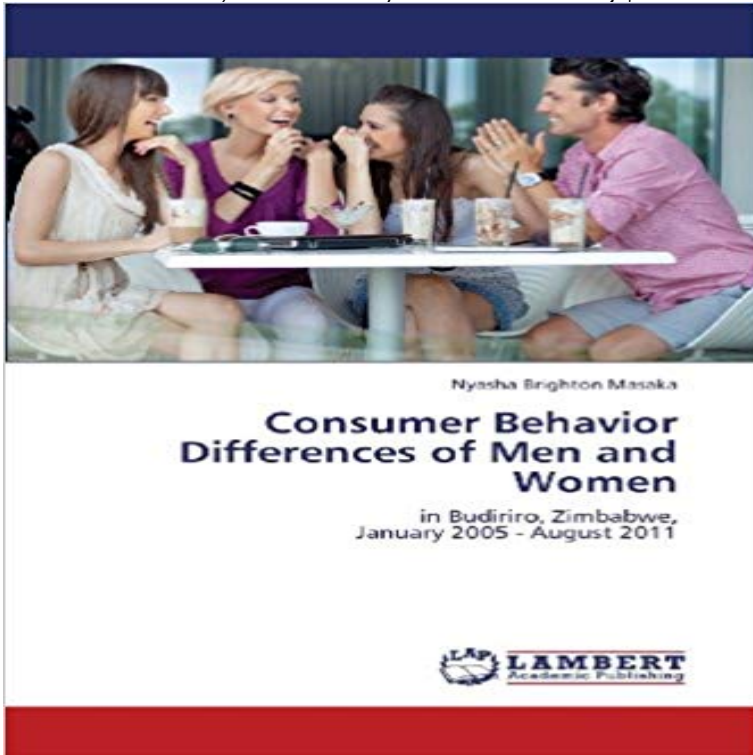


Consumer Behavior Differences of Men and Women: in Budiriro, Zimbabwe, January 2005 - August 2011



This study sought to analyse the consumer behavior difference between men and women consumers for the period January 2005 to August 2011 given the increased competition due to the emergence of a number of organizations in the market which are fighting for the same market. Hyperinflation period marked an abnormal phase for business people for which they could not predict the future, but the introduction of multicurrency marked another phase which requires understanding of the market. Questionnaires, interviews and observations were used to gather data, and the data was presented in tables and graphs. The study revealed that FMCG are mainly purchased by women while electronic goods are mainly purchased by men. It also revealed that men are more sensitive to changes in product price than women, men are faster when responding to ads messages than women, spouses normally face conflicts on the product quality and product price etc. This study recommends that organizations should target mainly female consumers with FMCG and mainly male consumers with electronic goods. Finally it also recommended that organizations should balance the product quality and product price.

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