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RESEARCH ON DETERMINING THE PURCHASING STYLES OF WORKING WOMEN AND HOUSEWIVES

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ABSTRACT

This study was carried out to determine the purchasing styles of working women and housewives. During the data collection phase of the study, the online form created through Google forms was shared with working women and housewives who live in Isparta and are over 18 years old and have purchasing behaviour. A total of 487 participants, 247 of whom were working women and 240 of them were housewives, who participated in the study voluntarily and filled out the questionnaire completely, were included in the study. A descriptive research model was used in the study, and the data were collected by simple random sampling. The data were analysed by using various statistical tests including "Reliability", "KMO test", "Factor Analysis", and "Independent T test" with the SPSS 22 package program. In this respect, purchasing styles of working women and housewives were determined according to the research model. Nine factors emerged in the dimensions of purchasing style perceptions of working women and housewives. The naming of the factors obtained was made according to the items that make up the factors. The factors are "Perfectionist", "Brand Conscious", "Fashion Conscious", "Pleasure Conscious", "Careful and Price Conscious", "Confused", "Brand Loyal", "Careless", and "Contented", respectively. Besides, statistically significant relations were found among the purchasing styles of female consumers and their job status in the study. It can be inferred from this study that while working women are more sensitive in such dimensions as brand conscious, pleasure conscious, price conscious and careful, and confused, housewives are more susceptible in terms of careless and contented dimensions. In the study, it was also determined that the profession variable did not make a difference in the dimensions of perfectionist, brand loyal and fashion conscious.

Keywords: Purchasing style, working women, housewives, consumer behaviour.

INTRODUCTION

Consumers can be defined as those who display purchasing behaviour to meet their personal or family needs. Consumption style gives information about the consumer's identity, culture, social and economic situation, etc. When we group the consumers as men and women; it can be said that the two groups exhibit different purchasing behaviours from each other. In addition, it can be said that female consumers will show differences in their purchasing styles and behaviours as housewives and working women, as well.

One of the consumer groups that should be considered in the analysis of consumption behaviours is female consumers. Because researches show that women's decisions are effective in the purchasing behaviours of the family and a large part of the product purchasing behaviours is carried out by women. The woman, who is associated with the home and the private sphere within the framework of gender stereotypes, is the main actor of purchasing behaviours to meet the needs of the household as well as her own needs, and accordingly, her purchasing habits are shaped. With the change in the social structure and understanding, the fact that women, who are in the position of subject not only in the private sphere but also in the public sphere, participate in working life increases their financial power. With this increase, changes occur in women's consumption habits, decision-making styles and purchasing behaviours. Since women's work creates an increase in both personal and family income, it also increases the quality expectation in product selection and purchasing.

It is necessary for businesses that are based on female consumers as the target market to be successful in the sector to have information about the purchasing styles and behaviours of female consumers. Income level is an important consumption indicator, it is not sufficient on its own, however. It is necessary to evaluate many variables together.

Although there are sufficient studies in the literature on determining the purchasing styles of consumers, unfortunately there are not enough field research on determining the purchasing styles of working women and housewives in a single extension. In this regard, it is thought that this study is different from other studies, and it is aimed to make a positive contribution to the literature with this study.

The primary aspiration in this study is to determine the purchasing styles of working women and housewives. In the study, the purchasing styles of woman consumers were approved with the help of the scale established by Sproles and Kendall (1986). Study is composed of five parts: introduction, method, analysis, discussion and conclusion and recommendations.

Trying to determine consumer decision-making styles was first investigated in detail in the 1950s. The aim of these researches is to segment the market in a healthier way, so that positioning strategies are realized in a much more rational way (Siu et al., 2001) in that the purchasing behaviours of consumers are extremely complex processes.

Consumers are under the influence of a number intrinsic and extrinsic variables while purchasing. The variables can be exemplified as consumers' demographic characteristics, style of livings and biological clocks. Considering the purchasing behaviour of consumers, they sometimes promote a decision during the purchasing action. Consumer buying style can be defined as the emotional and intellectual tendencies of consumers which are touching in the advance of, in the course of and in the sequel of purchasing behaviour. Within this scope, researches on the subject have revealed that certain cognitive and sensory reactions are comparatively influential on consumers' purchasing styles (Mokhlis, 2009).

Consumers may make decisions in distinct manners while designating their consumption choices. Namely, consumers may exhibit different purchasing styles and habits when making decisions (Lysonski et al., 1996). Consumers act under the influence of many private and unipersonal agents while expressing their consumption ways. These factors may also differ in accord with consumer markets. (Kongsompong, 2006).

Sproles and Kendall desired to develop a scale to specify "consumers' overall tendency in relation to shopping and buying". Accordingly, they conducted a questionnaire entitled "consumer style/style index" to 482 university students to evaluate consumers' purchasing styles. Consequently, eight elemental aspects of consumers' purchasing/shopping styles were characterized. The 6 dimensions formerly designated by Sproles in 1985 were taken as the same. Along with the previously accepted factor dimensions, named "spontaneous, careless" and "customary, brand devoted" two new and different factor dimensions were added and a total of eight dimensions were determined for the consumer style index (Sproles and Kendall, 1986; Hafstrom et al., 1992).

