



**THE SHIFTING ROLE of WOMEN in PURCHASING POWER EVOLUTION:
EVIDENCE FROM TURKISH RETAIL**

Amenah Mohammad Mwaheb Albasha

ORCID 0000-0003-3124-3876

<https://orcid.org/0000-0003-3124-3876>

Istanbul Aydin University, Turkey

Assist. Dr. Mustafa Özyeşil

Istanbul Aydin University, Turkey

Abstract:

Women empowerment became a part of any modern society; the global gender gap has become one of the most critical issues around the world. The modern the country is the narrow the gap becomes. Narrowing the gap will lead to women empowerment. This empowerment will affect many aspects, and one of the most important is their purchasing power. In this research purchasing power discussed from marketing view which is focused on the number of goods that the consumer can buy. Globally, there are many reports mentioned on women purchasing power and focus on it, meanwhile most of those reports and researches study just specific regions, and there are a few types of research engaged in studying Middle East women generally and Turkish women Specifically. In marketing, domain determines the exact customer will lead to an effective marketing strategy. This research aims to determine the Turkish women's role in the retail market by studying her primary buying behavior as who often does the shopping and usually is shopping for someone else in her family. In this descriptive research, the women purchasing role in Turkish family was discovered by distributing a questionnaire to 345 Turkish individuals (male and female), the research found that Turkish women make shopping more than men during the month and paying for someone else in the family more than men.

Keywords: Purchasing Power, Women, Empowerment, Consumers, Role.

1.Introduction

The roles of men, as well as women, changed through history. In their societies, biological differences, modern evaluation, and all new changes define and affect their roles. Today their roles determined not just by their biological variations but with recent changes also (Gallagher & Devine, 2019)(Triandis & Hofstede, 1993).

One of the most significant changes in women' role and their empowerment; is this shift in role which reflects their ability to make purchase decisions. Globally, Women are the leading decision-makers of the family, and they are the most influential customers in the world, buying and influencing 85% of everything companies sell, do or offer (Quinlan et al.,2010). Women's role has serious effects both directly and indirectly, in her decisions and those of her family.

2.Purpose of research

The primary purpose of this descriptive research is to explore women's new habits in purchasing and comparing this result with men, so the role of women in this issue will be discovered in this research paper too.

Determine how many times Turkish women make purchases VS Turkish men.

Determine who mainly purchases for other family members.

3.Literature review:

The Purchasing Process

According to Engel et al. (1993), there are five fundamental steps to making purchase designs, First, Challenge realization: It is the starting point of purchasing decisions when the consumers start to aware of the need and start to undo the challenge they realized (Wilkie, 1994).

Second, Knowledge Seeking: After realizing the need, the buyer will start to search for how to satisfy this need. Knowledge-seeking usually influenced by the information gathered in memory of his or her environment (Engel et al., 1993).

Third, Evaluation of Substitutes: After knowledge seeking the buyer will start an evaluation process to estimate the substitutes to make a decision, evaluate principles will differ in their necessity or salience, The salience of evaluative principles relies on a multitude of an item, situational and personal factors(P. Kotler et al., 1996) Loudon and Della Bitta, 1993

Fourth, purchase: The next step is buying the chosen item. Generally, it uses to be the product that got the most satisfying performance regarding the evaluation specification (Assael, 1992; Ennew, 1993).

Fifth, Post-buying assessment: The process of buying will not end by purchasing, after purchase the consumer will evaluate the product or serves and decide if the buyer satisfied or not, if the product overreach expectations, the buyer will be satisfied(Philip Kotler & Keller, 1997) this emotion will establish if the buyer will talk positively about the product or not(S.Dibb et al., 1997).

purchasing attitude based on gender

There are many differences between men and women in the purchasing process. The main difference is that men deal with buying as a task while women deal with it as a pleasure that

makes a considerable difference in their buying behavior. To sum the main differences between men and women in buying behavior, the table below inserted.

