

# The Effect of Spousal Influence on Selected Household Purchase Decision in Anambra State

Ifekanandu Chukwudi Christian<sup>1</sup>, Oparah, Promise Chika PhD<sup>2</sup>,

<sup>1</sup>University of Nigeria Business School, Enugu Campus, Enugu State Nigeria.

<sup>2</sup>Nnamdi Azikiwe University, Awka, Anambra State.

E-Mail: [chukwudiifekanandu12@gmail.com](mailto:chukwudiifekanandu12@gmail.com), [pc.oparah@unizik.edu.ng](mailto:pc.oparah@unizik.edu.ng).

## ABSTRACT:

The behaviour of the consumer has been shown to be influenced by a mix of several factors likewise, researches in family purchase decision have found the influence of husbands and wives in purchase decision-making to be influenced by their socio-demographics or antecedents. Prominent among the antecedents of the spouses that are of significance to the present study are their chronological age, educational attainment, occupation/employment, income, and traditional productivity of the spouses. The interplay of these variables determines the attitude of members of the household to purchase decision-making. The effect of consumer's socio-demographics, apart from influencing household purchase decisions, is also notable in other aspects of family decisions. The research methodology adopted for this study were both qualitative and quantitative techniques. In order to study the area effectively, the research design adopted for the study was descriptive survey carried with structured questionnaires for the major study population and anchored with semi structured interviews for the secondary population and other relevant secondary data. The study covered all the Igbo households of married couples in Anambra-South Senatorial Zone of Anambra State of Nigeria. Sample size used for the study are 400 participants from 200 households, 8 participants that is 4 households which is made up of four husbands and four wives was excluded because their questionnaires were not properly filled. Thus, responses from 392 participants comprising 196 households were adopted for the study which showed 98% response rate. Independent samples t-test statistic research tool was used for the study. The findings of analyses of the effect of demographic variables on spousal influence are as follows: Age and income have significant effect on information search and final decision stages but no significant effect on need identification stage. Occupation was found to have significant effect on spousal influence on purchase decision in the three decision stages - need identification, information search and final decision stages. Education only has significant effect at need identification but no significant effect on spousal influence on purchase decisions at information search and final decision stages.

Keywords: Educational Attainment, socio-demographics, family, purchase decision, spouses productivity

## 1. INTRODUCTION

Problem recognition or need identification is the first stage of family purchase decision process as such there is need to identify problem, need or want, a lack, a shortage; a new need, or need for replacement of old item. The realization of any of these unfulfilled needs will prompt a step toward solving it. It takes a member of the family, husband, wife or child in this case husband and/or wife to make this first step that is initiating the move to the purchase decision. Identification of this need is followed closely by searching for and gathering further information on the identified need as pertains to price, brand make, source,

quality etc. The essence of this information search is to clarify the problem very well so as to reduce the risk of making wrong purchase. Final decision which is the concluding stage is about the final say about whether to buy the product/service or not to buy. This final say could be made particularly by either of the spouses. What factors impact the spouses' influence on the purchase decision of household goods also has been topic of research. Consumer behaviour literature shows that husbands and wives bring in and allow their antecedents, or gendered characteristics (Bernasek&Bajtelsmit, 2013), income and education to bear on their dominance in the purchase decision-making process of these goods. Other personal characteristics and social factors have also been noted to impact on this influence. Traditionally, men have been ascribed more dominance and influence in the affairs of the family and by extension, family purchase decision, not only as head of the household but also for his perceived greater income and knowledge contribution to the general wellbeing of the household than the women. But the increased income and education status of the women in the present time has also been noted to have increased their influence. The desire to contribute to this knowledge area drives this study to investigate a cross-section of the Igbos of Anambra-South Senatorial Zone of Anambra State, to ascertain the relative influence of the spouses on the purchase decision of certain durable household goods and services for the family. The choice of Anambra-South Senatorial Zone of Anambra State as the study area is in its consideration as the core of Igbo culture that behaviour of the population could be assumed fairly representative of the constituent blocs of the Igbo nation. The relative accessibility of the area considering the logistical constraints of the study also justifies the choice of the study site.

### **Objectives of the Study**

1. Determine which of the spouses makes the final decision on the household product to be purchased.
2. Ascertain the extent to which some socio-demographic variables influence each of the spouse's involvement in the purchase decision of some selected household products.

