

DOMINANCE OF SPOUSES OF IGBO HOUSEHOLDS IN PURCHASE DECISION OF HOUSEHOLD GOODS IN ANAMBRA STATE, NIGERIA

Anyasor Okwuchukwu Marcus

*Department of Marketing, Chukwuemeka Odumegwu Ojukwu University,
Awka, Nigeria*

ABSTRACT: *The objective of the study was to determine the extent of influence of couples in the purchase decision of selected household products/services - children schooling, sitting room sofa, television, refrigerator, car/motor-cycle and land property, for the family. 200 couples were sampled. Data were analyzed in measures of central tendency, and t-tests statistics which results indicated: (1) in need recognition stage of household purchase decision, sitting room sofa, television, car/motorcycle and land property are significantly husband-dominant; refrigerator is significantly wife-dominant; children-schooling is not statistically significant joint decision; (2) in information search stage, children-schooling and sitting room sofa are significantly low influence joint decision; television, car/motorcycle and land property are significantly husband dominant; refrigerator is low influence joint decision and not significant and; (3) in the final decision stage, children-schooling, sitting room sofa, television, car/motorcycle and land property are significantly husband-dominant. Given that decision for almost all the products was husband-dominant, Anambra State of Nigeria was concluded a patriarchal – husband-dominant society. Therefore, marketers of major household goods/services in the area should direct their marketing campaigns majorly at the husbands.*

KEYWORDS: spousal influence, household goods, purchase-decision, Anambra State

INTRODUCTION

Family purchase decision has attracted remarkable research interest. The focus of attention has been on the role of the husband and wife in the purchase decision-making process of the family. This is a remarkable shift of interest in consumer behaviour research – a shift from the individual consumer to the family as a key purchase decision and consumption unit. The family is rightly viewed as a far larger and more attractive segment with higher sales potential for marketers' products compared to the single individual consumer. Hence, information about this area of interest will help in understanding behaviour of the family with regard to choice and purchase of its products and services.

Many studies have been done, from the distant past to the present time, on the influence or role of husband and wife in the purchase decision of many household products and services (e.g. Davis & Rigaux 1974; Bonfield, 1978; Ekasasi, 2005; Barles-Arizon, Fraj-Andres & Martinez-Salinas, 2013; Opara & Uboegbulam, 2015). The decisions to purchase certain major household products/services are typically made in the context of the family. The decision appears to be vested more on spouses such that they bring their respective influence to bear on the purchase decision situations.

The influence or dominance of the spouses in the purchase decision is felt whenever any of the two is involved in the purchasing decision-making roles/stages as the initiator, information-gatherer, influencer, and/or decider in a given purchase situation. This influence is more

obvious, not in the purchase of daily or routine low-unit-low-cost household product needs of the family, but in the purchase of major household products and services classified under extended and limited problem-solving situations. In which case, the consumer is faced with a costly product, unfamiliar product brand, needs to collect fresh information, evaluates brands, and is not yet decided on the evaluative criteria to be used to take the decision. Davis and Rigaux (1974) study however, reduced the stages to only problem recognition (initiator), information search (information-gatherer) and final decision (decider).

Problem recognition or need identification is the first stage of family purchase decision process. There is an identified problem, need or want, a lack, a shortage; a new need, or need for replacement of old item may arise. 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, i.e. 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.

The desire to contribute to this knowledge area drives this study to investigate a cross-section of the Igbos of Anambra in South-East geopolitical zone of Nigeria to ascertain the relative influence of the spouses on the purchase decision of certain durable household goods and services for the family. Anambra-South Senatorial Zone of the state, as the study site is considered the core of Igbo culture that behaviour of the population could be rightly assumed a fair representative of the constituent blocs of the Igbo nation.

The seemingly insufficient researched information bordering on purchase of certain products for the Igbo families in Nigeria as it affects the Igbos of Anambra State has hindered the understanding of spousal involvement of couples of this area in purchase decisions. It will therefore be pertinent to understand which of the spouses wields greater influence at identifying the need for family car, sitting room sofa, television, refrigerator, children schooling and land property, searching for information on them, and final decision to purchase. Thus three research questions and three organically linked null hypotheses were proposed to address the research objectives:

1. To what extent does each of the spouses exact influence or is more involved in identifying need for household product for the family consumption?

Ho: There is no significant difference between the influence of husband and wife in identifying need for a product for the family.

2. To what extent is each of the spouses involved in the search for information for the purchase of household products?

Ho: There is no significant difference between the involvements of each of the spouses in the search for information on the product to purchase for household.

3. To what extent does each of the spouses exact influence on the final decision to purchase the selected household products?

Ho: There is no significant difference between the influences of the spouses on the final decision to purchase the selected household products.

It is expected that findings of the present study will be important to firms and marketers for purposes of significant accurate targeting and, corresponding appropriate design and execution of marketing programs and campaigns. So also, interest scholars will gain more insight from the outcome of the study into the purchase decision behaviour of the Igbo ethnic tribe of Nigeria.

LITERATURE REVIEW

The Concept of Family Purchase Decision

Every visible act of buying a product or service by a consumer for personal or household use is preceded by a decision-making process. Scanzoni and Polonko (1980) posit that this process directs the behaviour of the consumer in making judgement, drawing conclusion and choosing among alternatives. In the context of consumer behaviour, purchase decision is viewed as judgment-based choice of products and services among alternative offerings built through the process of problem-solving by the consumer. The consumer adds the information he gathers about the product to what he already knows about it, weighs the alternatives against some criteria and makes a decision that he may consider satisfactory. It starts, first, with recognizing that there is a need/problem to be met/solved and then choosing from available alternatives to rectify the situation (Khattak & Raza, 2013).

Purchase decision may be seen as very unique to an individual consumer, his needs, situation, or type of product to be bought. The manner a particular consumer makes his/her purchase decision may differ from that of others. Hence, the individual consumer involved and the context in which the decision is made determine how the decision is made (Sahar, 2013).

Decision making takes place at individual level and, also at family level as a group. The family as an essential socio-economic unit controls the consumption decisions of the household as well as that of the individual family members, by way of influencing and controlling what should be bought or used by its members (Cottee & Wood, 2004). Existing consumer behaviour literature is unanimous in the conceptualization of this decision-making process known also as consumer buying centres. The buying centre is composed of persons or groups that participate in the process of making the decision (Webster & Wind, 2006). The centres consist of the initiator, information-gatherer, influencer, decider, buyer and, user. Researches in family and spousal purchase decision have subsumed these buying centres into three-phase/stages of problem recognition, information search and final decision (e.g. Davis & Rigaux, 1974; Bonfield, 1978; Khattak & Raza, 2013; Barles-Arizon, Fraj-Andres & Martinez-Salinas, 2013). These phases are the points in which spousal influence is perceived to prevail or occur.

- Problem Recognition

This is the very first stage in which the individual first realizes that there is a problem that needs to be solved, or there is need for the product/services in the house. The problem situation could be a need/want, a lack, or a shortage. Significant difference is perceived to exist between the consumer's current and desired situation (Solomon, 2004). Recognizing that there is an unfulfilled need suggests a desire to rectify the situation. In the family, any of the members could be the initiator so long he is the person that first realizes the need. Commercial, non-

commercial, social cues and physical drive lead to realizing the need for product/services in the homes.

- Search for Information on the Product to Purchase

Recognizing that there is problem at hand raises the need for sufficient information to further clarify the situation and evaluate the product choices available. Information search entails scanning the environment intent at sourcing pertinent data on the desired products/services and outlets to reduce the risk of making faulty or unwise decision. The individual involved in the search must be one who is knowledgeable enough and have interest in a particular purchase, though search on different aspects of the product or, at different times may be undertaken by different family members.

The desired information is usually about the product and the sources/outlets including information on the price, quality, performance, serviceability, options, shape, colour, design and other features of the product. Aspects of source/outlet that are of interest to the consumer include: availability of the product at source in the shape and time needed; reputation and credibility of source; shop atmosphere; friendliness of shop personnel; customer service offered etc.

