target?) And (Do you think shops seek your satisfaction through" reasonable price, suitable place and effective promoting"?)

It is within the field (2.60, 3.39) corresponding to the "neutral" response score, yet it was statistically different and larger than the average value of the Likert scale (3), which makes it close to the "agree" answer of the "neutral" answer. The relative importance of these questions indicates that women find that, in their view, the market achieve their positive communication target, and stores can raise the quality of the shopping process through (reasonable price, suitable place, effective promoting).

-Study the statistical relationship between gender and consumer satisfaction during purchasing operations:

For this study, we applied the statistical application (T-Student) for two separate samples. This is to examine whether there are statistically significant differences in the average sample answers to each of the critical questions (how satisfied the consumer is during purchasing) between males and females, and the results are as follows:

Table 4.55: (T-Student) test for consumer satisfaction

Group Statistics	Gender	N	Mean	Std. Deviation	T test T test value	p-value
To what extent positive communication is important with PP?	male	128	4.29 Strongly Agree	0.9	0.04	0.968
	female	221	4.29 Strongly Agree	0.9		
How much does the market achieve a positive communication target?	male	128	3.48 Agree	0.9	1.21	0.227
	female	221	3.36 Agree	0.9		
Do you think shops seek your satisfaction through (reasonable price)?	male	128	2.95 Neutral	1.3	-1.797	0.073
	female	221	3.21 Neutral	1.3		
Do you think shops seek your satisfaction through (suitable place)?	male	128	3 Neutral	1.1	-2.776	.006*0
	female	221	3.33 Neutral	1.1		
Do you think shops seek your satisfaction through (variety of products)?	male	128	3.43 Agree	1.1	-0.599	0.550
	female	221	3.51 Agree	1.2		
Do you think shops seek your satisfaction through (effective promoting)?	male	128	3.16 Agree	1.1	-0.970	.3330
	female	221	3.29 Agree	1.2		

The above table shows:

- There are no statistically significant differences between males and females in the survey answers to the following questions:(To what extent positive communication is importance with purchasing process?, How much does the market achieve a positive communication target?, Do you think shops seek your satisfaction through (reasonable price, variety of products, effective promoting). It can be said that there are no statistical differences between males and females, where $(p.value > 0.05)$.

$$(t = 0.04, p.value = 0.968 > 0.05)$$

- In response to the question (To what extent positive communication is important with PP), both genders were very interested. So, there are no statistical differences between males and female

$$(t = 1.21, p.value = 0.227 > 0.05)$$

- In response to the question (How much does the market achieve a positive communication target), both males and females were interested. Furthermore, there are no statistical differences between males and females in their views on can shops seek their satisfaction through (reasonable price, variety of products, effective promoting) as the following order

$$(t = -1.797, p.value = 0.073 > 0.05)$$

$$(t = -0.599, p.value = 0.550 > 0.05)$$

$$(t = -0.970, p.value = 0.333 > 0.05)$$

-There are statistically significant differences between male and female with regards to the question (Do you think shops seek your satisfaction through (suitable place)?) as

$$(t = -2.776, p.value = 0.006 < 0.05)$$

Both genders were neutral in their views toward the possibility of seeking their satisfaction through (suitable place). However, there was a statistical difference between their answers which can explain given the likely mean value of male and female computational responses. The weighted average of female convenience responses is (3.33) within the neutrality field but is closer to the approver because it is higher than the median value (3) according to the Likert scale. Therefore, it can be said that women have seen the possibility of raising the quality of seeking their satisfaction through (suitable place) more than men. The bar graphs to illustrate the above differences are as follows:

Figure 4.29: Consumer satisfaction and expanding in branches

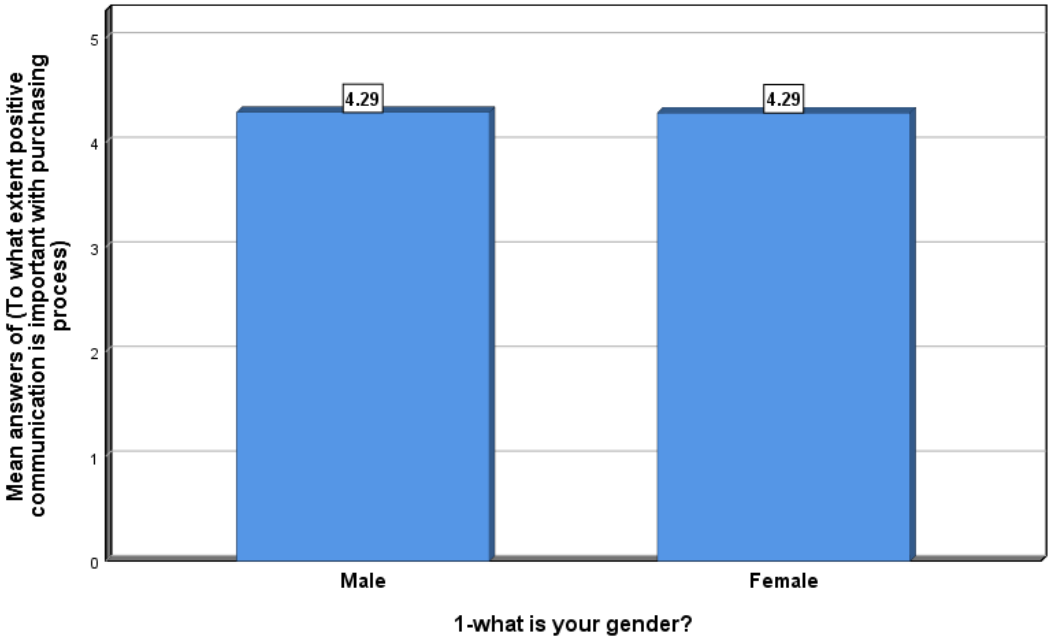


Figure 4.31: Positive communications

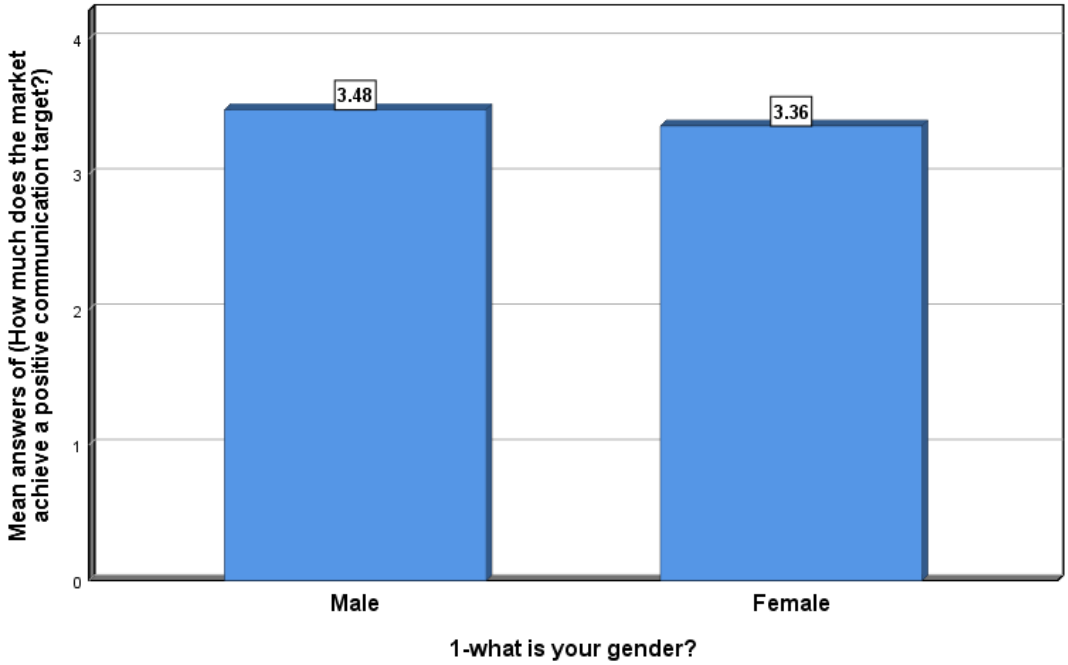


Figure 4.32: Communication target