### **Scope of the Study**

In the context of this study, the phases of family purchase decision in which the spouses' influences are considered are only identifying need for product for the family, search for information on the product, and final decision on the product to purchase. The study area is restricted to Anambra-South Senatorial Zone of Anambra State, and strictly only the Igbo households of the Anambra-South Senatorial Zone. The study subjects are indigenous Igbo husbands and wives who are legitimately married and live together under the same roof. Excluded are husbands and wives living alone either as a single parent, separated, divorced, widowed, or living separately in different locations.

## **2. LITERATURE REVIEW**

The behaviour of the consumer has been shown to be influenced by a mix of several factors. Likewise, researches in family purchase decision have found the influence of husbands and wives in purchase decision-making to be influenced by their socio-demographics or antecedents. Prominent among the antecedents of the spouses that are of significance to the present study are their chronological age, educational attainment, occupation/employment, income, and traditional proclivity of the spouses. The interplay of these variables determines the attitude of members of the household to purchase decision-making. The effect of consumer's socio-demographics, apart from influencing household purchase decisions, is also notable in other aspects of family decisions. For example, Ntigatu, Gebremariam, Abera, Setegn and Deribe (2014) study in Ethiopia have shown that socio-demographic factors such as education, age and access to means of income (employment) have been instrumental to the women's autonomy both in family decisions and utilization of maternal and children health care. The findings of

cross section study of Canadian households pertaining to vacation decisions by Su, Zhou, Zhou and Li (2007) indicated that women with better socio-economic conditions are more influential but such socio-economic conditions do not affect the influence of their husbands all the same. Pointing to the influence of spouses' antecedents in view of current societal changes that have brought about reversal of traditional sex role orientation, Wibisono and Purwanegara (2013) observed that women now acquire higher educational qualification, use it to pursue career working outside home and earn income from which they contribute to family resources. As the socio-economic status of a spouse increases, his/her level of influence in family purchase decision-making also increases. Thus husbands and wives whose original traditional role is main source of family resources and, housekeeping and childcare respectively are diminishing (Ndubisi&Koo, 2006).

In situations where decision for the purchase of some categories of products/services is involved, the decision may be dominated by the spouses, though the degree of dominance may likely vary (Erdogan, 2004). According to him, the husband in a patriarchal family, regardless of the product/services, may be dominant, while the wife in a matriarchal home is likely to be more dominant in some other product categories. Citing Rigaux-Bricmont (1978), Erdogan outlined some conditions that will probably give the husband higher influence in purchase decision over the wife. Those conditions include when he possesses (1) higher level of education; (2) higher income and occupational status; (3) the wife is unemployed among others.

Arguments posit that the behaviour of spouses is multidimensional, because it highly depends upon some personal antecedents or socio-economic characteristics or family/social backgrounds. Thus this review is restricted to the effect of the spouses' age, education, tradition, occupation and income on their influence in family purchase decisions. Further investigation of role of situational factors, as well as social norms on spousal purchase decisions on household goods was undertaken by Sidin, Zawawi and Chui (2014). The study examined factors that determine sex role orientation (SRO) of Malaysian women and its influence on household purchase decision making. Location of residence, income, ethnicity of wives, level of education, working status and major language spoken at home are the major socio-economic variables considered in the study. The products/decisions examined in the study include furniture, electrical, computers, children's clothes, wife's clothes, husband's clothes, vacation, eating outside home, education, entertainment, bank account, insurance, home, cars and groceries. A sample of 1,252 working and non-working wives obtained through quota sampling from the entire Malaysia was surveyed. The data were collected with the questionnaire were analysed in the mean, standard deviation, ANOVA and Post hoc analysis. The results indicated that location of residence is a significant factor in determining wives' role in family decision making as wives in modern cosmopolitan location are more likely to influence or contribute to family decision than wives from conservative area. Again, the study found that wives with higher income, higher education and working for pay and those that speak English at home have more relative modern sex role orientation (SRO) indicating that high education and high income are indicators of modernism of the women. This implies that the wives' SRO was found as influencer of major purchases of products and services that are bought for the family's consumption. Further findings indicated significant difference of ethnicity-based SRO as Malaysian wives are perceived to be less modern compared to their Indian and Chinese counterparts. The study concludes that Malaysian wives' SRO varies with certain socio-economic variables.

