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INVESTIGATING EFFECT OF MARKETING MIX ON GENDER IN PURCHASE DECISION MAKING (CASE STUDY ABOUT PURCHASING STATIONARY BY HIGH SCHOOL STUDENTS)

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ABSTRACT
This paper aims at investigating the effect of marketing mix on gender in purchase decision making (Case study about purchasing stationary by high school students). Our methodology is causal-comparative type and is practical in terms of goal which is going to describe and explain how marketing effects on gender in purchase decision making (comparison between male and female). Researcher questionnaire was used to gather required data. Statistical population of the current research is estimated 2600 participants and the number of sample volume was 250 using Morgan table. Statistical population of the current research was chosen by clustering approach. Statistical population was introduced 15, 16 and 17 years. Hypothesis test was conducted based on independent t test (male and female) and analyzed by SPSS software. Findings indicate that there is significant relationship between gender and variables related to marketing mix. Regarding result obtained in this section, generally we can state that variable like gender is new in connection with effective factors on marketing.

Keywords: Marketing Mix, Purchase Decision Making, Gender, New Marketing

INTRODUCTION
Marketing mix is a combination of needed element for planning and performing the whole marketing operation. Because marketing mix is controllable and there is a mutual relationship. Decision about one element will affect activity related to other element and if marketing mix is integrated together in effective way so that be tuned in consumer requirement, environmental force and the whole target market will cause emergence of a successful marketing system. In today's competitive era when many producers with different expertise and strategies attend, upon taking advantage of marketing knowledge, any industry and business enterprise should offer modern and clear plan in the market to attend in the market and to obtain more market share (Fangso and King, 2010).
In today's world, marketers are looking for some information and ways to increase their customers and make them loyal to their service and products. It will result in reduction and increase of profitability. At any service and production organization, customers are the most important factor for maintenance and survival. An organization can provide long term growth and development if it can satisfy its customers and fulfill their expectations which are possible by management planning and research and it initiates with complete recognition of customer needs. At the moment, economic enterprise manager is obliged to see himself within customer and try to understand their customer's desire and tendency in a high competition condition. They should act in a manner that customer completely satisfy company and organization. Regarding market competitiveness and constant change of condition, an organization will realize that it is not facing with a growing market or developing economy system. Therefore, every customer has its particular value and he has to struggle to gain more share from the market. Although marketer was thinking about finding new customers, but in today's perspective, marketing stands for discovering a need, attempt to fulfill continuation. Nowadays, customer commitment has gained special position and namely attention to satisfaction, effective relationship and quality measurement which make customer to support organization inside and outside. So those customers who have complete confidence will survive longer and they are counted a kind of investment for organization (Sobhani, 2010). The ultimate goal of any business is growth and development. Long term and stable suitability can ensure organization survival. However, marketing mix is one of important categories related to decision making

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and evaluation. Because marketing mix is required element for planning and performing the whole marketing operation, so they are controllable and have mutual relationship. Decision about one element will affect activity related to other element and if marketing mix is integrated together in effective way so that be tuned in consumer requirement, environmental force and the whole target market will cause emergence of a successful marketing system.

Marketing mix can have significant effect on purchase decision making. Decision making leads to conscious choice of a solution or a way of action. Consumer gender or buyer is among factors that affect decision making.

Marketing Mix Factors

Marketing mix is the key components in decision making and evaluation related to marketing, because it is a combination of required element for planning and performing the whole marketing operation. On the other hand, factors of marketing mix are controllable and have mutual relationship. Decision about one element will affect activity related to other element and if marketing mix is integrated together in effective way so that be tuned in consumer requirement, environmental force and the whole target market will cause emergence of a successful marketing system (Ketabi, 2005).

Marketing mix factors are a series of controllable tools and elements that organization forms his marketing strategies by mixing these elements. According to Catler definition, marketing mix is a series of controllable marketing variables thatcompany and firm mix them to create required reaction (Catler and Armestrong, 2000).

