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THE POWER OF WOMEN IN THE BUYING DECISION PROCESS: EVIDENCE FROM DEVELOPING COUNTRIES' CULTURE

Hussein Mohamad Almurad[1], Ahmed H. Helal[2*], Iyad A. Al-Nsour[3]

[1]Assistant Professor, College of Business, Business Administration Department, Imam Mohammad ibn Saud Islamic University (IMSIU), Riyadh, Saudi Arabia. Email: hmalmurad@imamu.edu.sa.
[2]Associate Professor, College of Media & Communication, Public Relations and Marketing Communication Department, Imam Mohammad ibn Saud Islamic University (IMSIU), Riyadh, Saudi Arabia. Email: ahhelal@imamu.edu.sa.
[3]Full Professor, College of Media & Communication, Public Relations and Marketing Communication, Department, Imam Mohammad ibn Saud Islamic University (IMSIU), Riyadh, Saudi Arabia. Email: iaalsnour@imamu.edu.sa.

ABSTRACT

The study aimed to assess the role of women in the buying process within Jordanian families. It comprised two key variables: the contribution of women and the buying decision. Utilizing a quantitative approach, the research is categorized as a descriptive analytical study. The target population included all Jordanian women aged 15 to 64 years, representing 60.6% of the female population, or approximately 3.25 million women. A purposive sampling method was employed, selecting 800 Jordanian women through the Facebook platform. To measure the two latent variables, the study utilized a five-point Likert scale. Path analysis coefficients were used to illustrate how women's contributions impact the purchasing decision-making process within Jordanian families. The findings revealed a strong positive correlation between women's contributions and the stages of information search and purchase decision. However, no significant correlations were found between women's contributions and three other stages: need recognition, selecting alternatives, and post-purchase evaluation. In conclusion, there is a strong positive correlation between women's contributions and the buying decision-making process in Jordanian families. The results indicate that women exert a medium influence during the information search stage and a small influence during the purchasing stage. Conversely, they showed no influence in the stages of need recognition, selecting alternatives, and post-purchase evaluation. Overall, the results suggest a low positive influence of women on the purchasing decisions within Jordanian families, contradicting the initial hypothesis that predicted a higher level of influence.

KEYWORDS: The Buying Process, Jordanian Families, Search Information, Purchasing Stage, Need Recognition, Selecting Alternatives, Post-Purchase.

1. INTRODUCTION

Behavioral research identifies the family as the primary unit for consumption and decision-making in society, highlighting its unique role among social groups (Elsayed, 2024). Analyses of family decision-making from economic, social conflict, and gender perspectives indicate that the influence of family members on decisions varies significantly by gender and is shaped by the husband's role and prevailing cultural traditions (Petcharat & Leelasantitham, 2021; Alquaiz et al., 2023; Qualls, 1988; Hosany & Hamilton, 2023; Grau et al., 2025; Kim, 2022; Halford et al., 2019). Studies on the roles of children further reveal that their impact on family purchases has increased, with additional research highlighting the evolving nature of individual contributions within the family (Miller & Jawad, 2018; Sheehan et al., 2024; Wang & Kuroki, 2023). The family's influence extends over time, shaping individual skills, purchasing behaviors, and learning processes (Elsayed, 2024; Huijsmans et al., 2021). In the context of purchasing decisions, the family serves as an interactive forum for sharing experiences, knowledge, and aspirations (Wang et al., 2022). These interactions, organized by distinct purchasing roles, reflect both individual and collective objectives (Al-Nsour & Alsahli,2025; Zahid et al., 2018). As a result, the family is central not only to decision-making but also to the development of lasting behavioral patterns. Research on family dynamics has been conducted since the 1950s (Al-Nsour & Al-Saleh,2025; Abdul Alem, 2021).

Early studies did not yield universally accepted findings, especially regarding the allocation of roles among family members (Roman et al., 2025). Subsequent investigations have shown that individual purchasing decisions are influenced by behavioral differences, including preferences for taste, color, design, knowledge, and perception. These factors contribute to the complexity and ambiguity of the decision-making process (Schifferstein et al., 2021; Vilčeková & Sabo, 2013). Further research has established that each family member assumes specific roles based on their duties and responsibilities within the family structure (Hwang et al., 2025; Alnsour,2024; Yang et al., 2022). These roles and obligations are typically well defined, and psychological privacy is crucial for fulfilling them (Albashtawi et al., 2025; Gstrein & Beaulieu, 2022). For instance, women often make purchasing decisions that affirm their feminine identities by focusing on products such as furniture, food, household items, and cosmetics. In contrast, men are more likely to lead the information search phase for products deemed masculine, such as cars and related accessories (Al-Nsour,2023; Sun et al., 2010).