Kiani (2012) research study examined the role of women in power relationships in the family with the view to identifying the factors that affect their involvement in household purchase decision-making in new city of Baharestan, Iran.

Demographic variables studied include age, employment, number of living children, residence, ecological zone, development region and education. A total of 8,257 married women aged 15-49 years were sampled

from the data of Nepal Demographic Health Survey of 2006. The multivariate logistic regression was used to examine the relationship of the socio-demographic variables to the four decisions. The data were collected through interviews and questionnaire. Results of the analyses revealed that the women's age, employment and number of living children are positively associated with their autonomy the decision-making. Further results showed that though women from the western development region are less likely to influence purchase of their daily household needs, still they are more likely to make decision in own healthcare. In addition, the findings showed that the association of the women's increased education with autonomy in own healthcare decision making is positive. Rich women are found to less likely have autonomy in own healthcare decision. Lawan and Zanna (2013), in a study carried in Borno State of Nigeria investigated the influence of socio-cultural factors on the purchase behavior of consumers when buying clothes in the State. The objective was to assess the decision-making of the consumer with respect to buying clothes and the associated influence of culture, personal and economic factors in the process. 192 clothes' buyers were purposively sampled and administered the questionnaire, but only 174 duly completed and returned questionnaires were analyzed. Descriptive statistics, chi-square and multiple regressions were used in the analysis of primary data gathered with the questionnaire for the study. The findings indicated that societal norms (of cultural factors), income and basic needs (of economic factors) and personal age factor were highly influential to the purchase decision and the consumer's consumption behavior. Eguavoen, Odiagbe and Obetoh (2007) study in Nigeria assessed the effect of gender relationship on preference of child's sex and decision-making in the family with specific attention on fertility. Ekpoma, the host community of Edo State University was the study area. Seven hundred (700) households were randomly selected for the study. The educated respondents constituted greater percentage of the sample. Data were collected from the respondents with the questionnaire and through focus group discussion. Simple percentages were employed in the data analysis. The findings revealed that people, no matter their level of education, still hold on to tradition and customs in matters of child's gender. The study attributed this attitude "to the never changing inheritance pattern, supremacy of the patriarchal system and the love for tradition". Findings further showed that the women seem to be very comfortable with the status quo. Thus, in Nigeria, culture and tradition are very strong influences in the people's life. Oyediran and Odusola (2018) study investigated the extent to which poverty affected women's participation in household decision-making. The data for the study came from household-based structured interviews of married women from ages 25 to 49 years old provided the data for the study on the relationships between adjustment policies, gender dynamics and family size reduction in Lagos, Kaduna and Akwa-Ibom States, Nigeria. 1,304 married women sampled but only 595 women whose marriage preceded the introduction of Structural Adjustment Programme in 1986 were used for the analysis. The study employed a combination of descriptive statistics (mean, frequency count and percentages) and analytic approaches (OLS regression technique) in the data analysis. The decision-making index of the women was constructed from respondents' perceptions of their level of involvement in making decisions including children's education which is relevant to this study, among others. Five coping strategies for dealing with economic hardship namely fostering of children; giving out of daughters in early marriage; forcing children out of school; engaged in other jobs and migration to other locations were used to construct the poverty index. Evidence from the study reveals a high level of impoverishment using non-income indices. The results indicate that a fairly high proportion of women are involved in household decision-making. The women's education, husband's level of educational attainment, employment status and religion are the major factors found to have influenced their participation. The study used the data obtained from the responses of 9,141 co-habiting or married women that were interviewed on domestic violence in the 2010 Burkina Faso Demographic and Health Survey. The binary logistic regression was used in the analysis. The study found low involvement in decision-making even

among the women working for pay and the educated. Positive association between women in payable jobs and participation in all three aspects of decision-making was found. Women with more education have greater involvement in the decision-making pertaining to their own healthcare and family visiting; whereas much weaker association was found to exist between the household wealth status and the women’s involvement in the family decision-making. The findings also indicated association of the women’s age to involvement in household decision-making. The older ones participate more with their husbands in the decisions than the younger women. This study showed the impact of age, education and income on women influence in family decision-making. The result is suggesting that age, education and level of income of Burkinabe wives increase their influence in family decision-making.