Price

Price is one of the main elements for marketing mix that produce income and it is not expensive. Price is significant tool of marketing element and refers to the amount of money that is paid by customers. The price includes price list, discount, extraordinary discount, payment time, and credit terms. Different ways are used in pricing that are:

Cost-based pricing aims at gaining certain investment return or confidence about quick liquidity which include pricing based on final price plus profit percent, experience curve-based pricing, efficiency rate based pricing.

Market-based pricing that cause the company could stabilize his competitive status in the market, and they can penetrate into the market by adopting aggressive strategies that include value pricing, expensive pricing, distinctive, raw and group pricing.

Competition-based pricing which can follow the competition and adapt and distinct in his goods, so he prevents entering new competitor or make it weak. Pricing include cheap or leader pricing to attract customers and positioning pricing.

Other factor affects pricing that are brand, nature, competition level in a market, consumer understanding (Esmaeil Pour, 2010, Rousta, 2009).

Sale Progress

Promotion activities include all activities that a company conducts to create his goods progress in the market. Progressive activities include advertisement to promote sale, media advertisement, sale personnel, direct marketing and public relation (Catler, 2006).

Products

Product is a built or artificial object that producing or constructive activities has raised the amount of addedvalue compared to constituents weather it remove a need or not. Product is the result of perceptible of market. The product includes diversity, quality, design, particulars, trade mark, packaging, size, service, guarantees (Catler, 2006). Lavak and writer believes that manager should determine the expected interest and also competitor goods performance, the features of main product (such as good and service) and also extra collection of service. Therefore, all performance elements of a service that are generated for customers called good element.

Botton and Mc manos believe that product factor refers to marketing mix in services that are offered in certain area of service activity. This factor pays attention to service coordination or target tool and market demand and quality competitive situation.

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Gender in Decision Making and Purchase

Findings indicate that Male and female are different in behavioral style and how to search information and these differences affect process and decision making consequence in purchase. Generally, it is introduced as one of the most influential factors of market division by shareholders (Kim and *et al.,* 2011). In this regard, studying interests of male and female psychologically is highly significant as they can influence on their purchase decision making. Female are interested in artistic objects and works while male show interests to buying hunting vehicle, car and fishing. Interest among male and female make them to bedifferenttowards purchasing goods. There are also some differences between male and female reaction to the same corresponding stimuli (Sebir Rahman, 2012). Dob & Morgan mentioned the issue in1996 that male and female have different direction for data processing. Gardian (2002) reported that male recognize luxury more than male by brand name of product and male are more interested to luxurious life than female (Lee, Jee Hye and Hwang, 2011). Generally, there are clear differences between male and female in purchase that cause sexuality change into the main indicator for purchase and marketing.

Consumer Perception and their Understanding

Drawing a new customer is very expensive than maintaining good customers. Accordingly, a good relationship with customer is important and necessary and correct understanding of consumer can be a very important tool in this process, because it is basis for a long term and lasting relationship with customers. If markettee have no correct understanding of customer recognition, it may lead to crating financial and time cost not only reaches to the considered result but also to receive adverse consequence.

Influential Factors on Recognition Process

❖ Features of a perceived person are: apparent form- verbal communication- nonverbal communication- acquisition qualities

❖ Situation qualities: social domain- organization role- event place

❖ Qualities of perceived person: mental concept of self- cognitive structure – response sensitivity- one's prior experience (Zohouri & Venous, 2011)

Customers are Perceptively Divided into two Categories

1. Potential customers: the main part of marketing activities in focused on developing perception and new recognition to service and goods in customers. Marketer's effort are not only limited o advertising or marketing advertisement but they use other methods like discount,

2. Potential customers: they are those customers who currently don not do purchase from the organization but organization in interested to recognize their spirit and their personality and how they could affect them (Hidar Zadeh and others, 2014).

Research Hypothesis

1. It seems that gender has influence on the relationship of kind product and customers decision making

2. It seems that gender has influence on mix relationship of price and customer decision making.

MATERIALS AND METHODS

Methodology

Current research is analytical-descriptive type that aims investigating the rate of marketing mix on gender in purchase decision making. Given that research is based on the effect of male gender or customer female for purchase in terms of research type practically as well as in terms of describing study variables as measurement to gather information from library and field study has been used.