Table (1)

The main difference in purchase between men and women

WOMEN	MEN
<ul style="list-style-type: none"> -Sees group connection as common and collective -associates via togetherness and identifying with other feelings -Considers human beings and their bonds as the key and significant factor in any context -Flourish and prosper in juggling and balance performing many tasks simultaneously (but seeks modesty and simplicity), thinks relatedly and globally. -Adjusts into precise variability, outlying environment, details, and characteristics -Physically, it shows more significant unified actions amongst the cells of the brain and over the left (rational) and the right (intuitive) parts of the brain. 	<ul style="list-style-type: none"> - Recognizes group relations as ordered - Fails to aggressive trading - Appreciates independent morality, self-sufficiency, and substantial efforts and achievements - Proceeds across functions systematically and consecutively, like data, facts, and statistics. - Concentrates more on the holistic view than on details - Physically, it has a more significant, controlling left part of the brain, the place in charge of the scientific, one-dimensional actions.

Table from (Brown,2006)

4-Research Methodology

This research has been designed and implemented using qualitative research methods; it is categorized as a descriptive qualitative study. A total of 345 respondents were selected proportionate stratified random sampling in Turkey. After that, the questionnaire was distributed to respondents to collect their answers and analyzing the data. The questionnaire was created by Google forms and available in Turkish and English languages, then distributed among Turkish individuals. The data collected for two months and then analyzed by SPSS to discover the role of women in purchase from both male and female views.

5-Analysis and Discussion

Demographic profile of respondents. The sample of the study consisted of 345 responses. 36.7 of the respondents were male and 63.3 were female.

To answer the research question, how much do women make buying decisions in the family? we will analyze the answers of females and males to the questions 1 (How many times do you make a purchase (any kind of products) during the month?) (Online or store purchasing process), question2: (Do you make purchases for someone else in the family?) and then highlight female responses.

Table (2)

Intersections table for the relative distribution of the study sample by gender and number of shopping times during the month

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 purchasing process)	1 -3 times	Count	77	122	199
		% within % Of 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
		% within % Of 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
		% within % Of 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	
	% within % Of shopping times during the month	36.7%	63.3%	100%	
	% within gender?	100%	100%	100%	
	% of Total	36.7%	63.3%	100%	

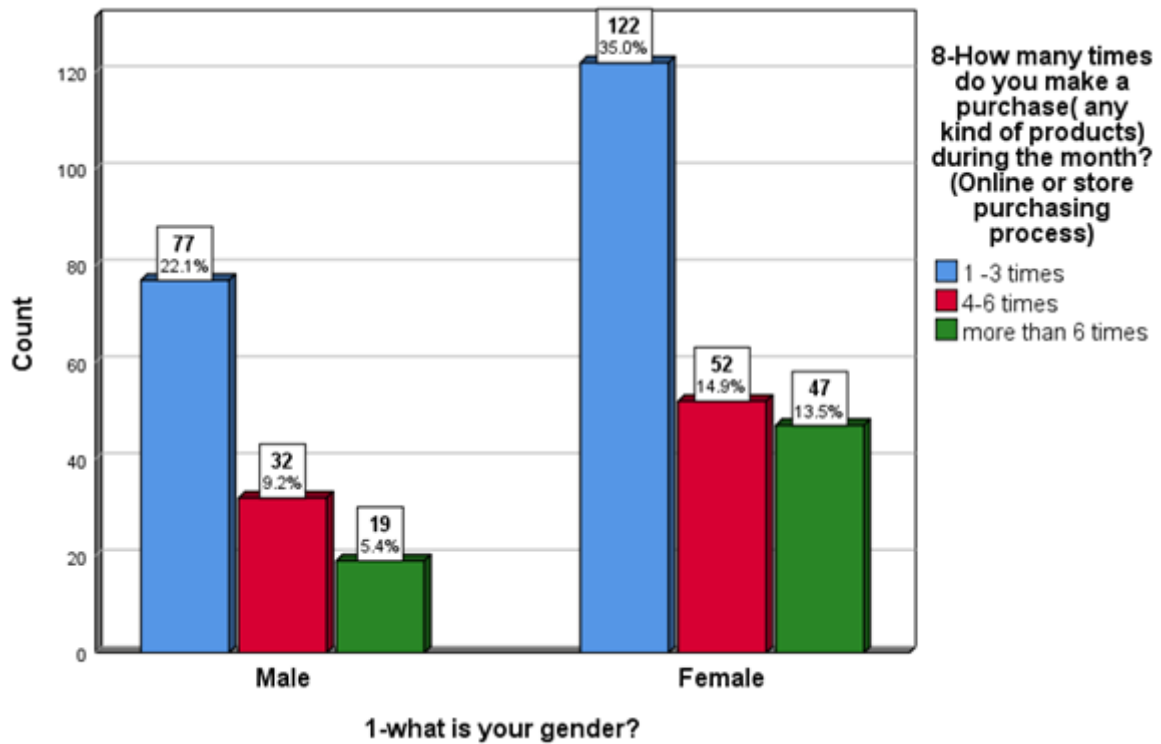
The previous table shows that 57% of the sample study is being marketed from time to three times a month and distributed among women and men (61.3% versus 38.7%) for women, and (24.1%) for study sample people are shopping 4 to 6 times a month and distributed among women and men (61.9% vs. 38.1%) for women, and (18.9%) for study sample people shop more than 6 times a month. This percentage is distributed among women and men (71.2% vs. 28.8%) for women, so it can be said that women shop more during the month than men and more times.