Internal and external searches have been identified as the most common sources. The internal search for information is looking within oneself while, the external part is looking at sources outside oneself. While the former is relying on memory for such useful information by recalling past experience with similar product, the latter is the recourse to information from advertisements, promotional messages, experiences of others such as friends, relations and, the significant few (Solomon, 2004).

- Final decision

This stage could be considered the concluding phase of purchase decision process. It comes with the consumer's ultimate choice to buy (or not buy) the product. Available product alternatives must have already been assessed before coming to this final phase. In purchase decision situation of the family, the decider is often seen as the one that possesses more influence or higher status than the other (Hsiao-Li, 2010). Polya and Szucs (2013) and Davis (1976) connected final decision making in the family to the spouses. Between the couples, the decider could be the husband or the wife depending on who has higher influence in the decision situation.

Influence of Spouses in Household Purchase Decision

Influence infers the power to affect an action or belief. According to Cartwright (1959, cited in Martensen & Grønholdt, 2008), it is when a person intentionally acts in a way to cause a change in the behaviour of another person or a situation with the aim to achieve a purpose. Consumer behaviour literature takes it to mean the dominance of one party over the other in the process of making a purchase decision. Spousal influence therefore, is the degree to which a spouse alters the partner's attitudes, belief systems, and behaviour (Barnett & Stum (2013).

To bring about this change could be through dialogue, interaction, bargaining or, altercation. Consequently, such influence or actions are perceived during family purchase decisions along the stages of purchase decision process – identification of need for the product, search for

information about the product and, final decision to buy or not, and the product brand to buy. The influencing spouse may not possess the necessary knowledge but can still impact in any of the purchase decision stages (Martensen & Grønholdt, 2008).

The level of influence of the husband and the wife in purchase decision of household products for the family is explained as (1) autonomous, (2) dominant decisions, or (3) joint decisions (Dunbar, Bippus & Young, 2008). It presupposes that a spouse's influence in a decision is higher when he/she is more involved in the decision thus reflecting his or her individual preferences and interests (Qualls, 1987). However, Herbst (1954, cited in Woodside, 1972) was credited with developing four types of families based on the level of involvement of spouses and their influence in family purchase decision namely autonomic, husband-dominant, wife-dominant, and syncratic or joint decision family. This was corroborated by Khattak and Raza (2013) who affirmed that it is the commonly accepted family purchase decision-making structure. Modi (2013) refers to husband-dominant, wife-dominant, and syncratic as patriarchal, matriarchal and equalitarian families respectively.

- **Autonomic**

This is an individualized decision-making situation in which a spouse, husband or the wife, is the primary and sole decision maker; the other partner is not involved, e.g. when the husband or the wife decides and chooses a product alone. There is no consensus between the husband and the wife. Either the husband or the wife is primarily the sole purchase decision maker (Dhyani & Agarwal, 2014).

- **Wife-dominant**

In this type of decision family, the two spouses are involved in the decision-making but the wife's influence is perceived to be greater in the decision process. The dominance of the wife have been found to be very common in decisions pertaining to the purchase of kitchenware, household laundry products, wife's and children's clothing, groceries, medicine (Barles-Arizon, Fraj-Andres & Martinez-Salinas, 2013; Bonfield, 1978; Davis & Rigaux, 1974). However, Mullany, Hindin and Becker (2005) observed that younger and poorer women and those with traditional attitude toward gender issues have lesser power in final decisions of the family.

Kiriinya (2014) reported that in Kenya, the traditional wives are those responsible for buying especially food, household products, and clothing needs of the family members. Kiriinya foresees future role reversal in Kenya as most of the wives of urban families hold jobs outside the home and the husbands have shown willingness to undertake the role of the family's purchasing agent.

- **Husband-dominant**

The two spouses are involved in the decision-making just like in the wife-dominant, except that this time the husband's influence is perceived to be greater in the decision process. Husband dominant decision, according to Beneke, Silverstone, Woods and Scheider (2011), is a more traditional sex role orientation (SRO) in which the husband is completely in charge of the family's affairs - his roles and decisions are dictatorial and more autocratic. In such case, the man is the major decision-maker that purchase decisions are extensively influenced by him as his tacit approval is usually sought and obtained before certain purchases can be made

(Halliru, 2013; Oyediran & Odusola, 2004). Hence they tend to dominate purchase decisions for certain product categories consumed by the household.

Some research studies (e.g. Davis & Rigaux, 1974; Halliru, 2013; Opara & Uboegbulam, 2015) have found decision in the purchase of major household goods such as the automobile, Television, Furniture, electronics, life and other insurance to be more husband-dominant. Halliru (2013) considers Nigeria to be a very highly patriarchal society where the husband is so dominant that the wife is subordinate to him in both decisions and actions.

- **Syncratic or Joint Purchase Decision**

Joint or syncratic decision involves more than one individual, with their preference differences. Syncratic purchase decisions result from a decision-making situation involving both spouses together with equal influence (Commuri & Gentry, 2000). Bonfield (1978) and Barles-Arizon, Fraj-Andres and Martinez-Salinas, (2013) specify that it is when a purchase decision is made jointly by the husband and wife so also when more than half of respondents report that the decision is made together by the couple.

In joint decision, the husband and wife are both influential that disagreement and conflict are almost certainly present. Therefore, the role of each spouse must always be recognized and respected (Dhyani & Agarwai, 2014). Notably, disagreement and conflict occur during discussion by the family members pertaining to the product to buy and search for pertinent information (Bronner de Hoog, 2008). To resolve any points of dissent and arrive at mutually acceptable decision, compromises, concessions, search for additional information, discussion and delegating responsibility to the more knowledgeable are usually made (Moore-Shay & Wilkie, 1988).

Carlsson, Martinsson, Qin and Sutter (2009) however pointed that in joint decisions, husbands generally wield stronger influence than the wives who, Ward (2006) thinks are more likely to compromise. There have been suggestions that joint purchase decisions tend to be more common with non-traditional, i.e. modern family like the nuclear family. Modi (2012) is of the opinion that arbitrary purchase decision could not have been possible in such homes given its equalitarian and democratic nature.

Empirical Review

Research interests in spouses' influences in purchase decision-making issues have come a very long way. This can be tracked especially to America and Europe and spreading to other continents and cultures of the world. Most of the studies have examined aspects of marital role or influence in family purchase decision-making. Some others tried to establish the variability of the spouses' influence along the phases of the purchase process pertaining to purchase of certain household products as well as the factors that influence the extent of their involvement in the decisions. A good number of empirical literatures in this respect can be traced.

A study by Marilyn (1991) attempted to ascertain if the marketers' traditional classification of consumer goods as wife dominant, husband dominant, and syncratic has continued to be relevant to understanding of the participation of modern couples in purchase decisions. Based on the this classifications, a sample of three husband categorized goods (auto insurance and motor oil and filter), two joint control goods (living room sofa and child's game) and two wife related purchases (food processor and gourmet coffee) are used in the study. 1,074 husbands

and wives were selected from charge account list of a leading mail order catalogue that targets working women. The method of analyses involved mean and paired one-tailed t-test. The results reveal that wives, like husbands, assign to themselves the buying tasks customarily associated with their sex. Also, the study indicated that most of those husbands that are unwilling to assume sole responsibility for sofa are somewhat more willing to surrender the control to their wives, and are most enthusiastic about deciding on this item with their spouses. Evidences about goods that are husband dominant, wife dominant, and joint considered in the survey suggested a validation of the traditional marketing classification of products according to which spouse is the purchaser.

In Spain, Barlés-Arizón, Fraj-Andrés and Martínez-Salinas (2013) investigated, in part, the spouse that wield greater influence on household purchase of grocery, cleaning products, own personal care products, partner's personal care products, own clothes and complements, partner's clothes and complements, home appliances (washing machine, fridge, etc.), furniture, television, VCR, Stereo, housing purchase, vacations, insurances, and investment of savings are the products studied. The study involved 300 co-habiting couples selected through convenience sampling between the end of 2006 and the beginning of 2007. The data collected through questionnaire were analysed with Factor Analysis of Principal Components (FAPC), t-test for independent samples and variance analysis. Results showed that the percentage of couples that make joint decisions is very high. The area of personal care products, clothes and complements received a higher individual influence. Women and men dominate influence on purchase of respective own clothes and complements. Influence on purchase of life insurance and stereo was perceived differently by the couples. The husbands perceive decisions on these items to be autonomous and closer to their control, while wives perceive same to be syncretic. Generally, the results showed that purchase decisions in the family tend to be more of joint than any other form, while purchase of food items for the household is wife dominant.