In this research, we have used a questionnaire with five options Likert scale from disagree to completely agree that questionnaire include 50-70 items. The questions have the same weight and the average is computed for both girls and boys (price, product, distribution and promotion). Then we use hypothesis and Friedman test. In this regard, to study the effect of sexuality on the relationship of marketing mix and customer decision making, first based on conducted research and after collecting data through questionnaire and SPSS software, finally relationship between variables were analyzed.

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RESULTS AND DISCUSSION
Analysis Results
Descriptive statistics

- *Gender*

Descriptive findings obtained by participant frequency by age

Table 1: Data Frequency by Age

Gender	Percent
Boy	50%
Girl	50%
Total	100%

Chart 1 data frequency by gender
According to findings of table (1), it is found that 46.7% and 53.3% of respondentsare respectively boys and girls. Chart 1 is also fully apparent that most participants in the test includes female.

- *Age*

Given that the initial part of questionnaire which is related to public information of participants, the age of participants was analyzed by participant in questionnaire after collecting data. In table 2-4, data frequency is displayed based on the age of participant and it is clear in chart 2-4 which age range are in the highest level compared to others.

Table 2: Data Frequency by Age

Age	Frequency Percent
15 years	20
16	40
17	40
Total	100%

The chart also indicates that the highest age range of participants in this test is 16 and 17.
Chart 2: participant's frequency in the test by age

- *Price*

It is one of variables within questionnaire that are displayed regarding people scoring to each of sphere related to variable, data collections associated with this variable. It is clear with regard to the following table that descriptive statistics include central and scatter indicators. Central indicators are all average, mode, mean and scatter indicators also refers to standard deviation and variation factors.

Table 3: Descriptive Statistics of Price Variables

Price	Descriptive Statistics
Average	2.7360
Mean	2.000
Standard Deviation	0.879
Minimum	2.000
Mode	2.000
Maximum 5.000	

Table 3 indicates that the average variable is in numerical value of 2.73. As questionnaire has been designed in Likert range, the ultimate numerical value that one variable can dedicated to itself equals 5 and the lowest value is 1 numerical value, consequently numerical value 3 can be an average limit for considered studied variable that if the variable are appropriately suitable because average value is close to

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value 2. In other words, with a general view that mode, mean and average are nearly close, we can inference that we can infer data have relatively normal dispersion.

It is found that mean is in numerical value 2.000 and mode is in numerical value of 2.000. With a general view that mode, mean and average are nearly close, we can inference that we can infer data have relatively normal dispersion.

Standard deviation which is explained previously is equal 0.87. Variance is also square root of standard deviation. In addition, numerical maximum that are used for this variable equals 5 and minimum is 2.

- *Products*

It is one of variable available in questionnaire that is displayed with regard to people scoring to every sphere related to variable, data collection associated with variable in the following table. It is observed that descriptive statistics include central and scatter indicators. Central indicators refer to average, mean and mode and scatter indicators are also standard deviation and change coefficient.

Table 4: Descriptive Statistic of Product Variable

Product Type	Descriptive Statistics
Average	3.39
Median	3.00
Mode	3.000
Standard Deviation	66
Minimum	2.00
Maximum	5.00

Table 4 shows that the average variable is in numerical value of 3.39. Given questionnaire has been designed within Likert spectrum, the maximum numerical value that is given to a variable is 5 and the minimum value is 1, finally numerical value 3 can be an average limit for the state of studied variable if it is desirable or not. It is found that considered variable is in middle level because the average value of the variable is close to 3. Standard deviation indicates data scatter rate. In other words, scatter plot of data is in plus average and minus standard deviation.

It is observed that median is in numerical value of 3 and mode is also in numerical value 3. With a general look to median, average and mode are close together, so we can inference that data have relatively normal and regular scatter.

Standard deviation which previously explained is equal to 0.66. Variance is also a square root of standard deviation and numerical maximum which is considered for this variable equal 5.00 and maximum is 2.00.

Inferential Statistics
Hypothesis 0 is rejected or accepted in hypothesis or significance test. Meaning that if H0 is accepted, it is assumed that research hypothesis has been rejected. To determine statistical significance of a research study, it's probable and significance level should be determined in order to test H0.