Various adjustments have been conducted on the styles of consumer purchasing in time, and the version consisting of 40 questions and eight basic dimensions was approved. Consumer buying styles include the following dimensions: "(1) Perfectionism (2) Brand oriented (3) Innovation-fashion oriented (4) Entertainment-pleasure oriented (5) Price oriented (6) Carelessness or planless (7) Confused or perplexed (8) Habit-brand loyal oriented (Sproles, 1983; Sproles & Kendall, 1986; Sproles & Kendall, 1990; Lysonski et al., 1996; Alniaçık, 2012; Tanksale et al., 2014).

To illustrate, (Fan & Xiao, 1998; Canabal, 2002) wanted to learn whether the original consumer purchasing styles inventory of Sproles and Kendall may be adopted to consumers in different cultures (Chinese consumers). The findings indicated consumer buying styles like careless-apatetic and habit/brand loyalty do not appear in characteristic of Chinese consumers. In another research, a new factor named variety seeking came out and recovered consumer buying ways like brand loyal and price orientation, though (Walsh et al., 2001).

The last three decades have seen major changes in consumers' shopping behaviours as consumers have less time to shop, shop at more stores, and spend less time in each one (Thrassou et al., 2008). Two different types of shopping have emerged, known as "mood shopping" and "routine shopping". Mood shopping refers to the

conscious behaviours of buyers seeking advice on what to buy, while routine shopping refers to behaviours when buyers know exactly what they want, tend to buy more products, and spend their limited time shopping quickly and happily (Soars, 1999). Apart from this, there are other differentiations in shopping behaviours. These are “utilitarian shopping”, which has largely emerged as a functional necessity; “social shopping” aimed at meeting social and family needs; and it is expressed as predominantly hedonistic and partly a “pleasure exchange” which is an end (Blackwell et al. 2006; Lunt & Living stone, 1992).

Traditionally, women are regarded as the purchasing agent of the family, and their purchasing behaviour is associated with their role in the family. However, it can be said that the role of women as a family purchasing agent has changed due to the large increase in the number of working women in recent years (Bharathi & Dinesh, 2019). This change is probably because women now earn more money and have increased financial power. In previous years, women's wages were a small part of the total annual household income. However, the earnings of women in the public sphere now have a greater proportion of annual household income. Because of the more income women use to meet their needs, they now feel more secure in spending. Family purchasing criteria have changed with greater exposure to new ideas and information. For instance, Indian women used to focus on purchases based on family needs and wants. In this regard, marketers should understand the changing perception of women, so they should look for ways to sell products more suitable for their needs and desires (Özdemir & Tokol, 2008; Maqbool & Atiq, 2014.)

For women, shopping is a form of action that is often seen as a complement to women's roles. However, the role of the 'traditional woman' (as wife, mother and lady) has changed, thanks to the department store shopping revolution (Kelly, 1991) as women have been redefined as professional shoppers or consumers, and the fulfilment of their traditional roles has been completely commodified. Women have begun to be accepted as highly skilled in shopping, enjoying shopping, knowledgeable and taking shopping seriously, as a result (Nava, 1995).

In many countries of the world, women come to the fore in making purchasing decisions. It is accepted that the total expenditure of women globally has reached 20 trillion dollars. Women not only make their own individual purchasing decisions, but they can determine almost all purchasing decisions of her husband, children, and family in general, as well. Although it is the man in the family who earns money or earns more money in some societies, the budget of the house is usually managed by the woman. Women consume much more frequently and spare much more time than male consumers (Saydan & Sütütemiz, 2008; Şeker, 2016).

Whereas women are the most important decision makers in the purchases of their families, they have undertaken many responsibilities with the increase in their entering the workforce and having enormous financial power all over the world, and they need many products and services to fulfil their responsibilities. In this respect, it is seen that especially working women spend a significant part of their income to improve their beauty and personality (Panicker & Mohammad, 2017). Moreover, women can also consider shopping as a social need (Bakshi, 2012).

In the United States, significant demographic changes occurred in family life in the post-World War II period. The boost combining women's traditional family roles with their employment in the workforce represents one of the most important of these changes. In particular, the late 1960s and early 1970s were heralded as a period of revolution in attitudes towards women's roles (McBroom, 1986). The active participation of women in the labour market has also significantly helped to improve the national economy (Misra, 1995).

Ahmet et al. (2011) in their research on "Work life conflict of working women", analysed the most influential variables such as women's earning potential, household responsibilities, workplace environment, and financial need leading to work-life conflict. These factors lead working women to establish a balance between work and family life and are directly related to the intake of ready-made food.

Fernandes and Londh (2014), in their study on determining the purchasing behaviours of working women, found that working women face difficulties in balancing their roles as spouse-partner, mother, wage-earner and consumer. According to the study, especially married working women experience time constraints and pressures regarding their household responsibilities and work in the market, and their purchasing behaviour is also influenced by reference groups.

