

Chapter 5

REVIEWING DIFFERENCES BETWEEN PURCHASING BEHAVIORS OF MALE AND FEMALE CONSUMERS IN AZERBAIJAN

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INTRODUCTION

The impacts of the marketing concept developed after 1950s and increasing competition conditions made it obligatory to continuously improve the marketing mix and implement new strategies for businesses to influence consumer preferences. Businesses started to compete with each other with various publicity weighted marketing strategies containing product differentiation based on goods and service diversity and service delivery, pricing strategies based on price differentiation, various sales development efforts and advertising and promotion activities even if in limited quantities. With this aspect, the markets where businesses operate present an extremely dynamic structure and speedy changes may be experienced at markets. However, all these aside, personal characteristics of consumers at the market started to be influential on the configuration of such markets. These characteristics are characteristics like a consumer's age at the time, gender, occupation, educational status. If such characteristic of consumers is known, declaration the of opinion related to product or service to be demanded could facilitate and consumers may be provided with maximum benefit.

This study intends to determine if there is a relationship between Genders of consumers in Azerbaijan and purchasing behaviors in the ever-increasing competition environment, making suggestions towards such relationships and giving information to businesses related to Azerbaijani consumer. It is expected that findings obtained from the study will both contribute to the literature and give sufficient tips to businesses in the Azerbaijani market and academics interested in the subject. Further, it is expected that the findings obtained from the study would allow businesses to improve themselves and keep up with the competition environment. At the same time, it is intended to allow businesses to be able to make some comparisons related to the subject.

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It is determined that there is a significant relationship between Gender and Credit card use of Azerbaijani consumers. Further, it is concluded that those who frequently use Credit cards are predominantly males. Similarly, it is determined that there is also a significant relationship between Gender and color choices of Azerbaijani consumers. Male consumers in Azerbaijan prefer Dark colors more in comparison to females. It is concluded that females prefer colorful products more. Again, it is determined that there is also a significant relationship between Gender and promotional product preference of Azerbaijani consumers. It is seen that the ratio of females preferring promotional products is more than males. Lastly, it is determined that there is also a significant relationship between Gender and installment shopping of Azerbaijani consumers and it is seen that females constitute a significant part of Azerbaijani consumers who prefer Installment shopping.

Under the light of the above data, if businesses who produce products or service opt for mainly live colors for color choices when they produce products intended towards females, this will allow their products the penetrate the market faster and a wider area. The opposite case is observed in product marketing to male individuals. That is, marketing dark color products to males will increase such penetration. Again, if firms who market their product or services with credit cards mostly know that credit card usage is mostly by males, if they bear in mind males in advertising and PR activities or product packaging in the market, this would increase chances for market penetrating and holding. Again manufacturing promotional products as a method for getting the attention of female consumers will increase the chance of firm reaching out to female consumers. Lastly, in the installment product market, knowing that females are prioritized consumers is of great importance installment product marketing as another method for firms reaching female consumers.

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