To study research hypothesis, we used average comparison test for both groups (T test). H0 refers to equality of average among groups and opposing hypothesis shows inequality of averages. And Friedman test was used to analyze ranking of marketing mix factors on customer decision making at both male and female group.

Friedman test is a nonparametric test, equal to variance analysis with repetitive size that is used to make a comparison rank average among K variable.

Hypothesis Study
❖ It appears that gender has influence on relationship between price and customer decision making.

H0: there was no significance difference between the effect of price mix on customer decision making on both male and female groups.

H1: there was significance difference between the effect of price mix on customer decision making on both male and female groups.

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Table 5: Result of T Test in Independent Group

Variable	Group	Average	Freedom Degree	T Statics	Significance Level
Price	Boys	2.201	248	14.730	0.000
	Girls	3.751			

Findings of the table indicates that T test is computed for mix component of price, significant level is 0.000 and less than significance level of P<0.05, therefore, it demonstrates hypothesis significance. We can say that there is difference among male and female groups. So, we can conclude that there is significant difference between price mix component at both boy and girl groups, in other words significance level at the above table is less than 5%. So, there is significant difference regarding significance level more than 5% was not confirmed and significant levels less than 5% confirm this difference. It is also observed that T statics are at numerical value 14.73 which is defined with regard to numerical value of significance level. Generally, the higher value of the statics, the more difference is seen at both groups. It is necessary to mentioned that we can have a value to infinite number.

❖ It appears that gender has influence on type of products and customer decision making.

H0: there was no significance difference between type of productsand customer decision making on both male and female groups.

H1: there was significance difference between type of products on customer decision making on both male and female groups.

Table 6: Findings of T Test on Both Independence Group

Variable	Group	Average	Freedom Degree	T statics	Significance Level
Product	Boys	2.192	248	9.69	0.002
	Girls	3.893			

Findings of the table indicates that T test is computed for component of product indicating significant level 0.002 and it is less than significance level of P<0.05, therefore, it demonstrates significance of the hypothesis. We can say that there is difference among male and female groups. So, we can conclude that there is significant difference between component of product type at both boy and girl groups. Values of significance level less than 5% indicating H1 confirmation, for this reason significance difference between both groups are confirmed. T statics is also indicating significant difference where they take place by indefinite positive values. T statics is also indicating significant difference where they take place by indefinite positive values. In this table, static is in approximate value of 10. T statics obtained in this table is in less value than others, therefore, there is difference in product type between boy and girl groups are more evident than difference in price for boy and girl group.

Discussion

Following the study of gender relationship with marketing mix, we analyze data in current paper. Regarding hypothesis of the study, obtained findings was specifically identical to significance and relation between gender and variables that was integrated. Given that obtained findings of decision, price and gender relationship, the gender and type of product and decision was confirmed. According to the findings, it is required to mention that the existence of marketing method should be revealed with regard to different gender. Given that obtained findings in this paper and conducted studies, we will reach to coherent conclusions in findings and the past studies. In Sobhai papers, (2011) " determination the role of gender when addressing targeted strategic effect on customers loyalty in Neishabour travel agencies" aim to determine gender role in addressing targeted strategic effect on customers loyalty in Neishabour travel agencies. In this paper, some tests were conducted following the discovery of difference between gender of male and female that difference between both male and female for satisfaction level of marketing strategies was confirmed regarding obtained result in the current paper. We examined the difference

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between both male and female groups and consequently different marketing strategies. Coherence is seen for findings of both studies. In addition, Zohouri and Venous (2011) in paper "studying the effect of marketing aspects on customer loyalty to brand of cell phones" are looking the influence of marketing value aspect including performance, symbolic and empirical interest as well as perceived price over customer loyalty to cell phone brand, from two behavioral and thinking attitudes. In this paper, first we study division of subjects to girl and boy groups and then examine relationship of every group with two variables named behavioral and attitude. In current research also classifies two groups into girl and boy groups, so influential parameters are important marketing mix factors. Two researches are coherent however they are in different direction in terms of examining the effect of sexuality on marketing variables.

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