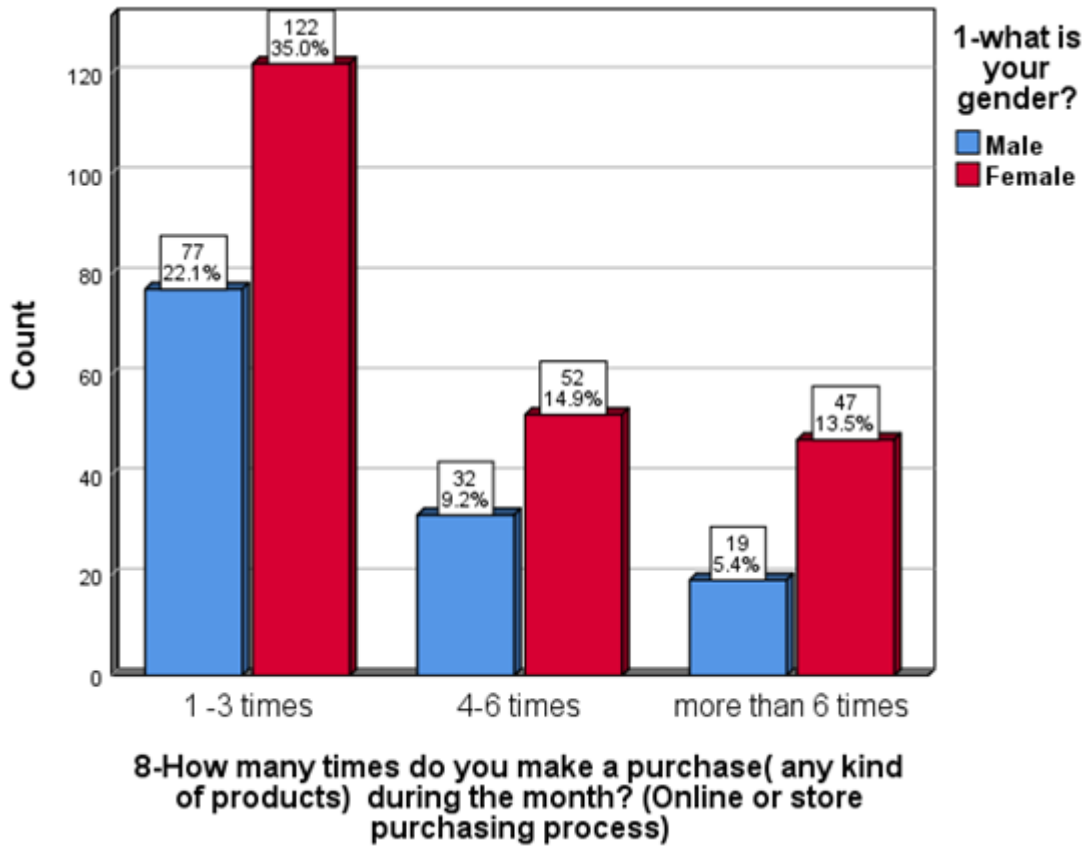
On the other hand, when only female opinion is surveyed (considering female sample) (n=221), about half of the sample (55%) of the shop three times a month and the rest are distributed almost equally to the rest (24% market 4 to 6 times a month and 21% market more than 6 times a month)