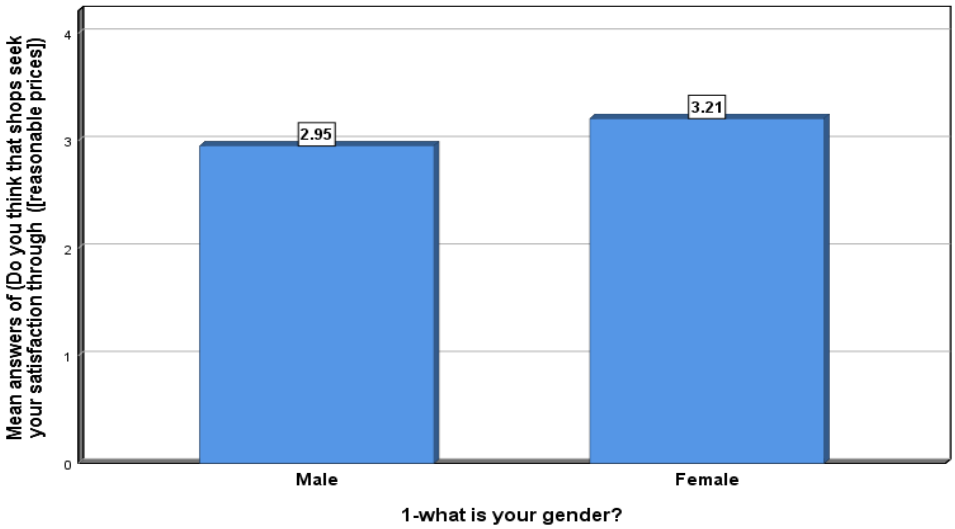


Figure 4.33: Reasonable prices

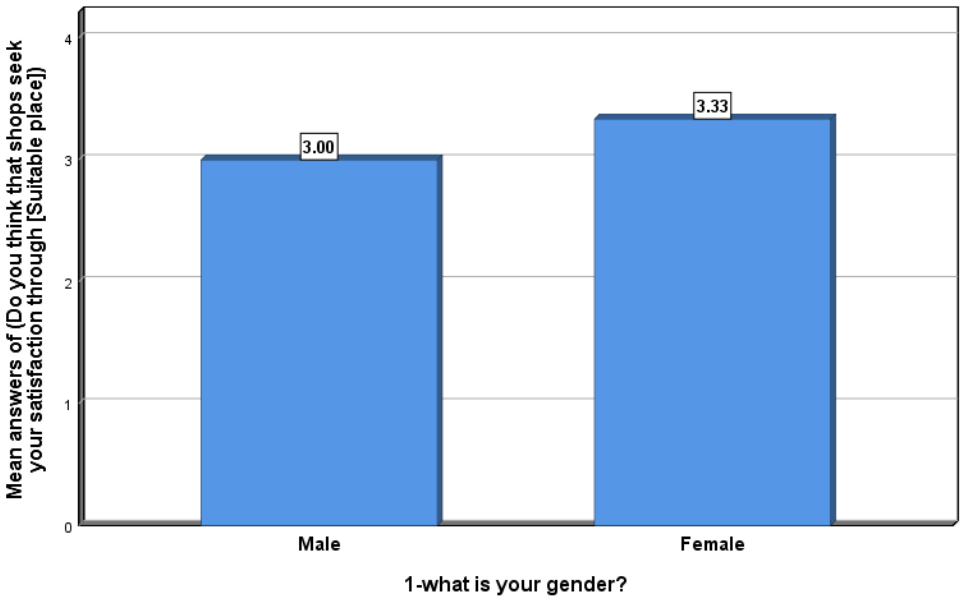


Figure 4.34: Suitable place

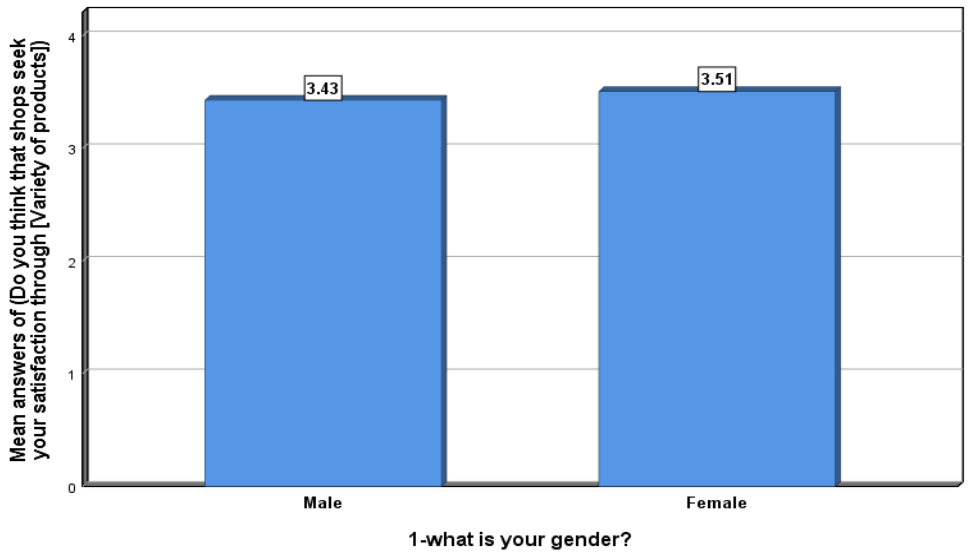


Figure 4.35: Variety of products

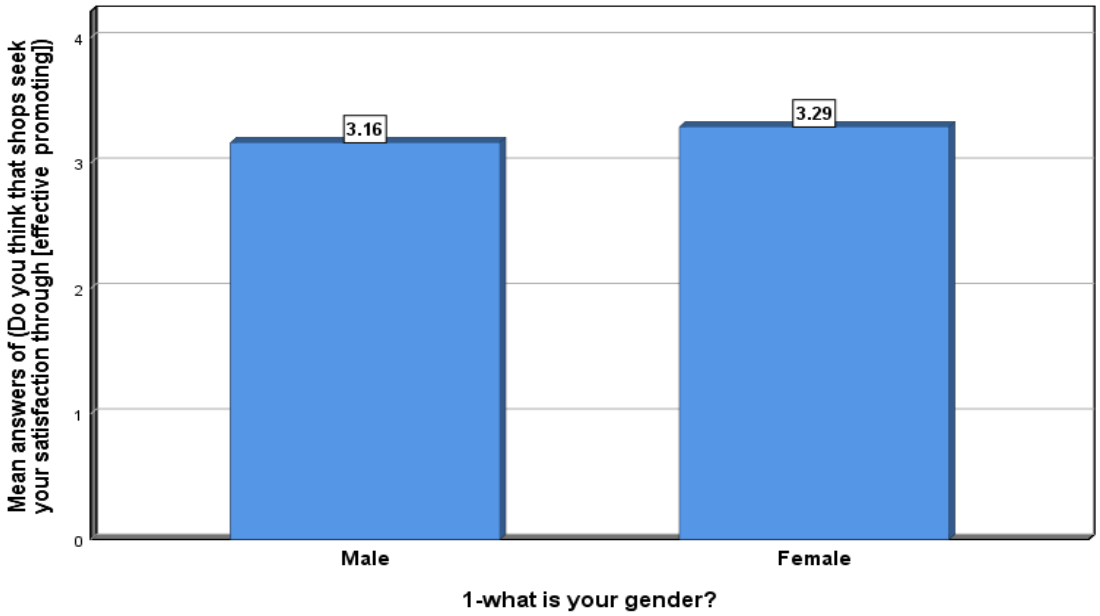


Figure 4.36: Effective promoting

4.2.12 The impact of consumer satisfaction on retail stores success

First: Examining the statistical relationship between gender and the impact of consumer satisfaction on the success of retail stores:

– The statistical relationship between gender and opinions about whether retails shops which serve their satisfactions is successful:

To reveal the views on this point, we have studied this relationship by applying the Chi-Square test to equal the proportion of people who are found retails shops, which serve their satisfactions, are thriving. For both male and female samples, the ratio of females and males in both groups compared through the statistical application (Chi-Square) the following results were:

Table 4.56: Consumer satisfaction and Retail success (Chi-Square)

		N	%	Chi-Square value	P-value
Yes	Male	102	34.1	30.184	0.000*
	Female	197	65.9		
Total		299	100		
No	Male	26	52	0.080	0.777
	Female	24	48		
Total		50	100		
Male	No	26	20.3	45.125	0.000*
	Yes	102	79.7		
Total		128	100		
Female	No	24	10.9	134.425	0.000*
	Yes	197	89.1		
Total		221	100		

The following are shown in the table above:

-There are statistically significant differences between the ratio of males and females in the study sample who found that the retails shops, which serve their satisfactions, are successful

$$\left(\chi^2 = 30.184, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (66%, 34%).

- There are statistically significant differences between the ratio of males and females in the study sample who did not find that the retails shops, which serve their satisfactions, are successful whereas:

$$\left(\chi^2 = 0.080, p.value = 0.777 > 0.05\right)$$

Contradictorily, it is indicated that:

-When the study was only on the males' sample, it was found that there were statistically significant differences between the proportion of people who found that retails shops, which serve their satisfactions, are successful whereas:

$$\left(\chi^2 = 45.125, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that (80%) of men found that the retails shops, which serve their satisfactions, are thriving.

-When the study was only on female samples, it was found that there were statistically significant differences between women who agree or disagree that the Retails Shops, which serve their satisfactions, are successful since

$$\left(\chi^2 = 134.425, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that the majority of the females' sample 89% found that retail shops, which serve their satisfactions, are thriving.

Second: The statistical relationship between gender and opinion about whether Retail shops which satisfied them are expanding branches or not:

We have examined this relationship by applying the Chi-Square test to the proportion of people who found that Retail shops that satisfied them are expanding branches in both male and female samples. While the percentage of females and males in both groups is compared through the statistical application (Chi-Square), the results were as follows:

Table 4.57: Customers satisfaction and expanding in branches (Chi-Square)

		N	%	Chi-Square value	P-value
No	Male	22	31	10.268	0.001*
	Female	49	69		
Total		71	100		
Yes	Male	106	38.1	15.669	0.000*
	Female	172	61.9		
Total		278	100		
Male	No	22	17.2	55.125	0.000*
	Yes	106	82.8		
Total		128	100		
Female	No	49	22.2	68.457	0.000*
	Yes	172	77.8		
Total		221	100		

The following are shown in the table above:

- There are statistically significant differences between the ratio of males and females in the study sample who did not find that Retail shops which satisfied them are expanding branches whereas:

$$\left(\chi^2 = 10.268, p.value = 0.001 < 0.05\right)$$

This difference was in favor of women versus men (69%, 31%).

- There are statistically significant differences between the ratio of males and females in the study sample who found that the Retail shops which satisfied them are expanding branches whereas:

$$\left(\chi^2 = 15.669, p.value = 0.000 < 0.05\right)$$

This difference was in favor of women versus men (62%, 38%).

Contradictorily, it is indicated that:

- When the study was on a males' sample only, it was found that there were statistically significant differences between the two ratios of people who found that the Retail shops which satisfied them are expanding branches whereas:

$$\left(\chi^2 = 55.125, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that the majority of men's sample (83%) found that brands which satisfied them are expanding brands.