Women interpret communication and marketing messages differently than men. They often tackle challenges through participation, discussion, research, and attention to detail (Reigstad, 2021). In contrast, men may be less inclined to conduct research and resolve issues; instead, they tend to prioritize demonstrating worth, strength, and authority, regardless of the effectiveness of their solutions (Siddiqui et al., 2016). Women interpret marketing and communication messages differently from men. While women often address challenges through participation, discussion, research, and attention to detail (Alnsour et al., 2025; Reigstad, 2021), men frequently exhibit a contrasting approach. Men may be less inclined to research and resolve issues, instead prioritizing the demonstration of worth, strength, and authority, regardless of the effectiveness of their solutions (Malkawi et al., 2025; Siddiqui et al., 2016).

2. THE POWER OF WOMEN IN THE BUYING DECISION

The consumer research movement is generally recognized to have begun in 1960. Since then, the role of women in purchasing decisions has undergone a significant transformation. Women now actively participate and exert considerable influence throughout all stages of the purchasing process, including need recognition, information search, and final decision-making (Al-Nsour, 2024; Myrzabekkyzy et al., 2021). Their influence has even extended to product categories that have traditionally been considered masculine, such as automobiles, financial products, and savings plans (Bryan et al., 2024).

Moreover, women's purchasing roles have become closely intertwined with their evolving interests, practices, and priorities, influenced by increased independence and economic status (Djafarova & Foots, 2022). For example, one study found that while 80% of men purchased only 25% of their family's fruits and vegetables, women played a more significant role in buying cars, financial services, and insurance (Siddiqui et al., 2016). Over time, women have also shown a preference for making joint purchasing decisions, with children influencing these choices through four distinct roles: direct demand, satisfaction, emotional style, and reference to others (Juyal & Singh, 2009).

However, since 1974, women's control has been somewhat limited to the stages of need recognition

and information seeking, particularly with traditional products like home furniture and food items (Myrzabekkyzy et al., 2021). In contrast, men have tended to dominate the information search phase for products typically associated with them, such as cars, television sets, and razors (Gielens & Steenkamp, 2019; Murugan & Shanthi, 2014). Research suggests that women contribute more to purchasing decisions when the evaluation process is associated with emotions (Garg et al., 2023), while men tend to prioritize efficiency and effectiveness in their purchasing decisions (Utami et al., 2021), This is achieved through their adoption of a rational approach to thinking. Over time, products that were previously exclusive to men have shifted to become joint decisions made by both spouses (Naqrash et al., 2025; Alem et al., 2023).

Women often adopt an emotional approach when making purchasing decisions, primarily relying on the opinions and recommendations of others (Siddiqui et al., 2016). Their purchasing choices tend to be objective, comprehensive, and sensory as they seek extensive information to guide their decisions (Bessouh et al., 2017). In contrast, men typically focus on the attitudes and experiences of others to identify the utilitarian aspects of products. They prefer straightforward information when making purchases and apply analytical criteria, although they may have limited processing capabilities when selecting a specific item (Dai et al., 2025). Purchasing standards within families can vary significantly between spouses (Ambler et al., 2022). Women generally prefer personal interactions with sales representatives and show less interest in automated services or pre-recorded messages due to their desire for individual attention (Flavián et al., 2024).

According to Ashi (2012), a visible customer service number on a company's website can enhance women's satisfaction (Al-Nsour,2023; Andrés, Arizón & Salinas, 2013). Factors such as customer service quality, discounts, offers, and pricing mechanisms have a significant influence on women's purchasing decisions (Ramaddin & Silitonga, 2024). Women also tend to engage with and integrate into consumer and shopping groups, often seeking to forge friendships while searching for products (Wan et al., 2025). Past purchasing patterns indicate that women use various criteria to express their preferences as well as those of their family members (Polimerou & Spais, 2025; Alsahli,2025). In addition to these factors, women show a keen interest in product quality and store cleanliness (Kuhn & Wolter, 2022) and may sometimes prioritize price over quality (Rego et al., 2022).