The figure below illustrates the above

Figure (1),(2)

Bar graph of the relative distribution of the study sample by gender and number of times you shop during the month





The relative distribution of the sample study by gender and the conduct of shopping for other family members

Table (3)
Intersections table for the relative distribution of the sample study by gender and the conduct of shopping for other family members

			gender		Total
			Male	Female	
9-Do you make purchases for someone else in the family?	No	Count	42	58	100
		% within (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
		% within (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

	% within (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%

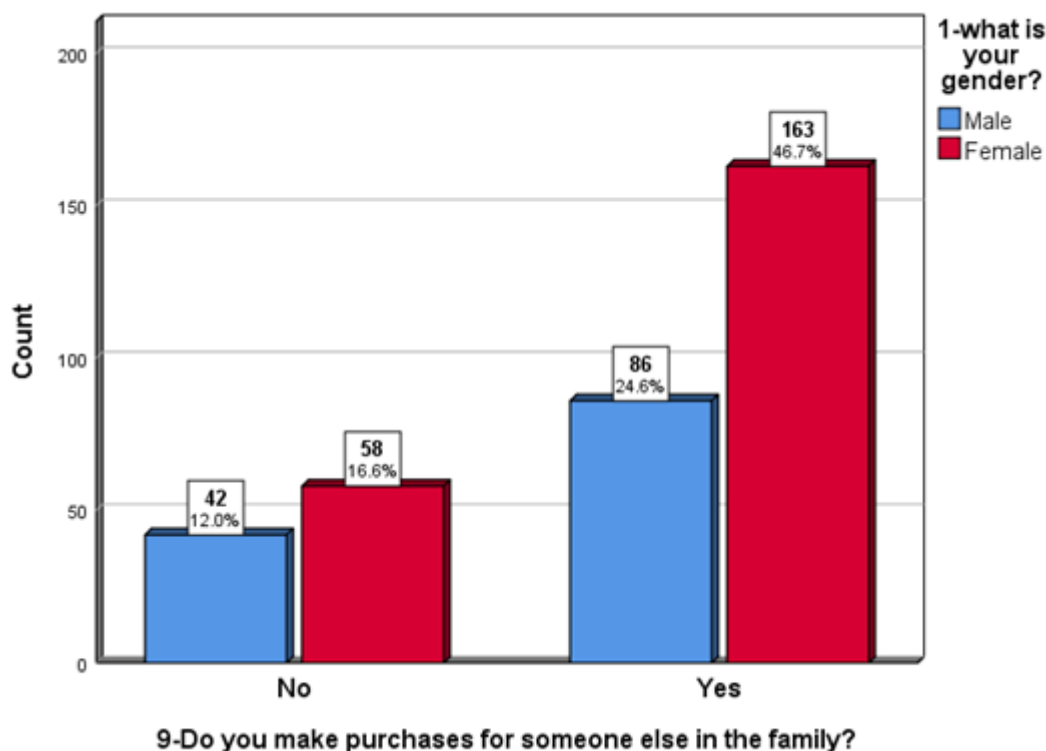
The previous table shows that 71.3% of the sample study is shopping for other family members and distributed among women and men (65.5% versus 34.5%) for women.

On the other hand, only when female opinion is surveyed (considering female sample) (n=221) the majority of the sample (74%) is marketed to other family members.