**3. METHODOLOGY**

The research methodology adopted for this study were both qualitative and quantitative techniques. In order to study the area effectively, the research design adopted for the study was descriptive survey carried with structured questionnaires for the major study population and anchored with semi structured interviews for the secondary population and other relevant secondary data. The study covered all the Igbo households of married couples in Anambra-South Senatorial Zone of Anambra State of Nigeria. Sample size used for the study are 400 participants from 200 households, 8 participants that is 4 households which is made up of four husbands and four wives was excluded because their questionnaires were not properly filled. Thus, responses from 392 participants comprising 196 households were adopted for the study which showed 98% response rate. Independent samples t-test statistic research tool was used for the study.

**4. RESULTS AND DISCUSSION**

This section deals with the analysis of questionnaires collected and presented in the following: The results presented in this chapter include the descriptive statistics of the respondents, spousal influence on need recognition, spousal influence on information search, spousal influence on final purchase decision and, impact of socio-demographic variables on spousal influence on purchase decision. Out of the 400 participants from 200 households, 8 participants that is 4 households comprising four husbands and four wives were excluded because their questionnaires were not properly completed. Thus, responses from 392 participants comprising 196 households were used for the study. The survey had 98% response rate.

**Table 1: Effect of Age on spousal influence on the purchase decision for household products**

	Age	N	Mean	Std. Deviation
Need Identification	>= 3.00 (Old)	233	2.4764	.65033
	< 3.00 (Young)	159	2.3459	.70250
Information Search	>= 3.00 (Old)	233	2.3991	.77091
	< 3.00 (Young)	159	2.2264	.75410
Final Decision	>= 3.00 (Old)	233	2.3906	.79725
	< 3.00 (Young)	159	2.2264	.77070

In the age groupings, spouses not more than 45 years are grouped as <3 (less than 3 being younger spouses), while more than 46 years are grouped as >=3 (greater than or equal to 3 being older spouses). The number of participants indicated that 233 spouses are of older age, while 159 of them are of younger

age. The results showed that older spouses have higher mean response score than the younger spouses. This suggests that old spouses exert more influence in all the stages of purchase decisions than the younger spouses.

**Table 2: Effect of Education on spousal influence on the purchase decision for household products**

	Education level	N	Mean	Std. Deviation
Need Identification	>= 3.00	340	2.4559	.65702
	< 3.00	52	2.2115	.74981
Information Search	>= 3.00	340	2.3353	.76767
	< 3.00	52	2.2885	.77552
Final Decision	>= 3.00	340	2.3324	.79720
	< 3.00	52	2.2692	.74401

Source: Field survey 2019, extract from Appendix I.

The results are divided within the border of those with no Basic Education (<3) and those with Basic Education (>=3). Basic education starts from completion of junior secondary education in Nigeria (now called Basic class). The results indicated that number of spouses with at least basic education are 340 while those with no basic education are 52 spouses. The mean response score indicated higher mean for those with basic education than those without basic education. This suggests that education can enhance spousal influence at all stages of purchase decision.

**Table 3: Effect of Occupation on spousal influence on the purchase decision for household products**

	Occupation	N	Mean	Std. Deviation
Need Identification	>= 2.00	326	2.4877	.63598
	< 2.00	66	2.1061	.76719
Information Search	>= 2.00	326	2.4294	.73564
	< 2.00	66	1.8333	.73554
Final Decision	>= 2.00	326	2.4325	.75246
	< 2.00	66	1.7879	.75478

In Table 3 above, the results are grouped into two - those not working (unemployed as <2) and those working (self-employed, employed in private sector, retired and civil service as >=2). The result shows that 326 spouses make earnings from occupation, while 66 are not employed. Further analyses showed that in all the stages of purchase decision, the mean response score for the employed spouses are higher than the mean response score for the unemployed spouse. This implies that occupation has effect on spousal influence of household purchase decisions.