Europe, where this study took place, is a different culture from that of Africa and, particularly the Igbos. Most of the products studied are certainly incongruous with African culture. Besides, some of the products such as personal care products, grocery and laundry products belong to products of limited problem solving and routinized buying out of habit classifications and are certainly not major household products that lend to rigorous purchase decision-making effort involving process of need identification, information search and final decision. However, findings of the above two studies is suggesting that certain product types can be classified as male or, female dominant based on the extent of the spouse's influence.

Equally supporting this line of thought is Martin, Balocni and Venus (2013), whose study of Kalinga households in Tabuk City of the Philippines examined the dynamics of decision-making and changes in allocations of tasks, responsibilities and authority within the household. Three household decisions studied are (1) decisions related to children, (2) economic decision making, and (3) socio-cultural and family relations decision-making. The study adopted a descriptive survey of 815 married women and men within the period of June, 2012 to April, 2013. The data for the study was collected with the questionnaire, interviews and focus group discussions. Frequency counts and percentages were used for the analysis. The results indicated that Kalinga household is patriarchal that decision-making in the home is husband dominant, especially in economic matters and who to vote for, while decision in respect of children is jointly made by the spouses. Thus, some level of authority and participation of the wife in the household decision is as it affects the children.

Baliyan (2014) sought to examine the role and participation of women of the farming households in India in decision-making and the determinant socio-economic factors using Muzaffarnagar district, in western region of Uttar Pradesh as the study site. The family decision types considered in relation to women participation included in part: home decoration; new house construction; renovation of old house; education of children; purchase of machinery; purchase and sale of land etc. The study which was a field study was conducted in agricultural year, 2006-2007 of Muzaffarnagar. A sample of 120 farm households was selected through multi-stage purposive random sampling. The head of household and the wife or daughter-in-law were interviewed for data collection. Descriptive statistics - percentages was used for the analyses. The results indicated that women in the study area do not have the autonomy in family decision-making, their significant contribution to economic activities notwithstanding. It is only in purely domestic matters such as purchase of domestic goods, decoration of house, marriage of children, etc. that they freely take their own decisions. Their involvement in matters of children's education, construction/renovation of new/old house, occupation and money related matters is limited. Overall, the patriarchal system of decision-making in which the men dominate the women is still practiced in Muzaffarnagar of India.

Further studies exist that try to explain the role of the spouses in the stages of purchase decision-making include Levy and Lee (2000). Their study investigated families in Auckland area of New Zealand to determine the roles different family members play as well as their influence in different stages of the purchase decision making process of real estate property. The study built on the findings of a study that investigated real estate agents through series of in-depth interviews to determine their perception of the family decision making process as it relates to house purchase decision. The method of analyses was content analyses of the interview (recorded with a questionnaire) from a sample of nine (9) real estate agents. The highlights of the interview showed an inclusion of the product specification stage in the decision process thus reflecting the complex nature of purchase decision regarding buying a house. The findings of the study indicated that for both lower-class and upper-class families, the wife are the information gatherer/gatekeeper while, the husband makes the final decision. In the middle-class category, the decision tended to be more of joint. Overall, both partners made joint decision at recognition of need for a house and final decision to purchase the estate property, while the information search stage was wife-dominant.

Chithra (2012) studied the role of Indian women in family purchase decision of durable goods and the socio-economic factors of the women that influence their involvement using a survey method on 355 working and non-working women of urban and rural areas of Kanyakumari. In order to explore this role by the women in family purchase decision, four durable consumer goods namely Television, refrigerator, washing machine and two-wheeler were selected. The questionnaire was used to collect the data that were analysed with descriptive statistics and ANOVA. The descriptive statistics showed that women are dominant at the initiator, influencer, motivator, and nurturer roles. The women were also found the decider regarding time, place, model, colour and size as well as replacement initiator for the purchase of refrigerator and washing machine. However, the men are the determiner of the mode of purchase and actual purchase. In the case of purchasing Television and two-wheeler, the men/husbands dominated the decision in all the buying stages. Thus it can be concluded that women play a dominant expressive role as regards women related products like refrigerator and washing machine, and husband an instrumental role as the purchaser.

Polya and Szucs (2013) examined the role family members play in the buying centres as initiators, experts, buyers, users, brand choosers, information gatherers, and deciders during purchase of some household products. The construct of Davis and Rigaux (1974) study was adapted but with expanded victuals in the food products. The study was a nation-wide quantitative survey of adult and young adult Hungarian population between the ages of 14-18. The investigation carried was out in the third and fourth quarters of 2010. Quota sampling method that considered the age and gender of the respondents was adopted. To define the quota, the study used information obtained from the Hungarian Central Statistical Office database. In further definition of the quota, women and men were examined separately either not as a family or spouse in the research process so as to allow all individuals with own children the chance to be selected in the sample. The study also considered the age and gender of the sample separately on the ground that their opinion and judgment on the issue of interest are most likely to be different. The adult population was considered on the filter condition that their dependent child is less than eighteen years of age. After processing the questionnaires of both pilot and the main surveys, 944 questionnaires were considered evaluable and therefore accepted. The descriptive statistics (charts, cross tables, and frequencies) and, multivariate statistics (variance, chi-square, factor-and-cluster analysis) done in SPSS14.00 and SPSS 17.0 software were applied in the data analyses. The results of the study indicated that when the respondents buy something for themselves, the concerned person usually makes the decision, but the dominance of women can occur when clothes are bought for their housemates. Dominance of men is typical for sport equipment, electronic products and family car, though the study did not show the particular stage(s) in which this dominance occurs. The women, however, were found to be significantly involved, particularly in the search for information on the car to buy. Initiative role of women can be observed virtually in all products.

Uzuleņš (2012) study generally examined decision-making in the family and relates it to spousal joint decision-making role in family car purchase decision in the Latvian households. The decision making concerns of the study are major car variables including engine size/power, safety equipment, fuel type/economy, body type/styling, gearbox type, space/capacity, and exploitation cost. Data for the study were collected from 69 households with the aid of the questionnaire through online survey method. The analyses involved descriptive statistics, the mean, Mann-Whitney U and Kruskal-Wallis tests. The three stages of decision making (problem recognition, information search and final decision) and the timing of decision (when, how much, which, where etc.) were studied. Mean result shows that overall, car purchase is a husband dominated process in which search for information is autonomic by him. In the three stages, the stage of identification of need of car is where the wife engages the most. The highest difference in involvement of both spouses occurs when the decision-making progresses from problem recognition stage to information search stage. The study thus concluded that problem recognition and information search is husband dominated and autonomous respectively by the husband. The results therefore indicated that car purchase decision process in Latvia is male dominant.

More so, Mehta and Saraswat (2014) aimed to find out the decision-making patterns among women in Vadodara City of Gujarat in western India with regard to family affairs. The activities identified for which the decisions were taken include education, home improvement and other purchases. A sample of 150 (75 working and 75 non-working or homemakers) women obtained through systematic random sampling was used in the study. The working women either own their private business/self-employed, are government employed or

employed in organizations such as schools, college, banks, hospitals, revenue department etc. The data were gathered through interview questionnaire and analysed using percentages, weighted mean, coefficient of correlation and charts. The findings of the study reveal that greater number of the respondent women were well educated but involved less in decision-making in the family. Overall, the decision making pattern was joint in some aspects of the study family affairs but, autonomous by the women in most aspects.