Vural and Güllü, (2017), in their study to identify the demographic structures of women in the purchasing decision process in Kazakhstan, found that in the decision process of purchasing white goods and electronic goods, generally the husbands of the housewives make the decision; however, working woman decide together with their husbands in the purchasing process of the product.

It can be stated that the contribution of working women to the family economy causes the spouses to decide together in the purchasing decision process. The increasing employment of women is important for families and society, therefore. The percentage of families in poverty has decreased significantly due to the financial contributions of working spouses. This situation has led to an increase in the quality expectation of the family in purchasing products (Misra & Panigrahi, 1996).

Ayaz and Bilici (2007) conducted a study on 600 women, 317 of whom are working and 283 of whom are not working, living in different districts of Ankara, to determine their knowledge and behaviours about purchasing, preparing, and cooking foods. They found that working women are more sensitive than housewives on such issues as expiration date, production date and price. In addition, it is seen in the studies that especially the women working in the city prefer environmentally friendly products and they are extremely sensitive about the weight of the products and product adulteration (Kantha et al., 2020).

Şener and Babaoğul (2003) conducted a systematic sampling method with 900 female consumers living in Çankaya/Ankara and found that non-working women are price-oriented when purchasing products, while working women prioritize product features and satisfaction with product use. Similarly, there are studies in which the price remains a little more in the background for working women on product-related issues (price, quality, etc.) (Zeithaml, 1985; Mitchell & Walsh, 2005; Anic et al. 2010). This situation can be interpreted as the

fact that working women pay attention to the product features and satisfaction with the use of the product, and price comes later in their repeated purchasing behaviours, since they are economically comfortable.

Gupta and Shome, (2020), in their study with working women in India, found that working women improved their online purchasing behaviours more; and demographic variables such as women's age and income status are important in their online purchasing behaviours. It is seen that women who are more inclined to shop online are generally those consumers with higher incomes (Hirst & Omar, 2007).

In the study conducted to determine the effect of women's lifestyles on decision making in Pakistan (Mohiuddin, 2018), it is emphasized that the majority of working women prefer imported brands rather than local brands. In this regard, it is recommended that local producers improve their product quality to capture the women's market with a high potential. In addition, that working women conduct research on newly launched products before making any purchases is another prominent result of the study.

Guha (2013), in his research article titled "The changing perception and purchasing behaviours of the female consumer in India", states that especially the female workforce is a vital part of purchasing behaviours and working women are more involved in purchasing activities. It has been mentioned that working women are more price conscious; their perception of quality is higher, and they are more loyal to the products they buy when compared to non-working women. In another study conducted in India, it was observed that working women prefer branded stores in their clothing preferences and look for information about the product by reading the labels of the products (Bansal & Dewan, 2017). Similarly, it is seen that women working independently have very good knowledge about the brand, quality and price of a product and spend a careful and sincere time during the purchase (Akter, 2018). Moreover, economic freedom allows women to shape their purchasing behaviours in line with their own pleasure (Prathaban & Khurana, 2018). For working women, quality is more important than the price of the product (Anic et al., 2014).

Jain (2016) studied the impulse buying behaviours of working women living in Ahmedabad and found that the factors behind the impulse purchases of working women are the quality of education, marital status, income, household size, influence of friends and colleagues, well-designed showcases, polite sales staff, discounts, promotions, free and innovative products.

In their study, (Shreeraksha & Maya, 2020) states that women in the 20-30 age group spend more time and money on shopping, and they tend to buy the most fashionable products, especially during holidays and discount times. However, working women in the middle class rely on word of mouth about products rather than advertising messages in mass media (Anilkumar & Joseph, 2014).

In a study conducted in Pakistan (Arshad et al., 2015), it has been revealed that working women have more positive attitudes towards life and they are more emotionally stable, more patient and cope with stress more accurately than non-working women.

Despite great efforts to learn and understand the purchasing behaviours of consumers, it is still very difficult to determine the exact reasons why a consumer prefers one product or service to another. This is because consumers sometimes formulate their purchasing decisions according to their emotional beliefs that they are not even aware of (Ramprabba, 2017).

METHOD

The methodology of the research consists of the purpose, scope, limitations, hypotheses, sampling process, data collection method and instrument and the methods used in the analysis of the data. This research was approved according to the Scientific Research and Publication Ethics Committee of Isparta Applied Sciences University, which was taken at the meeting dated 12.07.2021 numbered 59 and decision of the number 1.

Data Collection Tools and Universe of the Research

The chief objective of this study is to identify the working women and housewives' purchasing styles. In the study, the purchasing styles of woman consumers were specified by means of the scale introduced by Sproles and Kendall (1986).

The universe of this research consists of housewives and working women over the age of 18 who make purchases in the province of Isparta. The data obtained in the research were collected from the participants by accessing the primary sources with the online survey technique.

In determining the sample size, the number of questions in the questionnaire was taken as basis. Since there are 45 questions in the questionnaire form and to use multivariate analysis, the sample size must be at least a few (five or eight) times higher than the number of questions in the questionnaire, in which the data was used in factor analysis (Gegez, 2005: 211) and the sample size was determined as 360, accordingly (45x8).