**Table 4: Effect of Income on spousal influence on the purchase decision for household products**

	Personal income	monthly N	Mean	Std. Deviation
Need Identification	>= 3.00	78	2.5513	.61681
	< 3.00	311	2.3955	.68239
Information Search	>= 3.00	78	2.6410	.60247
	< 3.00	311	2.2605	.78268
Final Decision	>= 3.00	78	2.6282	.62645
	< 3.00	311	2.2572	.80607

Table 4 above divided spouses into high income (>=3 being income above N100,000) and low income (<3 being income below N100,000). The number of participants indicated that 78 spouses are living on higher income, while 311 belong to the low income group. The results show that high income group has higher mean response score than those in low income group. This implies that high income group tends to influence household purchase decisions more than low income groups.

**Table 5: Effect of Tradition on spousal influence on the purchase decision for household products**

	Influence Tradition	of N	Mean	Std. Deviation
Need Identification	Yes	215	2.4512	.66711
	No	177	2.3898	.68300
Information Search	Yes	215	2.3628	.76642
	No	177	2.2881	.76983
Final Decision	Yes	215	2.3721	.78607
	No	177	2.2655	.79244

Table 5 showed the effect of tradition on spousal influence on household purchase decisions. The result showed that 215 spouses indicated that they are influenced by tradition while, 177 are not influenced by their tradition. The mean response score of the influenced by their tradition is higher than the mean response score of those not influenced by their tradition. The result implies that spouses influenced by their tradition tend to have more influence on household purchase decisions.

**Table 6: Result of t-test for Equality of Means for test of hypothesis one**

Product	T	Df	Sig. (2-tailed)	Decision
Children Schooling	5.490	363.889	.000	Significant

Sitting room sofa	10.445	369.538	.000	Significant
Television	9.449	356.256	.000	Significant
Refrigerator	1.469	374.356	.143	Not Significant
Family car/motorcycle	16.536	343.234	.000	Significant
Land property	17.863	316.410	.000	Significant

T-test hypothesis testing at 5% level of significance showed that the p.value is less than 0.05 for children schooling, sitting room sofa, television, family car/motorcycle and land property but greater than 0.05 for refrigerator. Thus we reject the null hypothesis for children schooling, sitting room sofa, television, family car/motorcycle and land property, but does not reject the null hypothesis for refrigerator. Thus, we conclude that children schooling, sitting room sofa, television, family car/motorcycle and land property have significant spousal influence; while refrigerator does not have significant spousal influence in the final decision to purchase stage. Decision: Overall, we accept the alternate hypothesis: There is significant difference between the influences of the spouses on the final decision to purchase the selected household products.

**Table 7: Result of test on demographic variables**

Demographic variable	Stages of Decision	Df	Sig. (2-tailed)	Decision	
Age	Need Identification	1.860	321.868	.064	Not Significant
	Information Search	2.207	344.422	.028	Significant
	Final Decision	2.042	346.991	.042	Significant
Education	Need Identification	2.223	63.549	.030	Significant
	Information Search	.406	67.204	.686	Not Significant
	Final Decision	.564	70.158	.574	Not Significant
Occupation	Need Identification	3.787	84.019	.000	Significant
	Information Search	6.00	93.22	.000	Significant

	Search	4	7		
	Final Decision	6.33	93.03	.000	Significant
		1	6		
Income	Need Identification	1.951	128.52	.053	Not Significant
	Information Search	4.67	149.3	.000	Significant
		6	36		
	Final Decision	4.39	147.8	.000	Significant
		6	91		
Tradition	Need Identification	.894	372.20	.372	Not Significant
	Information Search	.957	375.0	.339	Not Significant
			39		
	Final Decision	1.33	374.5	.184	Not Significant
		0	17		

The results on Table 7 above are the t-test for hypothesis four. The results show that age and income have significant effect at information search and final decision stages but no significant effect at need identification stage. More so, occupation was found to have significant effect on spousal influence on purchase decisions at need identification, information search and final decision stages. Furthermore, tradition does not have significant effect on spousal influence on purchase decisions in need identification, information search and final decision stages. However, education only has significant effect at need identification but no significant effect on spousal influence on purchase decisions in information search and final decision stages. Decision: There is mixed findings on hypothesis four because, apart from tradition which its influence is not significant overall, the influence of other variables is significant at one point and not significant at another.

The results of the study are summarized in Tables 8 (stages of purchase decision) and 9 (effect of demographic variables) below.