Sidin, Zawawi and Chui (2014) investigated the role of situational factors, as well as social norms on spousal purchase decisions on household goods. The study examined the factors that determine sex role orientation (SRO) of Malaysian women and their influence on household purchase decision making. The decision products considered in the study are 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 and analysed in the mean, standard deviation, ANOVA and Post hoc analysis. Findings of the study on the purchase decision for products relevant to the present study indicate that though the modern oriented wives, regardless of SRO, have more relative influence in the purchase decision for furniture and education. Ultimately, the decisions are jointly made by the spouses. Further findings show that purchase decision for other major products such as computers is, to the modern oriented wives, wife-dominant and, to conservative oriented wives, husband-dominant.

Kiani (2012) examined the role of women in power relationships in the family with the aim to identify the factors that impact on their involvement in household purchase decision-making. The study site was new city of Baharestan, Iran. The major family decisions selected for the study are food cooking, house decoration, daily shopping, children education, going on a trip, number of children, names of children, buying an automobile, children marriage, buying estates and housing, and family relationships. A sample of 200 people was estimated with Q sample size formula on a population of 15,000 families. The sampling method was the simple random sampling. Instrument of data collection was the questionnaire. The mean, percentages, frequencies, correlation and multivariate regression quotient were employed in analysing the data. Findings indicate that purchase decision for house decoration received high participation of the women while, buying a car is husband dominant. Further, decisions pertaining to children education, buying estates/housing are jointly made by both spouses.

In a comparative study, Xia, Ahmed, Ghingold, Hwa, Li and Ying (2006) investigated Singaporean families to discover husband and wife influences, as well as establish possible similarities and differences in their influences in family purchase decision-making in cultures of Singapore and United States of America. The primary data generated from the survey were used to compare with those that were reported on similar previous study conducted in United States of America. The study products and services of Davis and Rigaux's (1974) were adapted but with certain substitutions to fit the culture of Singapore. They include Television, computer, stereo/hi-fi, automobile, wife's clothing, cleaning supplies, buy/rent house, furniture, refrigerator, air conditioner/fan, children's education among others. 171 households (representing 342 husbands and wives) studied were obtained through quota sampling to ensure fair representative of the country's ethnic composition. The questionnaire was used for the study's data collection. Out of the 342 questionnaires administered only 296 were considered usable, and thus analysed. Tables, means, percentages, feasibility triangle chart and correlation

coefficient were tools employed in the data analysis. Findings of the study indicated that decision for Television, computer, stereo/hi-fi and automobile is husband dominant; while furniture, buy/rent house, children's education purchase decisions are jointly made. Further, the study highlighted that joint decision appears the commonest decision-making as indicated by the sample's responses as joint decision was reported at initiation and outcome stages of the decision-making process. Similar to findings of Bonfield (1978), there was no significant difference in the findings of Davis and Rigaux (1974).

Davis and Rigaux (1974) study examined the role of spouses in family purchase decision of Belgian households. Perhaps, this study may be considered the major breakthrough in the study of spousal influence in the family purchase decision. Two key questions posed by the study sought to discover if the roles played by the spouses differ in the three decision stages - identification of need to purchase, collection of information and final decision; and whether there is agreement in their view about their role in the decision-making phases. Seventy-three (73) households studied were selected through convenience sampling in consideration of their accessibility. The questionnaire was administered to both spouses separately to ascertain their influences in the three phases of decision process during purchase of 25 household products/services and other economic decisions including furnishings, housing, insurances, sitting-room furniture, children's education, leisure, garden tool, family car, bank savings, liquor, over-the-counter drugs among others. The data were analysed on descriptive statistics: mean and percentages. The study found movement in the relative influence of the couples along the product categories so also along the phases of the decision process, but there is no clear difference in latter. With respect to the products relevant to the present study, the purchase decision for children's schooling, sitting room furniture and housing are jointly made. Decision to purchase car was autonomously made by the husband. In other products, the wife was found dominant influence particularly family care, kitchen and food products.

Bonfield (1978) study in the United States of America is a replication of Davis and Rigaux (1974). Bonfield was not comfortable particularly with the use of judgmental sampling by Davis and Rigaux and thus used cluster random sampling instead. Similar products were studied but with further clearer or specific description of the products. A sample of sixty households (30 wives and 30 husbands) drawn from blocks in United States South eastern Standard Metropolitan Statistical Area (SMSA) through cluster random sampling was administered the questionnaire. Data analyses were by percentages and the mean. Comparatively, there is no significant difference in the findings of this study and that of Davis and Rigaux rather; similarities are found in the dominance of the husband and the dominance of the wife in all the decision phases. So also, dominance of the husband and dominance of the wife were found in all similar product range. The study therefore concluded that almost all the findings of Davis and Rigaux (1974) were supported pointing that role specialization in the family purchase decision process does actually exist and, so also the movement of traditional couples towards non specialization in the information search stage of some products or decisions like toothpaste, husband's life insurance and drapes for living-room/family-room. Even though these studies took place in different cultures, similar products were applied and still the results collaborates each other.

Dhyani and Agarwal (2014) undertook a theoretical based study. The objective was to re-examine the concepts that drive changes and conflicts in spousal purchase decision. The study content-analysed past studies carried out from the 1950s to 2013 that focused on different concepts

that are related to roles of spouses in joint purchase decision for different products and the resulting conflicts from the decisions. Results of the study relevant in this case showed that women have gained more influence in most stages of decision-making process of durable household goods, while that of men is significantly diminishing in all stages. More significant is that the increase is very progressive considering traditional and husband-dominant nature of most societies.

Indushri (2011) investigated Indian households in Chennai city of Tamil Nadu State with a view to determining the purchase behaviour of the family members. The study aimed to determine who, between the wife and the husband plays the role of the initiator, influencer, decider and purchaser in the purchase of family consumer durables namely Television, washing-machine, microwave oven, refrigerator and air-conditioner. The demographic predictors such as age, education, family income and employment were also studied. The questionnaire was used to collect primary data for the study. Three hundred women were sampled but, only 210 questionnaires were valid and therefore were analysed. The data were treated in percentages, standard deviation and rank correlation. The findings of the study indicated that the husband, with the exception of washing machine, is the initiator, influencer, decider and purchaser of all the other products studied. The role of the wife was found to be so weak in that they mostly initiate and influence the purchase of kitchen products but rarely involved in the final decision and purchase of the products. The study suggested that the very weak involvement of the women in the purchaser and decider roles may be attributed to very low population of those who work. It may follow therefore that if the number of women that work increases, with corresponding more contribution to family resources, more women will be involved in the decider and purchase roles in the family.

Similar studies as those in the preceding paragraphs have also been done in Africa. Kpoor (2014) is one of such studies. Kpoor investigated lone mothers in Accra, Ghana to determine how they make economic provisions for their children, and major household decisions. Decisions considered in the study include children's school fees, and healthcare; rent, electricity and water. A sample of 270 lone mothers of one or more children were selected from Mamobi, New Dansoman and Roman Ridge geographic areas through random and purposive sampling as well as snowball (nomination) approaches. The questionnaire and in-depth interview (using tape-recording) were used to collect the study's quantitative and qualitative data. Only 30 respondents were interviewed. Simple percentages, frequency count, and cross tabulation of those outcomes were the methods of data analysis. Findings of the study indicate that majority of the fathers pay their children's school fees, just as most are unconcerned about their children's feeding and clothing needs. Further findings show that it is the majority of the gainfully employed mothers that are saddled with providing for the general need of the children as well as making the major decisions for the household. The few unemployed lone mothers were found to receive assistance and support from their kin with respect to providing for the children, housing accommodation and household activities. This finding is somewhat consistent with the position of relative resource contribution theory that suggests that a spouse's contribution to family common resources enhances his/her influence in the family purchase decision. Further support is found in Bawa, (2012) that stated that a woman's access to education and gainful employment enhances her position in the family.

