

**THE INFLUENCE OF GENDER DIFFERENCES ON CONSUMER  
DECISION MAKING  
UNDERGRADUATE THESIS**



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## DECLARATION PAGE

I hereby,

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Stating that this paper with the title: **"THE INFLUENCE OF GENDER DIFFERENCES ON CONSUMER DECISION MAKING"** no work has ever been submitted to obtain a degree in a university, and as long as my knowledge or opinions is not available that have been written or published by other people, except those written in reference to this text and mentioned in the References. If it turns out that in this thesis it is known that there are works or opinions that have been written or published by other people, then I am willing to cancel the work.

Yogyakarta, September 8<sup>th</sup>, 2022



Faiqah Yulia Rudesta

## MOTTO

يُسْرًا أَلْتَسِرَ مَعَ فَإِنَّ

يُسْرًا أَلْتَسِرَ مَعَ إِنَّ

QS Al-Insyirah 94:5-6

"Indeed, after difficulties there are conveniences, actually after difficulties there is ease."

QS. Asy-Syuura 42:25

"And He it is Who accepts repentance from His servants and pardons the evil deeds and He knows what you do"

"As an independent woman, you are not defined by your partners or your parents. You are defined by you."

- Kailin Gow

## DEDICATION

الرَّحِيمِ الرَّحْمَنِ اللَّهُ بِسْمِ

Thank you, I pray to Allah SWT for all the endless graces given that me able to complete this thesis well and smoothly. I believe that everything is based on your will and I hope this thesis will benefit us all. I offer this simple work you.

**\* My Beloved Parents and Brother \***

Thank you, my father, my mother, and my brothers for the endless support. Without you I won't be able to finish this thesis. I present this thesis for my family as my gratitude for your hard work and sacrifice.

**\* My Friends \***

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## TABLE OF CONTENTS

<b>VALIDATION PAGE</b> .....	ii
<b>TABLE OF CONTENTS</b> .....	viii
<b>LIST OF FIGURES</b> .....	x
<b>LIST OF TABLES</b> .....	xi
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1. Research Background.....	1
1.2. Research Problems .....	13
1.3. Research Objectives .....	13
<b>CHAPTER II LITERATURE REVIEW</b> .....	15
2.1. Theoretical Framework .....	15
2.2. Previous Research Findings .....	20
<b>CHAPTER III RESEARCH METHOD</b> .....	32
3.1. Research Approach and Design .....	32
3.2. Respondent and Setting.....	32
3.3. Sampling Method .....	34
3.4. Data Collection Method .....	35
3.5. Operational Definition .....	35
3.6. Instrument and Data Testing .....	42
3.7. Data Analysis .....	43
<b>CHAPTER IV RESULT AND DISCUSSION</b> .....	47
4.1. Description of Respondents .....	47
4.2. Instrument Quality Test.....	48
4.3. Analysis of Gender Differences on Consumer Purchasing Decisions .....	55
4.3.1. T-Test .....	56
4.3.2. Analysis of Factors Affecting the Purchasing Decisions of Male Respondents .....	58
4.3.3. Analysis of Factors Affecting the Purchasing Decisions of Female Respondents .....	72
4.4. Discussion .....	94

4.4.1. Gender differences toward Quality/ Perfectionism in consumer purchase decision making .....	94
4.4.2. Gender differences toward Brand Consciousness in consumer purchase decision making .....	95
4.4.3. Gender differences toward Novelty/Fashion Consciousness in consumer purchase decision making.....	96
4.4.4. Gender differences toward Recreational Shopping Consciousness in consumer purchase decision making.....	96
4.4.5. Gender differences toward Impulsiveness/Carelessness in consumer purchase decision making .....	97
4.4.6. Gender differences toward Confused by Overchoice in consumer purchase decision making .....	98
4.4.7. Gender differences toward Price/Value Consciousness in consumer purchase decision making .....	98
4.4.8. Gender differences toward Habitual/Brand-Loyal in consumer purchase decision making .....	99
4.4.9. Factors that influence consumer purchasing decision making based on gender differences .....	100
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>124</b>
5.1. Conclusion .....	124
5.2. Research Limitation .....	126
5.3. Suggestion .....	126
<b>LIST OF REFERENCES .....</b>	<b>127</b>
<b>APPENDIX .....</b>	<b>134</b>
QUESTIONNAIRE ATTACHMENT .....	134
APPENDIX 1: VALIDITY TEST .....	141
APPENDIX 2: REABILITY TEST .....	147
APPENDIX 3: NORMALITY TEST.....	147
APPENDIX 4: PAIRED SAMPLE T-TEST.....	148
APPENDIX 5: FACTOR ANALYSIS FOR MALE DATA .....	149
APPENDIX 6: FACTOR ANALYSIS FOR FEMALE DATA.....	160

## LIST OF FIGURES

Figure 1.1 Consumer Decision Making Process .....	2
Figure 1.2 The population in Indonesia according to age group and gender 2019 12	
Figure 4.1 Scree Plot of Factor Extraction results .....	67
Figure 4.2 Scree plot of Factor Extraction results.....	81
Figure 4. 3 Consumer Decision Making Process .....	88





## LIST OF TABLES

Table 2.1 Previous research findings .....	20
Table 2.2 Proposed Theoretical Framework .....	31
Table 3.1 Indicator of Eight Characteristics Consumer Style Inventory (CSI) ....	39
Table 4. 1 Respondents Profile .....	49
Table 4. 2 Validity Test Results .....	50
Table 4.3 Reliability Test Results .....	54
Table 4.4 Normality Test of Male Respondents .....	55
Table 4.5 Normality Test of Female Respondents .....	55
Table 4.6 T-Test Results of Purchase Decision Making.....	57
Table 4.7 Value of KMO and Bartlett's Test of Sphericity.....	59
Table 4.8 Anti-Image Correlation Matrices .....	61
Table 4.9 Value of KMO and Bartlett's Test of Sphericity.....	62
Table 4.10 Anti-Image Correlation Matrices .....	63
Table 4.11 Communalities .....	65
Table 4.12 Total Variance Explained.....	66
Table 4.13 Component Matrix before Variamax rotation .....	67
Table 4.14 Component Matrix after Rotation .....	69
Table 4.15 Variable Interpretation Results .....	72
Table 4.16 Value of KMO and Bartlett's Test of Sphericity.....	73
Table 4.17 Anti-Image Correlation Matrices .....	75
Table 4.18 Value of KMO and Bartlett's Test of Sphericity.....	76
Table 4.19 Anti-Image Correlation Matrices .....	77
Table 4.20 Communalities .....	78
Table 4. 21 Total Variance Explained.....	79
Table 4.22 Component Matrix before Variamax rotation .....	82
Table 4.23 Component Matrix After Rotation .....	83
Table 4. 24 Variable Interpretation Results .....	86
Table 4. 25 Previous Factor Findings .....	89