**Table 8: Pre-Synoptic Summary of Results for influence of husband and wife on purchase decisions for household products.**

Product	Stages of Purchase Decision			OVERALL DECISION
	Need Identification	Information Search	Final Purchase Decision	
Children Schooling	High influence joint decision	High influence joint decision*	Husband dominant decision*	Joint
Sitting room	Husband	Low influence	Husband	Husband

sofa	dominant decision*	joint decision*	dominant decision*	dominant
Television	Husband dominant decision*	Husband dominant decision*	Husband dominant decision*	Husband dominant
Refrigerator	Wife dominant decision*	Low influence joint decision	Low influence joint decision	Joint (more wife participation)
Family car/motorcycle	Husband dominant decision*	Husband dominant decision*	Husband dominant decision*	Husband dominant
Land property	Husband dominant decision*	Husband dominant decision*	Husband dominant decision*	Husband dominant

\*significant at 1%, \*\*significant at 5%

**Table 9: Pre-Synoptic Summary of Results for Effect of Demographic Variables on spousal influence on stages of purchase decision for household products**

Product	Effect of Demographic Variables				
	Age	Educatio n	Occupati on	Personal monthly income	Tradition
Need Identification	NS	S	S	NS	NS
Information Search	S	NS	S	S	NS
Final Decision	S	NS	S	S	NS
<b>OVERALL DECISION</b>	<b>S</b>	<b>NS</b>	<b>S</b>	<b>S</b>	<b>NS</b>

S = significant, NS – not significant

## **5. Summary of Findings, Implication and Conclusion**

The result shown that at information search stage, spouses have significant low influence joint decision on children schooling and sitting room sofa, while television, family car/motorcycle and land property are significantly husband dominant. However, refrigerator is low influence joint decision but not significant. In the final purchase decision-making stage, children schooling, sitting room sofa, television, family car/motorcycle and land property are significantly husband dominant while refrigerator is a low influence joint decision household product but not statistically significant. The findings of analyses of the effect of demographic variables on spousal influence are as follows: Age and income have significant effect on information search and final decision stages but no significant effect on need identification stage. Occupation was found to have significant effect on spousal influence on purchase decision in the three decision stages - need identification, information search and final decision stages. Education only has significant effect at need identification but no significant effect on spousal influence on purchase decisions at information search and final decision stages.

## **REFERENCES**

- Barlés-Arizón, M., Fraj-Andrés, E. & Martínez-Salinas, E. (2013). Purchase Decision-making in the Couple: Conflict-solving Tactics. *International Journal of Business and Social Science*, 4(6), 28–43.
- Barnett, A. E. and Stum, M. S. (2013). Spousal Decision Making and Long-Term Care Insurance. *Journal of Financial Counseling and Planning*, 24 (2), 5-19.
- Erdogan, K (2004). The Role of Family Members in the Family Holiday Purchase Decision-Making Process. *International Journal of Hospitality & Tourism Administration*, 5(2), 85-102.
- Kiani, M. (2012). How Much are Women Involved in Decision-making in Family in Iran? *Sociology Study*, 2(6), 417–427.
- Lawan, L. A. and Zanna, R. (2013). Evaluation of Socio-Cultural Factors Influencing Consumer Buying Behaviour of Clothes in Borno State, Nigeria. *International Journal of Basic and Applied Sciences*, 01(03), January, 519-529.
- Ndubisi, O. N., and Koo, J. (2006). Family Structure and Joint Purchase Decisions: Two Products Analysis. *Management Research News*, 29(1/2), 53-64.
- Oyediran, K. A. & Odusola, A. F. (2018). Poverty and the Dynamics of Women's Participation in Household Decision-making in Nigeria. *African Population Studies Supplement A*, 19, 116-139.
- Sidin, S. M.D., Zawawi, D., & Chui, C. T. B. (2014). Determinants and Influence of Wives' Sex Role Orientation (SRO) in Urban Family Purchase Decision-making in Malaysia. *International Journal of Economics and Management*, 8 (S), 43-66.
- Wibisono, C. and Purwanegara, M. S. (2013). The Impact of Husband's Perception and Value towards Family Purchase Decision Patterns. *Journal of Economics and Behavioral Studies*, 5(8), 522-534.