Women's loyalty to their preferred products tends to increase, especially when these products are perceived as highly suitable (Yum & Kim, 2024). Access to additional services, such as credit, transportation, and free shipping, also contributes to this loyalty (Al-Adwan & Al-Horani, 2019). This growing interest in products is closely linked to brand perception, which has a significant influence on women's purchasing decisions (Utama et al., 2023). Research has shown that marketers often employ a women-oriented push strategy, as this approach highlights distinct preferences and attractive points that generate interest in the product (Saba et al., 2017).

Furthermore, when women perceive the benefits of a product as outweighing its price, they are more likely to be attracted to it (Malkawi et al., 2025; Karpinska-Krakowiak, 2020). Despite differing considerations and goals between family members, both males and females tend to prioritize maximizing perceived benefits. Each family member has the opportunity to identify and address the challenges their family faces (Shah & Asghar, 2023). Women's extensive discussions and participation in the market not only facilitate discovery but also strengthen relationships with others. This tendency enables them to focus on solving family needs rather than merely seeking them out (Padavic et al., 2020). Conversely, men often approach problem-solving with a desire to assert themselves, demonstrating their strength and worth during the investigation, which can lead to less emphasis on finding the most effective solution (Shahrzadi et al., 2024). These behaviors are often attributed to inherent male tendencies characterized by a desire for control and authority in various situations (Siddiqui et al., 2016). Based on these insights, we can formulate the first hypothesis as follows:

- *Women are Expected to Play a Significant Role in the Buying Decision of Jordanian Families.*

3. RESEARCH METHODOLOGY

3.1. Research Design: This study utilized a quantitative approach, which is deemed most suitable for achieving our objectives. This method includes data collection, conversion into numerical formats, statistical analyses, and drawing conclusions based on the results. The research is classified as a descriptive analytical study to describe and analyze various situations, conditions, and circumstances (Malhotra, 2021).

3.2. Research Population: In 2023, the study targeted 5.14 million women, representing 47.1% of

the Jordanian population. This group comprises all Jordanian women aged 15 to 64 years, which constitutes 60.6% of all females, or approximately 3.25 million women. Among them, the working women total 1.116 million, accounting for 20.6% of the Jordanian female population (Department of General Statistics, Labor Force Survey, 2022).

3.3. Sampling Technique: The study employed a purposive sampling method. This approach involves deliberately selecting participants based on specific characteristics relevant to the study's aims. Unlike random selection, the researcher used personal judgment to choose Jordanian women for the sample, which provided valuable information regarding their contributions to purchasing decisions. A total of 800 Jordanian women were selected through Facebook. An electronic questionnaire was created on Google Drive and distributed to the target population via various channels, including Facebook Messenger, email, social media accounts of researchers, and mobile applications. All 800 questionnaires distributed were returned and underwent final analysis. The unit of analysis includes both working and non-working Jordanian women, married and unmarried, who reside in any Jordanian city and are over the age of 15.

3.4. Measurement: The study employed a five-point Likert scale to measure two variables: independent (Jordanian women's contributions) and dependent (purchase decision-making) variables. The scale was structured as follows: a value of 5 indicated "very high," 4 indicated "high," 3 indicated "medium," 2 indicated "low," and 1 indicated "very low." The response levels were categorized as follows: (1) scores between 5 and 4.2 indicate a very

high level, (2) scores between 4.2 and 3.6 indicate a high level, (3) scores between 3.6 and 2.4 represent an average level, (4) scores between 2.4 and 1.6 indicate a weak level, and (5) scores below 1.6 indicate a very weak level.

3.5. Data Collection and Research Instruments: The primary tool for data collection was a questionnaire administered to a purposively selected sample. The questionnaire consisted of several statements requiring respondents to express their level of agreement or disagreement. The survey was conducted with a sample of Jordanian women through Messenger on Facebook, other social media platforms, websites, and email. The questionnaire was developed using Google Drive, which was evaluated by several specialists and local university professors to ensure external validity, internal validity, and effectiveness in measuring the study objectives. The final version of the questionnaire was then distributed electronically, and all responses were collected and analyzed.