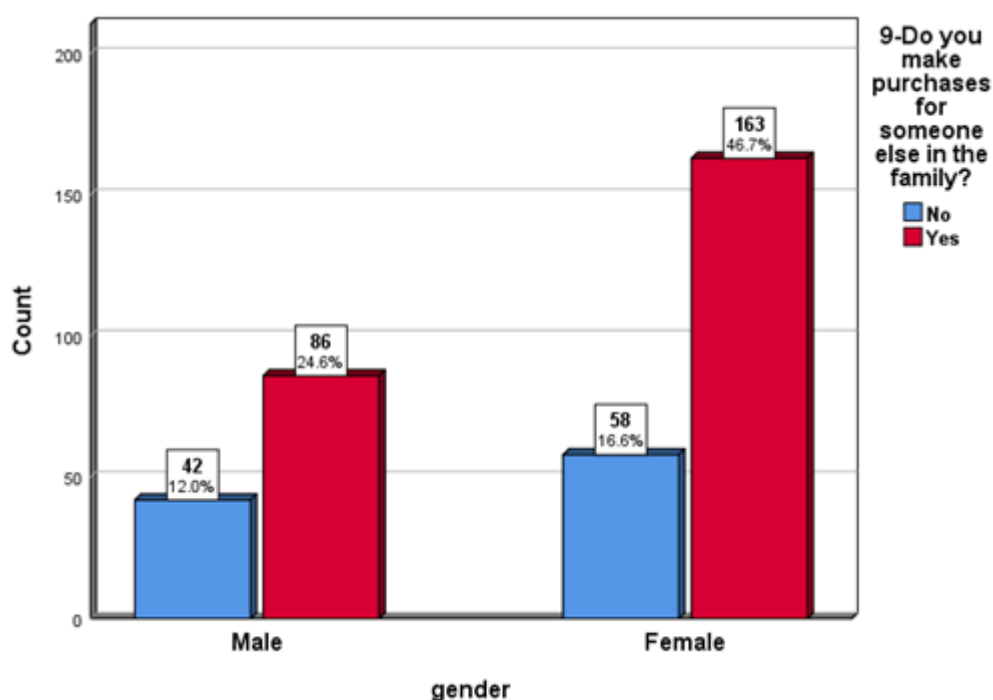
The figure below illustrates the above

Figure (3),(4)

graph of the relative distribution of the study sample by gender and shopping for other family members



Or:



6-Findings and conclusions

The primary study purpose is to explore the Turkish women role in purchasing decisions when the question was about the frequency of purchase during the month, Women were the most likely to do shopping during the month, and as the higher, the frequency of purchases during the month, the more favorable the proportion is for women, in the other hand men prefer to do shopping less than women.

Meanwhile, and responding to the question about if the individual makes purchases for someone else in the family. Again, the result was in favor of women; the analysis found that women tend to shop for other family members more than men. This can be attributed to her role as a mother and wife. In general, the questionnaire answers reveal that women make purchases more than men during the month and do shop for other family members more than men. Those findings can be considered as indicators of the shifting role of Turkish women purchasing power.

Reference

- Assael, H. (1992), *Consumer Behaviour and Marketing Action*, (4th editions). Boston: PWS-Kent Publishing Company.
- Brown, m. (2006). *BOOM: marketing to the ultimate power consumer*. AMACOM.
- Dibb, S., Simkin, L., Pride, W. M., & Ferrell, O. C. (1997). *Marketing: Concepts and Strategies: European Edition*. Boston, Estados Unidos: Houghton Mifflin.

- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993). *Consumer Behavior*. Fort Engel, JF, Kollat, DT, et Blackwelle RD (1968). *Consumer Behavior*.
- Ennew, C. T. (1993), *The Marketing Blueprint*, Oxford, Blackwell.
- Gallagher, J. C., & Devine, M. E. (2019). *Fifth-Generation (5G) Telecommunications Technologies: Issues for Congress*. Congressional Research Service.
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (1996). *Principles of Marketing: 1st European Edition*. In Europe Prentice Hall.
- Kotler, Philip, & Keller, K. L. (1997). *Marketing Management, 15th Edition*. In Pearson Education Limited.
- Loudon, D. L., & Della Bitta, A. J. (1984). *Consumer behavior: Concepts and applications*. McGraw-Hill Companies.
- Quinlan, M. L., Jen Drexler, & Tracy Chapman . (2010). *What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It*. New York : Just Ask a Woman.
- Triandis, H. C., & Hofstede, G. (1993). *Cultures and Organizations: Software of the Mind*. *Administrative Science Quarterly*. <https://doi.org/10.2307/2393257>
- Wilkie, W. L. (1994), *Consumer Behavior*, New York: John Wiley and Sons.