

WOMEN DYADS HAVE HIGHER IGI ON BRAND PREFERENCES

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ABSTRACT: *The objective of this study was to examine the gender differences in the emerging concepts of Intergenerational Influences (IGI) on brand preferences. This study measures the preference match between mothers-daughters (Women dyads) with the preference match between fathers-sons (Men dyads) as intergenerational influences (IGI) on brand preferences. A questionnaire was developed with the identification of 38 product categories during three focus groups discussions. These product categories were grouped into four clusters and are named as Consumer Electronics, Personal Care, Life Style, and Food & Beverages. A total of 320 respondents 80 fathers and their 80 sons, 80 mothers and their 80 daughters were selected for this study based on judgement and convenience. Results show that the proportions of mother-daughter agreements are statistically higher than the proportions of father-son agreements. This implies that daughters are more closely associated with their mothers than sons with fathers. Therefore daughters' correspondence to mothers' preferred brands is higher. So mothers' role must be taken into account in understanding the evolution of brand preferences of children particularly daughters.*

INTRODUCTION

The objective of this study was to examine the gender differences in Intergenerational Influences (IGI). It has measured the preference match between Women dyads (mother-daughter) and Men dyads (father-son) as intergenerational influences (IGI) on brand preferences.

LITERATURE REVIEW

Intergenerational influence (IGI) refers to the transmission of attitudes, skills, values, and behaviours from parents to children [1,2]. Many generalizations can be made on existing literature on IGI. Firstly, the concepts of IGI were covered in literature dated nearly half century back, [4,5] and still getting attention of researchers [6]. Secondly, most of the researches conducted in the area of IGIs focused on the transfer of knowledge, beliefs, attitude, and skills to act as an effective consumer in the market place. For this reason, buying styles between the two generations were investigated [7,8]. Thirdly, earlier studies were targeted towards only one gender, i.e., women [9,10] but current study examines the IGI existence between parent and adult child in different product categories. Parents include both mothers and fathers, whereas adult children include both daughters and sons. Fourth, IGI affects the consumer preferences for convenience products than in the case of shopping products [11]. Fifth, IGI is more prevalent in situations where products are consumed in private than that the consumption of the products or services in public [12]. Sixth, IGI on brand preference is mainly observed in collectivist societies instead of individualist societies [13]. This study is conducted in Pakistan, where scores on collectivism is high. Seventh societies with higher respect towards parents show a strong intergenerational influence [14]. Finally, IGI is greater among women dyads (mothers and daughters) [15]. The current study hypothesizes that IGI on brand preferences is higher among Women dyads (mother-daughter) as compared to Men dyads (father-son). A lot of work has been done in different parts of the world and

presented remarkable results about intergenerational influence on brand preferences such as in America, Mexico, Taiwan etc ,but there is rare such work in developing countries like Pakistan [16].

METHODOLOGY

Judgmental sampling was used to select the sample. Families have been selected as sampling units where at-least one dyad of mother-daughter or father-son was available for interview. The lifestyle of these families is progressive. It implies that these families are using brands and have brand preferences in different product categories. 80 dyads of mother-daughter and 80 dyads of father-son were selected for data collection. A total sample of 320 respondents (80 fathers and their 80 sons, 80 mothers and their 80 daughters) was selected and considered adequate for sampling guidelines [17].

Three focus groups were conducted to identify items for which IGI was identified. These focus groups were comprised of fathers, mothers, sons, and daughters. 38 items were identified. These product categories were grouped into four clusters and are named as consumer electronics, personal care products, lifestyle products, and fast food and beverages.

Two data screening criteria were applied; a) minimum response rate of 50% was considered appropriate for analysis of any product category; b) a maximum of 25 brand choices in some product categories. If the response rate is less than 50% than IGI detection would not be possible. Similarly, if brands are more than 25 in any particular product category, brand preferences were widely scattered and cannot be converted into a meaningful analysis. Based on these two criteria, following product categories were dropped from the analysis, Palmtop, Tablet PC, Face-wash, Mask, Creamer, Shower Gel, T-Shirt, Hand Bags, Sandals, Casual Shoes, Lipstick, Nail Polish, Face-Powder, Eye Shades, Perfume, Deodorant, Sunglasses, and Lenses. Questionnaires received in group form (father-son and mother-daughter) were screened for any data manipulations.