Though sample size was specified as 360, data outnumbered 360 participants (487) to rise the accuracy of the results of the study and the generalizability of the analysis results. It is assumed the gathered data may represent sample size.

This research, which has quantitative characteristics, was carried out using the questionnaire method, which is one of the primary data collection methods. While creating the questionnaire, previous studies on consumers' purchasing decision styles and gender identity roles were examined and the scale was determined in line with the purposes of the research. To make the necessary arrangements and corrections in the questionnaire, a group of 40 people was pre-tested, and the questionnaire was given its final form. The survey study, which was used as a data collection tool, was applied in the province of Isparta with the online survey technique between August 1 and September 1, 2021. Although a total of 521 people were reached with the questionnaire, 487 questionnaires were evaluated because of the elimination of incomplete and incorrectly filled questionnaires. The questionnaire form consists of 2 parts with a total of 45 questions. The first part of the questionnaire is aimed at learning the demographic characteristics of the participants and there are 5 questions in total. The

second part of the questionnaire includes 40 questions to learn about the purchasing styles of consumers, developed by Sproles and Kendall (1986).

Age, marital status, and occupation questions used in determining the sociodemographic characteristics were prepared using the nominal scale, while the education and income status questions were prepared with the ordinal scale and the questions were included in the first part of the questionnaire. The statements that make up the second part of the questionnaire were prepared using a 5-point Likert type scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree) and the participants were asked to mark one of these options.

In this study, a positivist approach was adopted, as the causal relationships between the items were tried to be explained within the framework of the developed hypotheses using quantitative data. In addition, it can be stated that the research is descriptive because the developed model is desired to be tested. Identifying the characteristics of a population or phenomenon is the main goal of descriptive research. It is mostly a type of research aimed at describing the age, education level and professional characteristics of a certain group such as consumers (Gegez, 2014: 38).

Research Model and Hypotheses

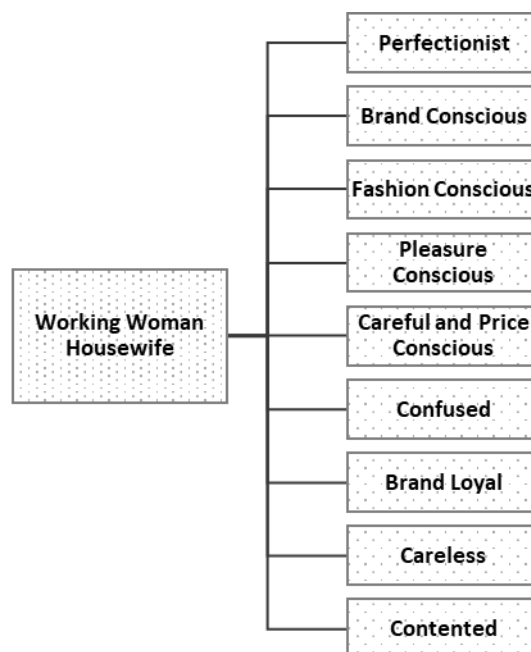


Figure 1. The Model of the Research

The major aim of this study is to identify the purchasing styles of working women and housewives. Accordingly, a descriptive research model was employed. Besides, reliability test, KMO tests, T-test, factor analysis were carried out. Purchasing styles of working women and housewives were determined according to the research model.

Research hypotheses were formed in accordance with the model and interpreted according to T tests. T tests was utilized to test the research hypotheses. It was identified there appeared positive relationships between variables at the significance levels of $p < 0.01$ and 0.05 , and that there emerged no statistically significant relationship ($p > 0.05$) between some variables.

FINDINGS

Table 1. Demographic Structures of Participants

Condition	F	%		F	%
Single	134	27.5			
Married	353	72.5			
Total	487	100.0			
Education Level	F	%	Income	F	%
Primary Education	69	14.2	3000 ₺ and below	95	19.5
Highschool	110	22.6	3001– 5000 ₺	134	27.5
Associate Degree	68	14.0	5001– 7000 ₺	121	24.8
Undergraduate	150	30.8	7001– 9000 ₺	64	13.1
Postgraduate or Doctorate	90	18.5	9001 ₺ and above	73	15.0
Total	487	100.0	Total	487	100.0
Occupation	F	%	Age	F	%
Officer	173	35.5	18 – 27 years	99	20.3
Worker	51	10.5	28 – 35 years	142	29.2
Artisan	7	1.4	36 – 43 years	93	19.1
Self-employment	16	3.3	44 – 51 years	89	18.3
Housewife	240	49.3	52 and above	64	13.1
Total	487	100.0	Total	487	100.0

This study was conducted only among female consumers having access to the internet. When looking at the ages, young participants seem to predominate. For example, 28-35 age group (%29) and 18-27 age group (%20) constituted the highest group of participants. It was seen when filling out the questionnaires that the middle aged and older participants seemed unwilling to respond questions. Moreover, the fact that smartphone use and the access to the internet are not common among participants aged 52 and over made it difficult to administer the questionnaire over the internet to the participants in this age group. This has resulted in low participation in the survey in this age group, therefore. The marital status of respondents tells us that whereas 27% of participants are single, 72% of them are married.

