

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

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ABSTRACT

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

KEYWORDS: Gender, Consumer Purchase Decision and Durable Household Goods