- When the study was on females' sample, it was found that there were statistically significant differences between the two ratios of people who found that the Retail shops which satisfied them are expanding branches whereas: While the female-only opinion poll

$$\left(\chi^2 = 68.457, p.value = 0.000 < 0.05\right)$$

These differences are reflected in the fact that the majority of females' sample (78%) found that brands which satisfied them are expanding brands.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Finding and Conclusions

The main concern in this research, is to discover the role of Turkish women in purchasing power. The researcher chose the retail market sector to study this phenomenon. However, the majority of data shows that, women make more purchases than men on a monthly basis. In the descriptive part of data analysis, the percentage of individuals who tend to do more purchases during the month were in favor of women, the more the number of shopping times increases the more the percentage of purchasing increases in favor of women. Moreover, the statistical analysis and chi-square test for data shows that there is no statistically significant relationship between the gender and the number of times they shop during the month. However, there are statistically significant differences between males and females who tend to do more shopping on a monthly basis and this difference were higher in favor of females versus males.

Moreover, it is analytically proven that males and females are involved in purchasing for other family members, yet, females are more entitled and concerned with this process. Nonetheless, studying the sample, the difference was significant between males and females in terms of who shop for family members, this difference was in favor of females. As a result, it can be concluded that females tend to do more purchasing processes for themselves, as well as other family members on a monthly basis than males.

Accordingly, the majority of both genders prefer to shop alone, when they were questioned whether they prefer to shop alone or with partner. Furthermore, the sample who prefers shopping with another partner chose a female partner. Therefore, it can be concluded that both genders (male and females) prefer to shop with a female partner more than a male one.

In the same manner, buying (Grocery) when questioned, most answers showed that women are responsible for this decision, while sometimes it tend to be a

sharing one. Similar results were found when the decision was about buying (Clothes). In addition, the majority of both gender samples considered the decision of buying (Self- Care and Beauty, Gifts) as a female decision then as a sharing decision, and infrequently as a men decision. Conversely, when the decision was about buying (Home Furnishings) the majority considered that as a sharing decision more than a female decision and rarely as a male decision. On another note, both genders said that the decision of buying (Vehicles**)** is a male decision then much less is a sharing decision and rarely is a female decision. So, Goods that were to be purchased by women can be arranged as follows (Ranking from the most affected by women's decisions to the least) Grocery, Clothes, Self- Care and Beauty, Gifts, Home Furnishings, vehicles.

In addition, when the question was about the shopping channels, the majority tends to buy all goods directly from the store. However, it was a remarkable point, when the question was about buying (Clothes), since only in this case the preferences for both shopping channels were almost equal. Additionally, in terms of online shopping, goods which have been mostly chosen can be arranged according to the most buying to the least as follows: Clothes, gifts, Self- Care and Beauty, vehicles, home Furnishings and grocery staff.

In order to figure the consumer satisfaction, the question: (To what extent positive communication is important with PP) was asked. Both genders showed a tendency to choose the same answer, (Strongly Agree) mostly selected. This reflects the importance of positive communication for all customers. As stated in the study sample, it can be said that the market covered this need (positive communication) for both genders significantly. Yet, there is a slight difference between males and females responds. However, it is not considered as a statistically significant one.

To observe the Turkish customer preferences about MM elements, and their connections with consumer satisfaction, the weighted average of the answers in both genders gave (Variety of products) a high importance followed with the (effective promoting) then (Suitable place) and the last was (reasonable prices).

The two MM elements (Variety of products, and effective promoting) got approximately the same average (Agree) and the other two elements got nearly the same average (Neutral). In the same way there is no statistically significant

difference between men and women in their answers for all elements, except (Suitable place) were women tend to give it a higher importance than men. These findings are of high importance to retailers and marketers to take in consideration because it reflects the preferences of Turkish consumers.