When looking at the education section, it is detected that the undergraduates (30%) and high school graduates (22%) formed most of the participants. In education section, it is remarkable that the primary school graduates were the lowest group (14%). Participation was less in the mentioned group because they perceived the questions about their purchasing style as personal and thought that they were too detailed about their private lives. Besides, smartphone use is uncommon among primary school graduates, either. When checking out the income part, the participation was concentrated in the 3001-5000- and 5001-7000-income bracket. Regarding the occupation part, housewives made up the highest participation (49%) and the artisan group was the least 1%.¹

¹ The subject of the research is to identify the purchasing styles of housewives and working women. Therefore, all working women were considered as a single dimension (working woman).

Findings related to scale

Cronbach's Alpha reliability was made use of in the reliability analysis. The generally agreed upon lower limit for Cronbach's Alpha is 70 % (Nunnally, 1978; Hair et al., 2005). The similarity of the participant behaviours in the sample goes up the reliability of the test.

Table 2. Reliability Value of the Scale Used in the Study

	Cronbach's Alpha	Number of Items
Purchasing Style Survey	.821	36

Before discussing the findings of the research, the reliability of the scale in the study was analysed by way of Cronbach's Alpha coefficients (α). When the Cronbach's Alpha value is examined, there is a high degree of reliability which is ,821. Then, the scale was tested to observe if the scale is convenient for exploratory factor analysis (EFA) under favour of of KMO test of sampling adequacy and Bartlett's test of sphericity, and it was figured out the scale was appropriate for EFA. (See Table 2 and Table 3). There appeared no problem in proceeding the study in keeping with the results, therefore.

Table 3. KMO and Bartlett Sphericity Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,809
Bartlett's Test of Sphericity	Approx. Chi-Square	6667,254
	Df	630
	Sig.	,000

As is clear in the Table 3, it was figured that the sample volume seems adequate in that the KMO coefficient is more than 0.80. The Bartlett sphericity test shows whether there is a sufficient relationship between the variables. If the p value of Barlett's test is lower than 0.05 significance level, there is a sufficient level of correlation between the variables for factor analysis. It may be concluded the data is proper for factor analysis, as a result (Durmuş et al., 2011).

Table 4. Total Explained Variance Regarding Determination of Purchasing Styles of Working Women and Housewives

Component	Eigenvalues			Total of Squares		
	Total	% Variance	Cumulative Variance	Total	% Variance	Cumulative Variance
1	5,795	16,097	16,097	5,795	16,097	16,097
2	4,086	11,351	27,448	4,086	11,351	27,448
3	3,362	9,339	36,787	3,362	9,339	36,787
4	2,115	5,876	42,663	2,115	5,876	42,663
5	1,688	4,688	47,351	1,688	4,688	47,351
6	1,602	4,450	51,801	1,602	4,450	51,801
7	1,393	3,869	55,670	1,393	3,869	55,670
8	1,205	3,347	59,017	1,205	3,347	59,017
9	1,171	3,252	62,269	1,171	3,252	62,269

In the table above, there are factor dimensions created by the items in the scale. Accordingly, the items formed 9 different factor groups and the total explained variance was determined as 62,269%.

Factor analysis on working women and housewives' purchasing styles

Table 5. Factor Analysis Related to Determination of Working Women and Housewives' Purchasing Styles

	Question	Item	Factor
Perfectionist	A4	I often attempt to get the product having the highest quality at my shopping.	,823
	A3	While buying a product, I have a go to buy the cream of the crop.	,821
	A2	I make a special effort to get of high-quality goods.	,797
	A5	I buy products with high standards so I can meet my expectations	,776
	A1	Buying good quality products is very crucial to me.	,729
Brand Conscious	A11	I think that products with higher prices are better quality products.	,758
	A10	I usually embrace expensive brands.	,756
	A14	Usually, the most advertised brands bear the best ones.	,741
	A13	I go for top selling brands.	,732
	A9	Well-known brands act the best for me.	,704
Fashion Conscious	A17	Having a trendy, eye-catching style is very critical to me.	,803
	A18	I enjoy my wardrobe up to date with changing fashions.	,800
	A19	I often confirm I carry one or a few novice stylish apparels in the garderobe.	,675
	A16	I go for distinct trademark from distinctive shops to have a wide variety.	,615
	A15	It's enjoyable to purchase new and exciting things.	,434
Price Pleasure Conscious	A23	Wandering around stores when shopping is a fool's errand for me.	,788
	A20	For me, shopping is not a very enjoyable job.	,787
	A24	I move fast in my shopping.	,724
	A21	Shopping is among my front-runners in my life.	,486
Careful and Price Conscious	32	I take the time to shop and contemplate attentively.	,658
	26	I purchase products on sale so far as possible.	,654
	27	I research delicately to figure the best profit for money option.	,653
	30	I give heed to the sum of money not to overspend during shopping.	,629
	31	I should arrange my shopping better and more precisely	,511
	25	I usually would prefer low priced products.	,448
Confused	A35	Sometimes I slog on deciding which store to shop at.	,843
	A36	Having so many brands often perplex me.	,819
	A34	The information I have benefited about different products causes me to confusion.	,765
Brand Loyal	A22	I relish shopping just because it's amusing.	,824
	A38	There are brands that are my favourites, and I buy repeatedly.	,789
	A39	I always visit the same store I shop at.	,670
Careless	A28	I usually have inattentive dealings I later wish I hadn't done.	,744
	A29	I am careless while shopping.	,672
Contented	A6	A product doesn't need to be perfect or the best to satisfy me.	,751
	A7	If I think a product or brand is good enough, I immediately buy that product or brand.	,662