4. VALIDITY AND RELIABILITY:

1) Discriminant Validity: This evaluates the extent to which items on the scale overlap (Hair et al., 2020). Discriminant validity includes a cross-loading distribution test, which ensures that the loading value of each item in a latent variable is higher than that of other variables (Hair et al., 2020). Table 1 shows that the loading values for each item within the latent variables exceed those of the other variables.

Table 1: Cross Loading, Cr, Ave, Cr & Vif.

Items	Cross Loading	CR	AVE	Rho_A
NR1	0.671	0.788	0.513	0.793
NR2	0.542			
NR3	0.696			
NR4	0.851			
SI1	0.713	0.830	0.531	0.743
SI2	0.766			
SI3	0.796			
SI4	0.603			
SA1	0.777	0.887	0.662	0.774
SA2	0.837			
SA3	0.812			
SA4	0.827			
BD1	0.346	0.802	0.525	0.862
BD2	0.720			
BD3	0.893			
BD4	0.816			

PP3	0.883	0.901	0.819	0.781
PP4	0.905			
PAR1	0.694	0.943	0.571	0.943
PAR2	0.560			
PAR3	0.738			
PAR4	0.740			
PAR5	0.617			
PAR6	0.769			
PAR7	0.784			
PAR8	0.700			
PAR10	0.590			
PAR11	0.676			
PAR12	0.721			
PAR13	0.677			
PAR14	0.576			
PAR15	0.743			
PAR16	0.669			
PAR17	0.679			
PAR18	0.681			
PAR19	0.779			
PAR20	0.724			
PAR21	0.763			
PAR22	0.647			

2) Convergent Validity: This measures the degree of agreement among several items assessing the same variable (Ringle et al., 2024) and consists of four subtests:

– Individual Item Validity: This refers to the consistency of responses among multiple items related to the same phenomenon, indicating that respondents provide stable answers. The statistical criterion for acceptable individual item validity is a value greater than 0.7. Table 1 illustrates that most item statements exceed this threshold, making them statistically acceptable. However, some items concerning women's contributions and need for recognition did not meet this criterion and were therefore excluded from the structural model.

– Composite Reliability: A latent variable is considered reliable if its Composite Reliability (CR) is greater than 0.7. Table 1 indicates that all latent variables meet this requirement (Hair et al., 2021). Items that did not pass this test were excluded from the structural model.

– Average Variance Extracted (AVE): The minimum acceptable value for AVE is 0.5. Table 1 shows that the AVE values for most latent variables exceed this threshold.

– Rho_A Reliability and Validity Test: According to established standards, an acceptable value for this test is higher than 0.7. Table 1 confirms that Rho_A exceeds 0.7, indicating that the construct is statistically reliable (Fornell & Larcker, 1981).

3) Fornell-Larcker Criterion: This test indicates that the latent variable explains the highest level of variance compared to other latent variables (Fornell & Larcker, 1981).

4) Table 2 shows that the Fornell-Larcker values for the current latent variable (both independent and intermediate) are higher than those of other latent variables.

5) In other words, the current state of the latent variable is deemed the most prominent, demonstrating no significant relationship with other latent variables.

Table 2: Fornell-Larcker Criterion.

Construct	NR	PAR	PD	PP	SA	SI
NR	0.699					
PAR	0.095	0.658				
PD	0.501	0.247	0.725			
PP	0.428	0.195	0.657	0.652		
SA	0.540	0.229	0.616	0.567	0.813	
SI	0.537	0.333	0.684	0.537	0.588	0.742

5. RESEARCH OUTCOMES

HO₁: Women are Expected to Play a Significant Role in the Buying Decision of Jordanian Families.
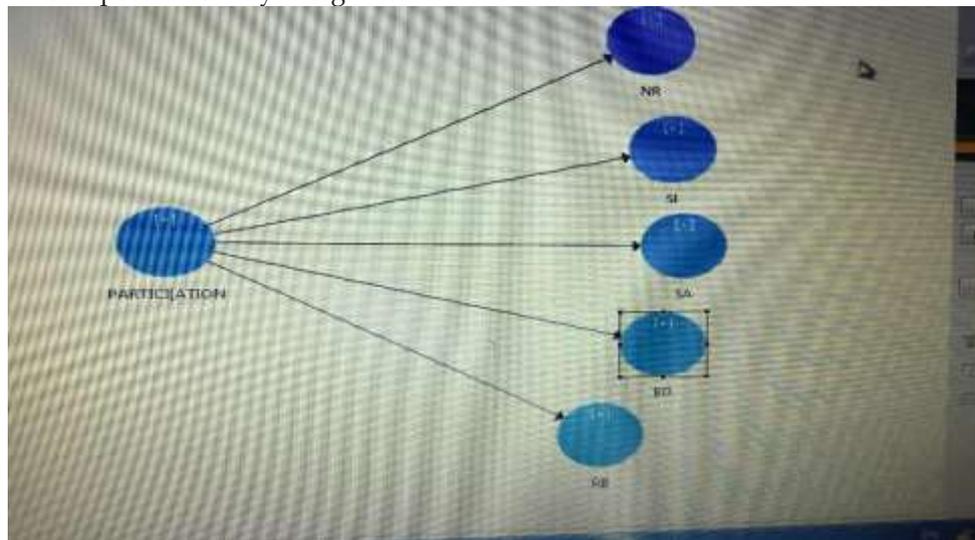