Table 1 Top three brands in IGI Agreements

| PRODUCT CATEGORY | TOP THREE BRANDS IN AGREEMENTS | | | | | | | | |
|-----------------------------|--------------------------------|-----|-------|-----------|-----|-------|-------------|-----|-------|
| | FIRST | MEN | WOMEN | SECOND | MEN | WOMEN | THIRD | MEN | WOMEN |
| Consumer Electronics | | | | | | | | | |
| Mobile Phones | Nokia | 44 | 43 | Apple | 7 | 6 | Samsung | 9 | 16 |
| Smart Phone | Apple | 26 | 15 | Samsung | 5 | 4 | HTC | 3 | 2 |
| Laptop | Dell | 23 | 32 | HP | 27 | 31 | Apple | 22 | 28 |
| Desktop Computer | Dell | 63 | 55 | HP | 10 | 22 | Intel | 7 | 9 |
| Food & Beverages | | | | | | | | | |
| Fast Food | KFC | 22 | 13 | McDonalds | 9 | 23 | Pizza Hut | 3 | 11 |
| Cold Drink | Pepsi | 19 | 38 | Coke | 16 | 19 | 7up | 3 | 11 |
| Juices | Nestle | 43 | 73 | Slice | 2 | 12 | Minutemade | 1 | 0 |
| Tea | Lipton | 36 | 63 | Tapal | 31 | 25 | | | |
| Ice Cream | Walls | 22 | 40 | Omore | 9 | 8 | Movinpick | 5 | 7 |
| Life Style | | | | | | | | | |
| Wrist Watch | Rado | 19 | 18 | Rolex | 12 | 15 | Casio | 8 | 8 |
| Shalwar Suit | Gul Ahmed | 18 | 40 | JJ | 21 | 7 | AlKaram | 12 | 7 |
| Jeans | Levis | 99 | 65 | Stoneage | 2 | 6 | Out Fitters | 3 | 4 |
| Formal Shoes | EBH | 37 | 14 | Bata | 8 | 7 | Stylo | 0 | 15 |
| Personal Care | | | | | | | | | |
| Tooth paste | Colgate | 70 | 90 | Close up | 6 | 3 | Sensodyne | 0 | 3 |
| Tooth brush | Oral B | 42 | 45 | Shield | 14 | 8 | Colgate | 12 | 35 |
| Soap | Lux | 40 | 37 | Dove | 3 | 17 | Safeguard | 7 | 3 |
| Shampoo | Sunsilk | 12 | 46 | H & S | 30 | 8 | Pantene | 11 | 14 |

ANALYSES

The dominance of the top three brands has been exhibited in all product categories. These three brands hold more than 70% of the total product consumption in a particular category (Table 1). This means that the three brands occupy distinct and strong positions in the minds of consumers. Marketers of those brands should solidify their brand positioning in the minds and hearts of their target consumers. This can ensure their market standings; still other small pockets of the market are available for other brands. For any other brand to occupy the leading position in the marketplaces other than those which already established, some breakthrough is required.

Results also show that the proportions of mother-daughter agreements are statistically higher than the proportions of father-son agreements (Table 2). This implies that daughters are more closely associated with their mothers than sons with fathers. Therefore daughters' correspondence to mothers' preferred brands is higher. So the mothers' role must be taken into account in understanding the evolution of brand preferences of children particularly daughters.

The hypothesis of this study was to determine if agreements among women dyads (mothers-daughters) are more

statistically significant than agreements among men dyads (fathers-sons). Results suggest that IGI presence is more statistically significant among women than men in Mobile Phones, Laptops, Desktops, Toothpaste, Tooth Brush, Shampoo, Wrist Watches, Shalwar Suits, Formal Shoes, Smart Phones, Soap, Fast Foods, Cold Drink, Juices, Tea, and Ice-cream. Jeans is the only product category where man agreement is more statistically significant than that of women.

LIMITATIONS

This study identifies the common brand preferences between parent and adult child. But it does not investigate whether parent shapes the brand preferences of an adult child or adult child shapes the brand preference of the parent. In other words, this study does not pin point who is shaping the brand preference of whom. Therefore, another study can be undertaken to investigate this reverse IGI phenomenon in different product categories in Pakistan.

Table 2 Gender differences in number of IGI agreements and IGI preference match

| PRODUCT CATEGORY | IGI AGREEMENTS | | | IGI PREFERENCE MATCH | | |
|-----------------------------|----------------|-------|-------|----------------------|-------|-------|
| | MEN | WOMEN | TOTAL | MEN | WOMEN | TOTAL |
| Consumer Electronics | | | | | | |
| Mobile Phones | 64 | 73 | 137 | 40% | 50% | 45% |
| Smart Phone | 36 | 22 | 58 | 38% | 30% | 35% |
| Laptop | 85 | 108 | 193 | 53% | 68% | 61% |
| Desktop Computer | 84 | 98 | 182 | 60% | 70% | 65% |
| Food & Beverages | | | | | | |
| Fast Food | 46 | 65 | 111 | 36% | 49% | 43% |
| Cold Drink | 40 | 76 | 116 | 30% | 63% | 45% |
| Juices | 47 | 91 | 138 | 39% | 70% | 55% |
| Tea | 68 | 89 | 157 | 48% | 65% | 56% |
| Ice Cream | 44 | 66 | 110 | 38% | 58% | 48% |
| Life Style | | | | | | |
| Wrist Watch | 73 | 78 | 151 | 46% | 51% | 48% |
| Shalwar Suits | 86 | 98 | 184 | 59% | 65% | 62% |
| Jeans | 117 | 97 | 214 | 84% | 82% | 83% |
| Formal Shoes | 90 | 105 | 195 | 65% | 82% | 73% |
| Personal Care | | | | | | |
| Tooth paste | 85 | 99 | 184 | 53% | 62% | 58% |
| Tooth brush | 69 | 91 | 160 | 46% | 60% | 53% |
| Soap | 59 | 66 | 125 | 39% | 43% | 41% |
| Shampoo | 76 | 102 | 178 | 48% | 64% | 56% |

CONCLUSSION

It may imply that mothers and daughters share more information with each other in Pakistani society; therefore their exposures to brands are also similar. Daughters learn more from their mothers. Daughters are also closely associated to their mothers sentimentally than sons. This results in a high level of correspondence to brands by daughters which are used by their mothers.

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