Factor analysis can be defined as a statistical technique that aims to explain the measurement with a small number of factors by gathering the variables that measure the same structure or quality (Büyükoztürk et al., 2009).

Factor loads indicate the stability of factors. Although there are studies stating that for a factor to be stable, it should consist of at least 3 items (Hogarthy et al; 2005); there are studies showing that if the variance explained by the factor defined by one or two variables is high enough, the factor can be interpreted cautiously with scientific usefulness (Büyükoztürk, 2002).

Factor analysis results of purchasing styles of working women and housewives were given in Table 5. There appear 40 items introduced regarding purchasing styles in the original scale. However, 35 items were utilized in factor analysis. Five items with a factor load of less than 0.45 were left out from the factor analysis. As it is worded that a valid item gathered under a factor should be over a definite value to stay in the scale. It is accepted that an item having a factor load of 0.45 may be left in the scale (Büyükoztürk, 2004).

After the factor analysis, nine factors were confirmed which explain 62.269 of the total variances. To the analysis, the KMO test value was found as 0.809, and Bartlett's test value was coined as 0.000 ($p < 0.05$) that give way to the idea that the data bear a normal distribution. (See Table 6.)

The naming of the factors obtained was made according to the items that make up the factors. The factors are "Perfectionist", "Brand Conscious", "Fashion Conscious", "Pleasure Conscious", "Careful and Price Conscious", "Confused", "Brand Loyal", "Careless", and "Contented", respectively. ²

Table 6: Values of the Factors of Purchasing Styles

Factors	Variable Number	Cronbach Alfa	Explained Variance	Eigenvalues
Perfectionist	5	,877	16,097	5,795
Brand Conscious	5	,875	11,351	4,086
Fashion Conscious	5	,855	9,339	3,362
Pleasure Conscious	4	,880	5,876	2,115
Careful and Price Conscious	6	,739	4,688	1,688
Confused	3	,785	4,450	1,602
Brand Loyal	3	,771	3,869	1,393
Careless	2	,565	3,347	1,205
Contented	2	,522	3,252	1,171
Cronbach Alfa		0.821		
Total Explained Variance		62,269%		
KMO Test		,809		
Bartlett's Test of Sphericity		$X^2: 6667,254; Sig:0,000$		

Values of purchasing style factors were shown in the table. As clearly seen in the table, there appeared factors, the number of variables that make up the factors, the cronbach alpha values of the factor dimensions, the total explained variance of the factors, the total KMO value of the factors and the Barlett sphericity test scores. The total explained variance rate was 62,269%. In the analysis, the KMO test value was 0.809 and Bartlett's test value was 0.000 ($p < 0.05$).

² Perfectionists are those making intensive research to choose the best.

Brand Conscious are those preferring more expensive, better-known brands.

Fashion Conscious are those following fashion.

Pleasure Conscious are those enjoying shopping and shopping for entertainment.

Careful and Price Conscious are those following discounts, seeking excellent value for money and careful when buying.

Confused are those having difficulty in making decisions due to the abundance of trademarks, shops and data.

Brand Loyal are those with favourite trademarks and stores and in the habit of buying from them.

Careless are those shopping without thinking—carelessness: planless and careless shopping.

Contented are those fulfilled with what they have, not wanting and seeking more.

Testing of research hypotheses

Independent Sample T-Test was used to test the research hypotheses. Accordingly, independent Sample T-Test was used to test whether the mean of two unrelated samples differed significantly from each other.

Table 7. Independent T Test Analysis Related to Purchasing Styles of Working Women and Housewives

Factors	Occupation	N	Mean	Std. Deviation	T Test	Sig.
Perfectionist	Working	247	3,1282	,80940	2,752	,174
	Housewife	240	2,9181	,87543		
Brand Conscious	Working	247	2,3525	,91510	2,274	,000
	Housewife	240	2,1822	,72404		
Fashion Conscious	Working	247	2,9935	,78975	2,900	,256
	Housewife	240	2,7775	,85383		
Pleasure Conscious	Working	247	3,0030	,57624	3,034	,000
	Housewife	240	2,8115	,79658		
Careful and Price Conscious	Working	247	3,6808	,52374	3,435	,000
	Housewife	240	3,4799	,74500		
Confused	Working	247	2,8475	,93928	,651	,026
	Housewife	240	2,7875	1,08741		
Brand Loyal	Working	247	3,1282	,80940	2,752	,174
	Housewife	240	2,9181	,87543		
Careless	Working	247	2,3988	,87180	-,453	,030
	Housewife	240	2,4375	1,00846		
Contented	Working	247	2,9625	1,07785	-2,823	,000
	Housewife	240	3,2571	,80881		

In the table, the number of participants, mean values, standard deviations, T test results and significance values were given. The relation among the variables were investigated through the independent T test analysis. It was found that there appeared relationships between variables at the significance levels of $p < 0.01$ and 0.05 , and that there seemed no statistically significant relationship ($p > 0.05$) between several variables. The research hypotheses' test results are as follows.