In Nigeria, Oyediran and Odusola (2004) contributes to this review through a study that evaluated the impact of poverty on women's participation in children's education decision

among others. The data for the study came from household-based structured interviews of married women from ages 25 to 49 years of old on the relationships between adjustment policies, gender dynamics and family size reduction in Lagos, Kaduna and Akwa-Ibom States of Nigeria. Of the 1,304 married women, only 595 women whose marriage preceded the introduction to Structural Adjustment Programme in 1986 were used for the analysis. The mean, frequency count, percentages and OLS regression technique were used in the data analysis. The results of the study found that a fairly high proportion of women are involved in household decision-making. Children's education which is of particular interest to this study was found to have high level of women participation and moderate involvement pre and post SAP era respectively.

Angel-Urdinola and Wodon (2010) examined the extent to which income generation affects decision making power of spouses on health, education, food, shelter, clothing, use of farmland, and sale of family farm produce. The study used the 2003 Core Welfare Questionnaire Indicator (CWIQ) surveys implemented in eight Nigerian states. The sample was restricted to only non-single households, i.e. households that have the two spouses intact. Descriptive statistics and bivariate probit techniques were employed for data analyses. The results of the study showed that household decision-making in Nigeria is husband-dominant. The decisions on use of land, shelter and crop sales are taken by the husbands. The women involve more in decisions pertaining to education, food, and health but, the men reserve the final decision. The involvement of women was found to be enhanced by their contribution to family income and age.

Kritz and Makinwa-Adebusoye (1999) appraised the factors that determine the involvement of Nigeria's ethnic wives of Igbo, Hausa, Yoruba, Ijaw and Kanuri origin in household decision making as it affects wide range of decisions including how to spend family income (husband's and, wife's); whether to buy or sell land; what to buy for the household; whether the wife should engage in payable employment outside home; how many children to have; etc. The sampling strategy used was two-stage, stratified, cluster-sampling. The selected study areas based on ethnicity and which state is most populated by each ethnic group were Borno (Kanuri), Imo (Igbo), Kano (Hausa), Ondo (Yoruba), and Rivers (Ijaw). A total of 5,637 wives of the tribes between 15 and 40 years of age were sampled. Only one wife was interviewed in each of the selected households. The analysis of data was done with percentages, charts and multivariate analysis. The findings of the study indicated husbands make the general household's financial decisions while, the wives have more authority in their private financial matters, according to responses of over half of the subjects. The wives are also found to be more involved than the husbands in decisions of children's education. The study further posited that the Igbo, Yoruba and Ijaw wives are likely to have more authority in household decision-making compared to their Hausa or Kanuri counterparts.

Another related domestic study is Halliru (2013) that qualitatively examined the effect of cultural values on purchase behaviour of Nigeria's Igbo, Hausa, Yoruba three major ethnic groups with regard to buying household goods including home, automobile, electronics, investment in shares, and computer, baby food, wears and kitchen products. A sample of twenty-six respondents drawn from the groups was interviewed in an open-ended personal contact. The influence of the husband is found to be higher in decisions for purchase of major household goods such as home, automobile, electronics, investment in shares, and computers in addition to other minor family purchases. The women are found to dominate decision on

purchase of products/services for family up-keep – baby food, wears and kitchen products. Comparatively, a syncratic decision is found to be more common among the Igbo and Yoruba families than the Hausas. The findings of the study also showed that the buying behaviour of Nigerian tribes is shaped and influenced to a great extent by collectivism, patriarchy, family nature, language, social class and religion, which characteristics the study found to have become integral part of the people's cultures. Finally, the study found that the three Nigerian tribes have certain values in common, but asserted that that would not permit generalizations on of their purchase behaviour.

Opara and Uboegbulam (2015) empirical research in Nigeria, investigated the relative influence of the Igbo, Yoruba and Hausa ethnic husbands and wives in the purchase decision of durable goods – Furniture, TV, Automobile, Refrigerator, Kitchenware, Computer, Mobile phones – for the household. The study sample of three hundred (300) was drawn from the Nigeria Federal Capital Territory, Abuja, Imo and Lagos States for the respondent Hausa, Igbo and Yoruba couples respectively using the Taro Yamane statistical sampling formulae. The primary data collected with the aid of a questionnaire were analysed on Variance (ANOVA). The result of the study showed that husbands of these ethnic groups are the makers of major purchase decisions in the households. The study found a more significant influence of the three ethnic husbands than the wives in the stage of realizing the need for the product and the stage of making the final decision to purchase, while their influence at search for information on the products is not significant. Dominance by the product type was also reported. Following from the result of this study therefore, what is very clear is that there is no clear difference in the purchase decision behaviour of the three ethnic Igbo, Yoruba and Hausa groups in Nigeria. This situation highlights the country as still traditionally inclined; traditional in the sense that the wife, as a result of tradition, still looks up to the husband for direction and initiative.

From the foregoing literatures, it can be deduced that influence of spouses in family purchase decision has been variously studied under different themes prominent among which are marital roles, spousal involvement or dominance of spouse in household purchase decision-making. Most of these studies were carried out in other countries of the world, but prominently in America, Europe and Asia indicating that they took place in other cultures different from the focus of the present study, the Igbos. Only a few studies can be traced to Africa, and particularly Nigeria. In the very three instances of study that the Igbo were captured, not only was it massed together with other ethnic tribes but none of the studies covered Anambra State. In addition, some of the products/services of the studies are either incongruous with Igbo culture or they are routine or personal products that certainly will not lend to extended purchase problem-solving process of need identification, information gathering on the product and final purchase decision.

Theoretical Review

The present study anchors on marital power structure theorization of Herbst (1954). The focus of the marital power structure was on the dominance of husband and/or the wife when making decision for purchase of household goods. Such dominance is proposed to produce four power structure typologies namely autonomous (in which the husband or the wife is the sole decision maker), husband-dominant, wife-dominant and, syncretic or joint (when most of the purchase decisions are made jointly by the husband and wife. Seemingly, Davis and Rigaux (1974) empirically examined this spousal purchase power dominance in his study of marital role in purchase decision-making. The study investigated the relative influence or dominance of each

spouse in the purchase decision within each product category in the problem recognition, search for information, and final decision stages of decision-making process.

In that study, a number of purchase decisions are shown to be jointly made, dominated either by the husband or the wife, or autonomously made. For example, in traditional families and depending on the product type, husbands dominate the purchase decision of high involvement products especially in automobile, finance and technology decisions. The wives are more influential in purchase decisions of home appliances, children's products and other minor household products.

METHODOLOGY

The study is a descriptive research involving surveying with the aid of questionnaire a sample of Igbo couples in Anambra-South Senatorial Zone of Anambra State, Nigeria. It covered all the Igbo households of married couples (household of husband and wife) in the specified study area above. By 2006 census data, there are 290,470 households (of two persons and more) in the zone (National Population Commission [NPC], 2006). Taken that each household has the two spouses intact, the study population becomes 580,940 (290,470x2).

Sample and Sampling

The study used a sample of 200 husbands and 200 wives drawn from the seven local government areas of Anambra-South Senatorial Zone of Anambra State. Yamane (1967) sampling formula, held at ninety-five percent (95%) confidence level and five percent (05%) allowable error was applied to derive the sample size which was proportionally distributed among the seven Local Government Areas thus: Aguata (94); Ekwusigo (40); Ihiala (76); Nnewi-North (40); Nnewi-South (60); Orumba-North (42); and Orumba-South (48).

Given that spousal household generally fluctuates (increase and decrease) in number on daily basis, through new marriages, death of a spouse, separations, divorces or relocation etc., the sample respondents were conveniently selected. Further justification for adopting convenience sampling lies in Barles-Arizon et al. (2013) who recognized the inherent difficulties in getting couples who are willing to participate in a study of such sensitive family subject. This may explain why most of the related empirical studies in distant and recent past (e.g. Davis & Rigaux, 1974; Beneke et al., 2011; Lawan & Zanna, 2013; Ford et al., 1995; Barles-Arizon et al., 2013) that sourced primary data from such respondents adopted same method. Couples were approached, especially in their homes, wherever the two spouses are available and gave their attention. Those that voluntarily consented to participate by agreeing to complete the questionnaire were administered. Being an integral part of Anyasor (2018), the investigation lasted between July and October, 2016.