Another point was found about if costumers think the retail shops which seek their satisfaction are successful. Both genders in most answers share the same opinion and agree with it in most answers. In the same way women tend to agree with this opinion more than men. Depending on the same field both genders think that shops which seek their satisfaction are expanding their branches. There was no statistically significant difference between both genders ’answers.

To sum it all up, the research found that Turkish women are the main decision makers and represent the purchasing power in many recurring goods.

5.2 Recommendations

Depending on the previous discussion and conclusion, the importance of Turkish women’s role and the purchasing power they represent is undeniable.

On the other hand, the preferences of Turkish consumer in general and Turkish women in particular are not fully met by the markets as the research reveals. According to this, it is highly suggested that markets take these preferences into consideration in order to cover the needs of Turkish consumers and to invest the opportunities that these needs provide:

- As we have seen, Turkish women are the main decision makers in many recurring goods. Yet, manufacturing, markets did not take the initiatives to tighten the gap between the consumers' needs and the goods produced. That means manufacturing, rendering, promoting more satisfying products and services meeting their needs and requirements.
- As a consequence, the research shows that women tend to make more purchases for other family members and, it will be a smart addition to include other family members’ products to women products’ offers.

- Even when the product is considered as men products, it's important to take in mind approaching women because they are great influencers on their partners decisions. This research shows that both genders prefer shopping with a female partner rather than a male one. In this case, women can be identified as a second decision maker in most purchasing experiences.
- Women tend to buy more clothes online than in-store buying. Taking this fact in consideration, it's important to focus on online shopping and facilitate the process for the benefit of consumers and companies as well. Therefore, encourages women to shop more through it not for clothes only but for other goods as well.
- Online shopping saves the consumers effort and energy and reduces the expenses on companies. The research orders Turkish consumer's priorities regarding the MM, therefore marketing should invest in meeting these preferences by providing various products and promoting efficiency.
- The results found that women are interested in suitable shopping environments, and this result should be taken into account and interest in studying and choosing a place which make shopping easier for women

5.3 Limitations of the Research

- There are not enough studies about Turkish women purchasing power in the past, so that it can be compared with current results and determine the extent of its development.
- The sample size used in this study was only 345 Turkish consumers, that means the result for all Turkish customers cannot be generalized.
- This research was done in 2020 while the COVID-19 pandemic spread all over the world. Therefore, this situation hugely affected the researcher in many ways. The researcher was unable to interview nor publish the survey directly, and later could only publish the survey online.

- The pandemic also impeded access to the university and its services, also impeded direct communication as direct communication would have provided a more cooperative capacity.
- The survey has a limitation as this survey distributed by the internet and that means some opportunities were lost as not all peoples use internet especially old people. So, the research covers only youth sector in society while no information was collected on the elderly.
- Most of the study sample were women, although the researcher tried to perform a statistical analysis to minimize its effect. Thus, reaching an equal segment of both genders will show more accurate results.
- The research is mainly built on descriptive approach. Future studies can be launched from research findings to conduct quantitative research that accurately measures the results of this research.
- The research covered a lot of variables this may have an impact on the validity and ability to examine all variables in accurate way. Studies of variables can be expanded on a group by group to achieve deeper coverage of these variables.

5.4 Future Researches

The study highlighted the importance of the role of Turkish women as purchasing power and there are many separate researches that could address the aspects of this research and aspects through which research results could be expanded.

- Implement the same idea of the research but with a larger sample size in order to generalize the results further.
- Implement the same idea of the research but with another sample focusing on older age.
- Implement the same idea of Turkish women purchasing power but from economic view.
- Conduct research on the same subject in other countries of the Middle East and compare the results of this research with them.

- Undertake more engaging studies to discover the precise needs of Turkish women.
- It is suggested that future research can conducted in the same manner and applied to other types of goods.
- Future research based on quantitative methodology can be undertaken as a basis for research to reach critical results within the indicators discovered by this research

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