Table 8. Hypotheses and Results

Hypothesis	Type of Analysis	P<0.05 P>0.05	(Mean for Working Woman) (Mean for Housewife)	Result
<i>H₁: According to female consumers, there is a difference in the perfectionist dimension of the purchasing style.</i>	Independent T Test	0.174 (t=2,752)	3,1282 2,9181	REJECTED
<i>H₂: According to female consumers, there is a difference in the brand conscious dimension of the purchasing style.</i>	Independent T Test	0.000 (t=,2,274)	2,3525 2,1822	ACCEPTED
<i>H₃: According to female consumers, there is a difference in the fashion-conscious dimension of the purchasing style.</i>	Independent T Test	0.000 (t=2,900)	2,9935 2,7775	REJECTED
<i>H₄: According to female consumers, there is a difference in the pleasure conscious dimension of the purchasing style.</i>	Independent T Test	0.001 (t=3,034)	3,0030 2,8115	ACCEPTED
<i>H₅: According to female consumers, there is a difference in the careful and price conscious dimension of the purchasing style.</i>	Independent T Test	0.000 (t=3,435)	3,6808 3,4799	ACCEPTED
<i>H₆: According to female consumers, there is a</i>	Independent	0.912	2,8475	ACCEPTED

<i>difference in the confused dimension of the purchasing style.</i>	T Test	(t=,651)	2,7875	
<i>H₇: According to female consumers, there is a difference in the brand loyal dimension of the purchasing style.</i>	Independent T Test	0.002 (t=2,752)	3,1282 2,9181	REJECTED
<i>H₈: According to female consumers, there is a difference in the careless dimension of the purchasing style.</i>	Independent T Test	0.159 (t=-,453)	2,3988 2,4375	ACCEPTED
<i>H₉: According to female consumers, there is a difference in the contented dimension of the purchasing style.</i>	Independent T Test	0.000 (t=-2,823)	2,9625 3,2575	ACCEPTED

Independent T Test was conducted to test the hypotheses. While 6 of the hypotheses were accepted, 3 of them were rejected. To the results of the Independent T test performed to identify if there is a difference between the dimensions concerning purchasing styles of woman consumers according to the occupation variable,³ it can be concluded that (*H₁: According to female consumers, there is a difference in the Perfectionist dimension of the purchasing style.*), (*H₃: According to female consumers, there is a difference in the Fashion Conscious dimension of the purchasing style.*), and (*H₇: According to female consumers, there is a difference in the Brand Loyal dimension of the purchasing style.*) were rejected. (Sig > 0.05.). It may be concluded the occupation variable in purchasing styles of woman consumers bears no difference in Perfectionist, Fashion Conscious and Brand Loyal dimensions.

In terms of Brand Conscious dimension, "*H₂: According to female consumers, there is a difference in the Brand Conscious dimension of the purchasing style. Hypothesis*" (*H₂*) was accepted (sig < 0.05.). While looking at the mean values, it may be inferred that working women are more delicate than the housewives in respect to Brand Conscious dimension in that the former have a higher mean than the latter.

When looking at the Pleasure Conscious dimension, "*H₄: According to female consumers, there is a difference in the Pleasure Conscious dimension of the purchasing style.*" was accepted (sig < 0.05.). While looking at the mean values, it may be concluded that working women are more susceptible than the housewives in the way of Pleasure Conscious dimension now that the former have a higher mean than the latter.

In the way of Careful and Price Conscious dimension, "*H₅: According to female consumers, there is a difference in the Careful and Price Conscious dimension of the purchasing style.*" was accepted (sig < 0.05.). While looking at the mean values, it may be understood that working women are more emotional than the housewives in point of Careful and Price Conscious dimension since the former have a higher mean than the latter.

From the point of Confused dimension, "*H₆: According to female consumers, there is a difference in the Confused dimension of the purchasing style.*" was accepted (sig < 0.05.). While looking at the mean values, it may be understood that working women are more tender than the housewives regarding Confused dimension

³ In this study, the variable of occupation was considered as two different dimensions as employees (working women) and housewives.

as the former have a higher mean than the latter. Especially urban working women may have difficulty in making decisions due to the abundance of brands, stores and information (Kantha et al., 2020).

In the sense of Careless dimension, "*H₈: According to female consumers, there is a difference in the careless dimension of the purchasing style.*" was accepted (sig <0.05.). While looking at the mean values, it may be comprehended that the housewives are more sensitive than the working women in recognition of Careless dimension, for the former have a higher mean than the latter.