Figure 1: Measurement Model.

Table 3: Path Analysis Coefficients.

H	Relationship	Std. Beta	Std. Dev.	T-Value	P-Value	f²	Decision	R²	Q²
H₁₁	Participations → Need Recognition	0.096	0.237	0.403	0.687	0.009	Not Supported Effect	0.004	0.014
H₁₂	Participations → Search Information	0.395	0.079	4.237	0.000	0.225	Moderate Positive Effect	0.099	0.42
H₁₃	Participation → Selecting Alternatives	0.289	0.140	1.633	0.103	0.055	Not Supported Effect	0.040	0.06
H₁₄	Participation → Purchase Decision	0.320	0.118	2.088	0.037	0.065	Small Positive Effect	0.048	0.22
H₁₅	Participation → Post Purchase	0.166	0.261	0.746	0.456	0.039	Not Supported Effect	0.028	0.02
H	Participation → Buying Process	0.367	0.181	1.642	0.001	0.097	High Positive Effect	0.076	0.26

Significant at $P_0^* < 0.01$.   Significant at $P_0^{**} < 0.05$.

1) Path Analysis of The Power of Women in The Buying Decision Process for Jordanian Families:

The path analysis coefficients clarify how women's contributions affect the purchasing decision-making process within Jordanian families. As shown in Table 3, two correlational relationships between latent variables demonstrated statistical significance, with P-values less than 0.05. The study confirmed two sub-hypotheses: first, there is a positive correlation between women's contributions and the information search stage (0.395); second, there is also a positive correlation between women's contributions and the purchase decision (0.320). However, significant relationships were not found between women's contributions and the other three stages: need recognition, selecting alternatives, and post-purchase evaluation. In conclusion, there is a strong positive correlation (0.367) between women's contributions and the overall purchasing decision-making process within Jordanian families.

2) Effect Size (F²):

The f² statistic measures the impact of women's contributions on the purchasing process, which consists of five stages: recognizing the need, searching for information, selecting alternatives, making the purchase, and the post-purchase stage. According to statistical guidelines, an f² value above 0.35 indicates a high effect, a value between 0.15 and 0.35 indicates a medium effect, and a value below 0.15 indicates a low effect. A value below 0.02 indicates no effect at all. Table 3 presents the f² values regarding the influence of Jordanian women on the family purchasing process. The table indicates that women have a medium influence on the information search stage (f² value of 0.225) and a small influence on the purchasing stage (f² value of 0.065). Conversely, there was no influence from women in the other stages of the purchasing decision: recognizing the need, selecting alternatives, and the post-purchase stage. Overall, the results suggest that women have a low positive influence on the

purchasing decisions of Jordanian families, which contradicts the initial hypothesis that anticipated a higher level of influence.

3)   *Coefficient Of Determination (R²):*

The R² statistic measures the strength of the linear relationship between two variables by indicating the proportion of variance in the dependent variable (DV) attributable to changes in one or more independent variables (IV) (Hair et al., 2020). According to statistical guidelines, an R² value of less than 0.02 is considered very small, an R² of 0.02 to 0.13 is deemed average, and a value greater than 0.26 indicates high variance. The previous table (Table 3) shows that the R² value reached 0.099, suggesting an average relationship between women's contributions and the information-gathering stage. This implies that 9.9% of the variance in research and information-gathering decisions can be attributed to women's input. In contrast, women's contributions accounted for only 4.6% of the variance in purchasing decisions. Additionally, other hypotheses regarding women's contributions to decision-making in the stages of recognizing needs, selecting alternatives, and making post-purchase evaluations were not substantiated. Overall, it was determined that women's contributions explain 7.6% of the variance in the purchasing decision process of Jordanian families. This percentage is considered modest, especially in light of the cultural and societal changes occurring in Jordanian society, contradicting the primary hypothesis of this study.