Measuring Instrument

Questionnaire was the measuring instrument used in the study to collect primary data. It consisted question-items that dealt with influence levels of the spouses at the purchase decision of buying children schooling, sitting room sofa, Television, refrigerator, family car/motorcycle and land property for the family in the three phases of the decision-making process. The question-items were structured into 7-point rating scale adapted from the 5-point influence levels model proposed by Vagias (2006), but purposively modified, as below, to capture the

extreme influence levels: No Influence = 1; Neutral = 2; Very Little Influence = 3; Little Influence = 4; Moderate Influence = 5; High Influence = 6; Very High Influence = 7.

Reliability of Instrument

The questionnaire was pretested in a pilot study to assess its reliability to generate the desired data. The pretest was conducted on twenty (20) Igbo couples (40 = 20 husbands and 20 wives) drawn from Ihiala town in Ihiala Local Government Area of Anambra State. The Local Government Area, along six others, makes up Anambra-South Senatorial Zone.

The data collected from the study were thereafter analysed on Cronbach's alpha (α) to test the internal consistency of the variables. Since Cronbach alpha is the commonly used method to measure the reliability for a set of two or more constructs where alpha coefficient values range between 0 and 1; higher value indicates higher reliability among the indicators (Hair, Anderson, Tatham and Black, 1992). Hence, 1 is the highest value that can be achieved. The decision rule used in this study is based on the minimum acceptable level suggested by Nunnally (1978), which is 0.70.

The results of the Cronbach alpha tests are 0.826, 0.769, 0.976 and .892 for the instruments of identifying need for the product, search for information on the product, final decision to purchase the product, and overall influence respectively. Since the Cronbach's alpha (α) results are above the Nunnally (1978) criterion 0.70, indicating an overall higher reliability factor, the instrument was considered valid for this study.

Method of Data Analyses

Data collected from the respondents were analyzed with the help of a computer based statistical tool, the SPSS version 20. Frequency tables and percentages were used to analyze the demographic variables; the mean answered the research questions. Hypotheses were tested in independent samples t-statistics.

Decision rule: At 5% level of significance, reject the null hypothesis when the computed p.value is less than 0.05, and accept the null hypothesis when the computed p.value is greater than 0.05.

RESULTS/FINDINGS

Questionnaires from 392 respondents were analysed for the study as eight numbers were found unusable due to improper and faulty filling. Analysis of the respondents' antecedents to establish the acceptability of their opinions are shown below.

Age	Husband		Wife		Total	
	Frequency	% within age	Frequency	% within age	Frequency	%
Under 30 years	16	31.4 (4.1)	35	68.6 (8.9)	51	130
From 31 to 45 years	49	45.4 (12.5)	59	54.6 (15.1)	108	27.6
From 46 to 60 years	87	50.3 (22.2)	86	49.7 (21.9)	173	44.1
1Over 60 years	44	73.3 (11.2)	16	26.7 (4.1)	60	15.3
Total	196		196		392	100

Table 1: Respondents' age range

The results from the above table indicate that the wives constitute greater proportion of younger participants which are respondents under 30 years of age.

Education	Husband		Wife		Total	
	Frequency	% within age	Frequency	% within age	Frequency	%
No formal education	7	77.8 (1.8)	2	22.2 (0.5)	9	2.3
Primary	18	41.9 (4.8)	25	58.1 (6.4)	43	11.0
Post primary	88	50.3 (22.4)	87	49.7 (22.2)	175	44.6
Tertiary	83	50.3 (21.2)	82	49.7 (20.9)	165	42.1
Total	196		196		392	100

Table 2: Respondents' level of education

The above results showed that participants who possess post-primary and tertiary education qualifications are in the majority, indicating that most of the participating spouses possess basic education of junior secondary at the minimum.

Occupation	Husband		Wife		Total	
	Frequency	% within age	Frequency	% within age	Frequency	%
Unemployed	13	19.7 (3.3)	53	80.3 (13.5)	66	16.8
Self-employed	93	61.6 (23.7)	58	38.4 (14.8)	151	38.5
Employed in private sector	30	55.6 (7.7)	24	44.4 (6.1)	54	13.8
Retired	10	62.5 (2.6)	6	37.5 (1.5)	16	4.1
Civil servant	50	47.6 (12.8)	55	55 (14.0)	105	26.8
Total	196		196		392	100

Table 3: Occupational distribution of the respondents

The above results indicated that majority of the respondents are gainfully employed in income earning ventures. While most of the husbands are self-employed, the majority of the wives are unemployed.

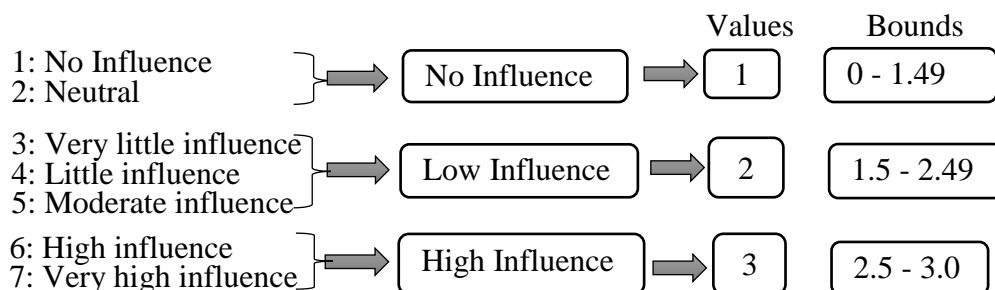
Years of Marriage	Husband		Wife		Total	
	Frequenc y	% within age	Frequenc y	% within age	Frequenc y	%
5 years & less	19	50.0 (4.8)	19	50.0 (4.8)	38	9.7
6 - 10 years	29	50.0 (7.4)	29	50.0 (7.4)	58	14.8
11 – 15 years	50	50.0 (12.8)	50	50.0 (12.8)	100	25.5
16-20 years	47	50.0 (12.0)	47	50.0(12.0)	74	24.0
21 – 25 years	21	50 (5.4)	21	50 (5.4)	42	10.7
Above 25 years	30	50.0 (7.7)	30	50.0 (7.7)	60	15.3
Total	196		196		392	100

Table 4: Respondents' years of marriage

It is evident from the above results that households that have attained justifiable years of marital experience to exert considerable level of purchase influence over the partner are greater in proportion.

Overall, it is obvious from the foregoing results that the study respondents are in good stead, i.e. possess the right background for their opinions to be considered.

Towards addressing the research objectives through the research questions and hypotheses, the reclassification of 7-point to 3-point scaling, also used by Anyasor (2018), to capture the critical three levels of influence expected from the study: No influence, Low influence and High Influence was also applied for the analyses:



Given the above classifications, the hereunder expected patterns of spousal influence consisting of autonomous, dominant and joint influences derivable from the study will emerge.

Pattern of spousal influence

SN	Result of the study	Decision to be derived
i.	High husband / no wife influence High wife / no husband influence	= Autonomous (husband) = Autonomous (wife)
ii.	High husband / low wife influence	= Husband dominant
iii.	High wife / low husband influence	= Wife dominant
iv.	High husband / wife influence & } Low husband / wife influence } Equal Influence	= Joint / syncratic

Influence of the husbands and wives in identifying need for household products.

Research Question 1: To what extent does each of the spouses exact influence or is more involved in identifying need for household product for the family consumption?