From the viewpoint of Contented dimension, *H₉: According to female consumers, there is a difference in the Contented dimension of the purchasing style.*" was accepted (sig <0.05.). While looking at the mean values, it may be figured out that the housewives are more vulnerable than the working women on account of Contented dimension because the former have a higher mean than the latter.

DISCUSSION and CONCLUSION

Statistically significant relations were found among the purchasing styles of female consumers and their job status in the study and the purchasing styles of female consumers were identified with a scale the reliability and validity of which were approved in the literature before.

In the research, unlike the original scale introduced by Sproles and Kendal (1986), nine factorial dimensions appeared in the purchasing styles of female consumers. The naming of the factors obtained was made according to the items that make up the factors. The factors are "Perfectionist", "Brand Conscious", "Fashion Conscious", "Pleasure Conscious", "Careful and Price Conscious", "Confused", "Brand Loyal", "Careless", and "Contented", respectively.

It was seen the items composing the factor dimensions collected under certain factors in the original scale were gathered in different factor groups in this study, and some factor loads were also different from the original scale. In some studies, using the mentioned scale, different number of factor dimensions were identified, ten factor dimensions (Ünal & Erçiş); seven factor dimension (Alnıaçık, 2012); six factor dimensions (Ceylan, 2013) and nine factor dimensions (Akbiyık, 2021). It was understood that similar and different factor dimension names were seen in the previous studies.

Independent T test was performed to identify the relations among purchasing style dimensions of woman consumers and their job status. When looking at the independent t test interpretation between woman consumers' purchasing style dimensions and their job status, it was seen that six hypotheses were approved; however, three hypotheses were rejected in that their p values were higher than 0.05.

The hypotheses regarding perfectionist, fashion conscious and brand loyal dimensions were rejected. To illustrate, "*H₁: According to female consumers, there is a difference in the perfectionist dimension of the purchasing style.*" was rejected, which means there appears no significant relation among perfectionist

dimension and women's job status. In other words, the fact that women are working, or housewives does not affect their perception of perfectionism.

In general, it can be inferred from this study that while working women are more sensitive in such dimensions as brand conscious, pleasure conscious, price conscious and careful, and confused, housewives are more susceptible in terms of careless and contented dimensions.

As the traditional woman's role is defined as wife, mother, and lady (Kelly, 1991), they may be more prudent in their shopping. They can be content with what they have and be happy.

Working women can act more carefully in their shopping as they do more research and learn more about the products (Guha, 2013). It can be thought that unemployed women may be careless in their shopping because they do not do enough research on the products (production date, expiry date, ingredients, etc.)

In line with the result in this study, there are studies that show that working women have very good knowledge of a product's brand, quality, expiration date, production date and price, and spend a careful and sincere time during the purchase (Ayaz & Bilici, 2007; Guha, 2013; Akter, 2018).

Working women feel safe at the point of spending because they have gained their economic independence. This situation has brought about a change in the consumption habits and purchasing styles of working women. In this respect, working women have developed purchasing behaviours by choosing quality and branded products (Bansal & Dewan, 2017; Mohiuddin, 2018; Akter, 2018). It can be said that since working women have a disposable income, they engage in a hedonistic or partly "pleasure purchasing style". Moreover, women can also consider shopping as a social need (Bakshi, 2012).

In this study, especially female consumers were chosen as the target group. Because, although the role of women is traditionally accepted as mother, wife, lady, it is seen that women spend money to develop their own personalities and beauty with their participation in business life. Apart from this, most of the shopping in the family is done by women, whether they are employees or housewives. In this respect, knowing the purchasing styles of women will provide a better understanding of their wishes, needs and expectations.

RECOMMENDATIONS

In the study, it was seen that working women were more focused on pleasure and brand in their purchases. In this context, offering the right product, in the right quantity, in the right way, in the right place, at the right time, at the right price, in the right quality and in the right variety to the working women which will satisfy them, can help companies gain more market share and more customers.

In the study, it was observed that housewives were more contented in their purchases. By pricing the products in a way that housewives can afford and providing easy access, companies can both diversify their markets and

enlarge their markets, alike. To do this, advertisements should be made to encourage housewives to buy, and discounts, gift certificates and coupons should be given.

The research was performed with women buyers who live in Isparta province with internet access and smartphone. Accordingly, the research may not be universalized across Turkey. Moreover, some questions on purchasing style, which may be regarded as personal indeed, in the survey was found unpleasant by some woman consumers. It is unfortunately not known if the participants answered the questions in the questionnaire sincerely and honestly. But, figuring out a relation between women's job status and their buying styles in the study grants an opinion for next researches. It is believed that conducting this study with more participants with different demographic structures will yield more detailed and meaningful results.

ETHICAL TEXT

This research was approved according to the Scientific Research and Publication Ethics Committee of Isparta Applied Sciences University, which was taken at the meeting dated 12.07.2021 numbered 59 and decision of the number 1.

"In this article, the journal writing rules, publication principles, research and publication ethics, and journal ethical rules were followed. The responsibility belongs to the author (s) for any violations that may arise regarding the article. "

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