4)   *Predictive Relevance (Q²):*

The effectiveness of Predictive Relevance depends on the previous R² value and the prediction variable Q². The statistical decision rule states that a model has Predictive Relevance if Q² is greater than 0.00 (Chin, 2010). Table 3 indicates that ($Q² = 0.26$), suggesting a high possibility of analyzing the variance in the purchasing decision process for the Jordanian family. The previous f² value, being between 0.15 and 0.35, indicates that Predictive Relevance has an average predictive ability concerning women's contributions to the purchasing decision process of Jordanian families.

5)   *The Goodness of Fit (GOF):*

The Goodness of Fit (GoF) can be used to evaluate the predictive power of both a Measurement Model and a Structural Model (Chin & Dibbern, 2010).

According to established statistical decision rules, a GoF value of less than 0.1 indicates that the model is unsuitable. A value between 0.1 and 0.25 suggests low suitability, while values ranging from 0.25 to 0.36 reflect an average fit. A GoF value greater than 0.36 signifies a high level of fit.

Table 4 summarizes the model fit indicators (Model Fit) as reported by Ringle et al. (2024):

- Standardized Root Mean Square Residual (SRMR): This metric assesses the average magnitude of differences between the correlations in both saturated and predicted models, serving as an absolute measure of fit (Henseler et al., 2014). The acceptable range for SRMR is between 0.08 and 0.10. In the estimated model, the current SRMR value is 0.201, indicating significant differences between the saturated and expected values, which suggests that the model is only slightly adequate.

- d_ULS and d_G: These indicators help determine the fit of a model based on the differences between saturated and expected values. d_ULS represents the sum of the squares of these differences, while d_G is the square root of that sum. For the estimated and saturated models, the d_ULS values are 36.491 and 20.613, respectively, indicating a low level of fit for the estimated model. The d_G values for the estimated and saturated models are 9.342 and 8.677, respectively, which also suggest a low degree of fit.

- Chi-Square: This statistic measures how well a model corresponds to the observed data. The Chi-square value in the estimated model is 2579.29, compared to approximately 2420.86 in the saturated model. These values reveal significant discrepancies between the models.

- NFI (Normed Fit Index): This index measures the potential for improvement of the estimated model, calculated as 1 minus the ratio of Chi-square values. The NFI ranges from 0 to 1, with values closer to 1 indicating a better fit. An NFI value above 0.9 is considered optimal. In this case, the NFI for the estimated model is 0.277, indicating substantial potential for improvement. Overall, the results demonstrate that the estimated model has significant room for enhancement in effectively fitting the data.

Table 4: Gof Value.

Variable	Saturated Model	Estimated Model	Q² (=1-SSE/SSO)

SRMR	0.151	0.201	
d_ULS	20.613	36.491	
d_G	8.677	9.342	0.26
Chi–Square	2420.86	2579.290	
NFI	0.322	0.277	

6) *Outcomes Discussion:*

The analysis reveals that women's involvement in the purchasing decision-making process within Jordanian families is average, with an arithmetic mean score of 2.61. Several factors encourage women's participation in these decisions. The literature suggests that women play key roles in households by identifying needs and monitoring family requirements. A detailed analysis of the study sample shows that 89.6% of family needs in Jordanian households fall under women's responsibilities. Furthermore, 89.6% of Jordanian women possess a comprehensive understanding of the types of products suitable for their families, while 85.6% are knowledgeable about the prices of the products they purchase. Additionally, 89.6% of women are highly aware of product quality and the brands that meet their family's needs. Moreover, 90% of women express a strong desire to interact with customer service departments to obtain detailed information about their purchases, including warranties and after-sales services. The findings indicate that 77.9% of Jordanian women seek previous experiences and knowledge before making a purchase. Overall, Jordanian women demonstrate a high level of rationality in their purchasing decisions, with 57% of studies indicating that they avoid emotional and impulsive buying. Notably, 58.8% of female respondents do not rely on advertising to guide their purchases, and 82.7% reject endorsements from influencers and celebrities. Instead, 87% of Jordanian women rely on the experiences of friends and acquaintances when making purchasing decisions, a behavior identified by Jingjing et al. (2022) as the concept of referring to others in this process.