Products	Household	N	Mean	Std. Deviation	Conclusion
Children Schooling	Husband	194	2.6804	.59438	Join decision
	Wife	192	2.6563	.58477	
Sitting room sofa	Husband	196	2.5969	.52212	Husband dominant decision
	Wife	195	2.0974	.59702	
Television	Husband	196	2.5867	.55250	Husband dominant decision
	Wife	195	2.1231	.65427	
Refrigerator	Husband	193	2.1762	.65356	Wife dominant decision
	Wife	190	2.6000	.61550	
Family car/motorcycle	Husband	196	2.8010	.48166	Husband dominant decision
	Wife	194	2.0052	.69415	
Land property	Husband	194	2.8454	.42804	Husband dominant decision
	Wife	193	1.9171	.70958	

Table 5: Husbands and wives' level of influence in identifying need for household products

The results on Table 5 above answers research question on need identification. The mean response value for both Husband (2.6804) and Wife (2.6563) for children schooling indicate equal influence. This implies joint decision for children schooling. For sitting room sofa, the mean response for husband is 2.5969 and that of wife is 2.0974 indicating high influence for

husband and low influence from wife. This implies that identifying need for sitting room sofa is husband dominant. The mean responses for influence in identifying need for Television (2.5867 for husband and 2.1231 for wife) show high husband/low wife influence; while Refrigerator (2.1762 for husband and 2.6000 for wife) is low husband/high wife influence. This means that need identification for television is husband dominant and, refrigerator is wife dominant.

In the case of family car/motorcycle, the mean response value is 2.8010 for husband and 2.0052 for wife indicating high husband/low wife influence. This means that need identification for family car/motorcycle is husband dominant. Also, land property shows high husband/low wife influence with a mean value of 2.8454 for husband and 1.9171 for wife respectively. Thus, the study shows that Family car/motorcycle and Land property are husband dominant at need identification stage.

Influence of husbands and wives in the search for information for the purchase of household products.

Research Question 2: To what extent is each of the spouses involved in the search for information for the purchase of the selected household products?

Products	Household	N	Mean	Std. Deviation	Conclusion
Children Schooling	Husband	194	2.6753	.62975	Joint decision
	Wife	192	2.5156	.65504	
Sitting room sofa	Husband	196	2.4184	.53442	Joint decision,
	Wife	196	1.9592	.66284	
Television	Husband	196	2.6582	.54583	Husband dominant decision
	Wife	196	1.8367	.70447	
Refrigerator	Husband	195	2.4923	.57767	Joint decision
	Wife	192	2.3958	.67845	
Family car/motorcycle	Husband	194	2.7784	.51641	Husband dominant decision
	Wife	196	1.8571	.70165	
Land property	Husband	194	2.8144	.46270	Husband dominant decision
	Wife	192	1.8021	.70332	

Table 6: Husbands and wives' level of influence in information search for household products

From the above Table 6, the mean response of husband (2.6753) and wife (2.5156) for information search on children schooling indicate equal influence i.e. joint/syncratic decision. For sitting room sofa, the mean response for husband is 2.4184 and that of wife is 1.9592 both of which are within the bound for low influence. This shows that there is equal influence for sitting room sofa in information search stage, implying joint decision.

The mean responses for influence in information search for Television is 2.6582 for husband, and 1.8367 for wife. The mean values are in the bound of high influence for husbands and low influence for wife indicating high husband/low wife influence. This shows that information search for television is husband dominant. The mean response for Refrigerator indicated 2.4923 for husband and 2.3958 for wife. Both values are within the bound for low influence, thus the result shows low husband/low wife influence. Thus the information search for refrigerator is a joint/syncratic decision. The information search for family car/motorcycle has a mean response of 2.7784 for husband and 1.8571 for wife indicating that it is husband dominant. The land property showed that husband influence mean score is 2.8144 and, wife is 1.802, also indicating that it is husband dominant.

Influence of husbands and wives in the final decision on the household products.

Research Question 3: To what extent does each of the spouses exact influence on the final decision to purchase the household products?

Products	Household	N	Mean	Std. Deviation	Conclusion
Children Schooling	Husband	195	2.7590	.56382	Husband dominant decision
	Wife	192	2.4010	.70940	
Sitting room sofa	Husband	196	2.6071	.55816	Husband dominant decision
	Wife	196	1.9337	.70942	
Television	Husband	196	2.5612	.55593	Husband dominant decision
	Wife	196	1.9235	.76411	
Refrigerator	Husband	194	2.4742	.60384	Joint decision
	Wife	195	2.3744	.73102	
Family car/motorcycle	Husband	196	2.8214	.46822	Husband dominant decision
	Wife	196	1.8367	.68976	
Land property	Husband	194	2.8505	.42381	Husband dominant decision
	Wife	195	1.7897	.71212	

Table 7: Husbands and wives' level of influence in final decision for household products

On research question three of the study, Table 7 above shows the mean response value of 2.7590 for husband and 2.4010 for wife indicating high husband/low wife influence which implies that final purchase decision for children schooling is husband dominant. Similarly, sitting room sofa and television are husband dominant in final purchase decision stage: 2.6071-

husband and 1.9337 - wife mean response values in sitting room sofa; and 2.5612 - husband and 1.9235 – wife mean response values in television indicating high husband/low wife influence in both products. In the case of Refrigerator, the mean response values showed low husband (2.4742) and low wife (2.3744) influence indicating joint decision.

Family car/motorcycle recorded high influence mean score for husband (2.8214) and low mean score (1.8367) for wife. Also, land property recorded high influence mean score for husband (2.8505) and low mean score (1.7897) for wife. This means that decisions for family car/motorcycle and land property are husband dominant in the final purchase decision stage.

Hypotheses Testing

The hypotheses are tested using the independent t-test. This is a test of equity of mean response score of two groups. Since the data are obtained from survey and the number of participants in each group is not equal, the t-statistics are computed at “equal variances not assumed”.

Products	Identifying need		Information search		Final decision	
	T	Sig. (2-tailed)	T	Sig. (2-tailed)	T	Sig. (2-tailed)
Children Schooling	.403	.687	2.440**	.015	5.490*	.000
Sitting room sofa	8.804*	.000	7.550*	.000	10.445*	.000
Television	7.569*	.000	12.904*	.000	9.449*	.000
Refrigerator	-6.534*	.000	1.505	.133	1.469	.143
Family car/motorcycle	13.142*	.000	14.777*	.000	16.536*	.000
Land property	15.572*	.000	16.688*	.000	17.863*	.000

Key: ** Significant at 0.05, * Significant at 0.01.

Table 8: Results of t-test for equality of means for test of study hypotheses

Hypothesis One: There is no significant difference between the influence of husband and wife in identifying need for a product for the family.

T-test hypothesis testing at 5% level of significance showed that the p.value is less than 0.05 for sitting room sofa, television, refrigerator, family car/motorcycle and land property but greater than 0.05 for children schooling. Thus, we reject the null hypothesis for sitting room sofa, television, refrigerator, family car/motorcycle and land property but, accept the null hypothesis for children schooling in need identification stage.

Hypothesis Two: There is no significant difference between the involvements of each of the spouses in the search for information on the product to purchase for household.

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, accept the null hypothesis for refrigerator in the search for information stage.

Hypothesis Three: There is no significant difference between the influence of the spouses on the final decision to purchase the selected household products.

The 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.

DISCUSSION

The results of the study have shown that at need identification stage of family purchase decision for sitting room sofa, television, family car/motorcycle and land property is significantly husband dominant, while refrigerator is significantly wife dominant, whereas spouses have high influence joint decision that is not statistically significant on children schooling. This suggests that husbands are the major decision makers in recognizing the need for some major household products including sitting room sofa, television, family car/motorcycle and land property, while the wives recognizes the need for refrigerator in the house. The findings that children schooling is joint but not significant indicates that any one of the parents can identify the need for a child's education.

At information search stage, the study found that 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. The significant low influence syncratic decision on children schooling is suggesting similar pattern as in recognition stage implying equal involvement of the spouses even though that any one of them can survey for useful information on the possible school to send their child. In the contrary, the opinion of the spouses may not have influenced the search decision in the case of refrigerator. They may likely rely on the opinion of their significant others who may have had some experience with the product brands. The dominance of husband in this stage on television, family car/motorcycle and land property decisions tend to reinforce or reflecting the masculine influence of the man as the person in the house with more exposure capable of sourcing information from wide contacts, unlike the woman who has seeming restricted movement outside the home, particularly in this part of the world. It may probably be pointing that the man is directly involved in financing the purchase.

In the final purchase decision-making stage, the study show that 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. This suggests that husbands of the area of the study maintain weighty influence in the family purchase final decision of children schooling, sitting room sofa, television, family car/motorcycle and land property. In other words he is the decider – whether to buy the products/services or not.