Based on the results of testing the primary hypothesis, it was found that women have an average contribution during the information search stage and, to a lesser extent, in the purchasing stage. However, the study did not provide evidence of women's contributions in three other stages: need recognition, selecting alternatives, and post-purchase evaluation. Ultimately, the findings highlighted a minimal positive influence of women on the purchasing decision-making of Jordanian families. While we agree with the hypothesis regarding the direction of the effect, we disagree with the assessment of its level of influence. Women appear to have less control over purchasing decisions within Jordanian families, as their roles are limited to only two stages. This finding contradicts the expected role of women in the need-recognition stage (Myrzabekkyzy et al., 2021). These results align with a study by Opoku (2024), which indicated that African culture, particularly in Tanzania, continues to uphold the image of the husband as the primary breadwinner, even when wives may earn higher wages than their male counterparts. In contrast, research conducted by Myrzabekkyzy et al. (2021) suggests that women are equal to men in the purchasing decision-making process across various regions of Kazakhstan, including northern, southern, eastern, and western areas. Additionally, other studies reveal that women's influence does not diminish in need recognition or searching for traditional products, such as home furniture, electrical appliances, decorations, and renovations. Instead, their influence also extends to the selection of cars, sporting activities, and health services. A study by Kandoje (2009) found that women have a more significant influence on purchasing home furniture and household appliances, while men tend to have a greater impact on decisions regarding cars and televisions.

The study by Juyal and Singh (2009) emphasized that women's roles in purchasing decisions differ based on factors such as family type (Nuclear Family, Single Parents Family, Extended Family, **and** blended families), age, education, and income (Al-Nsour,2018). Women were found to have a more significant role in purchasing durable personal goods compared to durable items intended for the family. This distinction can be understood through consumer theory, which indicates that decision-making varies for different products and throughout various stages of the purchasing process (Husz, 2025). Interestingly, 57.1% of men typically engage at the initial stage of recognizing a need when purchasing items associated with masculine qualities, such as cars. In contrast, women prefer to involve themselves in joint purchasing decisions, even for products traditionally categorized as feminine, like perfumes, clothing, home equipment, and decorations. The current study revealed that 28.5% of purchasing decisions are shared between spouses for items such as home furniture, electrical

appliances, food, daily necessities, education, healthcare products, financial transactions, and real estate. Additionally, decisions involving the entire family, such as travel, entertainment, dining out, clothing, personal items, cosmetics, and perfumes, made up 16.4%. Notably, women's role in most purchasing decisions within Jordanian families is relatively limited, accounting for only 32.5% of all decisions. This limited involvement can be attributed to the lower levels of independence experienced by women within the family. However, improvements in women's economic influence may have shifted their purchasing priorities and interests in the context of Jordanian families (Ika et al., 2024). In this regard, Mammeri and Al-Wahli (2013) pointed out that the perception of power equality between husbands and wives is somewhat misleading. The father's contribution to purchasing decisions ranges from 55% to 80%, largely due to the dominant social and psychological role he holds within the family and his self-perception as a leader. Despite the conflicting goals and purchasing behaviors among family members, integration and interconnectedness remain key aspects of family dynamics, especially in their efforts to maximize perceived benefits for all

individuals, exchange roles and opportunities, and tackle the challenges they face (Syed & Zahid, 2023).

Various studies have confirmed that women tend to prefer joint purchasing decisions. This trend can be attributed to cultural and economic changes within Jordanian society, which have led to a decrease in individual decision-making in favor of joint decisions made by spouses or by all family members. Analysis of Jordanian women's responses suggests that their contribution to the purchasing process is expected to reach 74.5% at all stages of the decision-making process. In comparison, the contribution from Saudi women is about 71.2%, while American women demonstrate significantly higher involvement at 85% (Al-Nsour, 2018). Ultimately, Jordanian women advocate for greater personal freedom and seek to reduce male influence on their purchasing decisions. Cultural differences also play a role, as women in Western countries and Arab Gulf nations often experience greater economic influence and personal freedom, enabling them to pursue equality with men and diminish the dominance of male perspectives in purchasing decisions.

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