The findings on sitting room sofa and refrigerator support the Igbo culture especially as it sees the man of the house as sole owner of the house parlour (sitting room), while the wife owns the kitchen. By extension, this traditional culture of the Igbo man may reflect the general traditional belief of the Nigerian society going by President Muhammadu Buhari statement that his wife "...belongs to my kitchen and my living room and the other room" reported in Punch Newspapers (2016). Owning a refrigerator in the house which the wife is key to as shown by the results of the study may have contributed to seeing their role as confined to the kitchen because the property holds needs of the family usually associated with that part of the house. In like manner, land property has been shown by the results to be a male issue in Igbo society. In addition, the findings that children schooling is joint but not significant indicates that any one of the parents can identify the need for a child's education.

Of significance are the results in the three stages of the decision-making process showing no autonomous decision in all the decision products/services implying that most major purchase decisions among the Igbos of Anambra State involve the two partners but with husband having the most 'say' in the decisions.

The findings of equal high influence/joint decision in children schooling by the present study is supported by findings of earlier related studies across the world including Davis & Rigaux (1974), Kiani (2012) Sidin, Zawawi & Chui (2014) and Martin, Balocni & Venus (2013). The support of Martin, Balocni & Venus (2013) is stronger in that Kalinga (Philippines) the area of the study is a patriarchal society where women also involve more in the children education. It however, disagrees with Angel-Urdinola & Wodon (2010) and Kritz and Makinwa-Adebusoye (1999) which found more involvement of wives than husbands in this product decision in Nigeria. In Ghana, Kpoor (2014) investigation found the decision to be husband dominated. The present study was able to establish that joint influence in children education decision in Igbo families in Anambra State is in need recognition and information gathering stages, but husband dominant in the final decision stage. This finding is true when considered from the position of Dhyani and Agarwal (2014) that women are progressively gaining more influence in most stages of decision-making process of durable household goods, especially in more traditional and husband dominated cultures.

The husband dominant influence found in this study pertaining to purchase decision of sitting room sofa only finds support in Opara and Uboegbulam (2015) both of which also found low involvement of husband in the information search stage. Other empirical literatures (Barlés-Arizón, Fraj-Andrés & Martínez-Salinas, 2013; Sidin, Zawawi & Chui, 2014; Davis & Rigaux, 1974; Xia, et al, 2006), found differently. All found the decision to be jointly made by the spouses. Additionally, for the fact that the present study reported low influence joint decision in information search stage suggests that the wife obviously has a say in the type of the product to be bought either because she will be involved in the purchase funding or because of the extent of her outlook to matters of home-care. Women are generally noted for looking out, more than the men, for beautiful things.

The result on refrigerator shows that it is the only product in which the woman wields significant influence – dominant in recognition stage; low influence joint decision in both information search and final decision stages. This result not only justifies its status as female product as classified by Chithra (2012) but also agrees with his research that found women to possess dominant expressive role in the product decision while, the husband dominates

instrumental purchasing roles. But, Barlés-Arizón, Fraj-Andrés & Martínez-Salinas (2013) and Indushri (2011) findings show categorical disagreement with the result. While the former found the decision to be jointly made, the later found that it is autonomous by the husband.

The results of the study show that family purchase decision of Television is husband dominated in all three stages of the decision-making process. With the exception of Indushri (2011) and Barlés-Arizón, Fraj-Andrés & Martínez-Salinas (2013) which found the decision to be autonomous by husband and syncratic respectively, the result is consistent with results of other earlier empirical studies reviewed here, Chithra (2012), Polya & Szucs (2013), Xia, et al., (2006), Halliru (2013) and Opara and Uboegbulam (2015). Polya and Szucs (2013) and Halliru (2013) however studied the item under “electronics” class name.

Decision to purchase family vehicle, Family car/motorcycle among study sample is husband dominant in all stages of the decision process. It shows that the two spouses are involved but with husband exerting higher influence than the wife. This result is consistent with the results of related studies accessed from Africa, America, Europe and Asia including Opara and Uboegbulam (2015), Halliru (2013), Xia, et al. (2006), Kiani (2012), Uzuleňš (2012) and Polya & Szucs (2013). Opara and Uboegbulam reported significant high influence of the husband in the need recognition and final decision stages but no significant influence in the information search stage. Davis and Rigaux (1974) on its part found that the decision is autonomously made by the husband in Belgium. Uzuleňš (2012), study reported involvement of the couples in the recognition stage but which after all is dominated by the husband, whereas information search is autonomous by the husband. Polya and Szucs (2013) results indicate that the women participate significantly in initiative (recognition) role.

Similarly, the purchase decision of land property is found in the present study to be husband dominant also. Apart from Halliru (2013) study that supports this finding, others (Barlés-Arizón, Fraj-Andrés & Martínez-Salinas, 2013; Kiani, 2012; Xia, et al., 2006 and Davis & Rigaux, 1974), reported the decision to be jointly made by the spouses. Levy and Lee (2000) also reported joint/syncratic decision but in the need recognition and final decision stages, while the wives dominate information search stage.

Land property in the study site includes building new/renovating old family house, purchasing plot(s) of land and economic trees. Results of this study showing that decision on land property is husband dominant further strengthen wide held view in Igbo land that land is a male issue in Igbo society. Similar view is also shared among other ethnic tribes of Nigeria (Angel-Urdinola & Wodon, 2010; Halliru, 2013) and some neighbouring West African countries including Ghana (Daplah, 2013).

IMPLICATION TO RESEARCH

The findings of the research have implications for marketers and companies in Nigeria in their marketing communications strategies. In planning and executing their marketing communication, they must take into consideration the specific roles played by the spouses with respect to who determines the need of the product for the family, who searches for and collects relevant information on the product prior to its purchase, and who finally takes the decision to purchase the product. Whether the spousal influence in purchase decision is autonomous, husband or wife dominant, or joint will determine how the company will design its marketing

communication message and who to majorly target in their message. The spouse who makes the final decision on the products to be purchased by the family, will have to be targeted in the marketing communication message.

Pertaining to which media to use in communicating the product information to the spouses, such messages will have to be provided or made available in the media where the spouse searching and collecting information on behalf of the family will have access to them.

In the marketers and companies' product development or product innovation strategies, i.e. idea generation, concept development and testing programmes, as well as during market testing of their new products, whether one or both spouses will make the vital input or be resorted to in gathering relevant information will be determined on the basis of the extent of influence they exert on family purchase decision, with respect to the particular product being developed by the company.

CONCLUSION

Given the results of the inquiry indicating that the influence of the husband is significantly dominant than the influence of wife in all the decision stages for family car/motorcycle, land property and Television; in the need recognition and final decision stages for sofa; and final decision stage for children schooling signifies that husbands of the area dominate purchase decisions for major household goods. The study therefore concludes that the Igbos of Anambra State, Nigeria, by product purchased, is a patriarchal – husband dominated society.

The findings of this study have some useful educational, socio-familial, commercial, and policy implications for the family, marketers and policy-makers. The findings could provide family heads with further insight into the travails of wives in the confine of homes and thus re-examine and improve their attitudes nay positively towards them. To marketers, the results of this study could serve as a tool kit which marketers can draw from to strategize for successful promotional campaigns towards enhancing company profitability. In the same way, the results could provide proprietors of schools with knowledge of which of the couple to approach when embarking on children school enrolment drive. The results also could awaken the government and policy-makers and relevant agencies to the realities of power distribution in our homes and thus expedite policies, programmes and actions that could hasten emancipation of wives especially in involvement in decisions in the home.

FUTURE RESEARCH

The results of the present study suggested that further studies could be undertaken in the following areas:

1. A comparative study of influence of spouses in the purchase decision of durable goods and consumer goods.
2. Analysis of drivers of husbands' dominance in family purchase decision in the study area.
3. Evaluation of husband involvement in the purchase decision of female products especially as it concerns products purchased and used by wives.

4. Evaluation of wife involvement in the purchase decision of male products especially as it concerns products purchased and used by husbands.

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