

Preference of Male Gender in the Marketing of Beer Products in Onitsha Metropolis

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Abstract

This study investigated preference of male gender in the marketing of beer products in Onitsha metropolis. This study reckoned that female genders do not have the ability in terms of energy to deliver and redistribute intafact beer products. The specific objective was to ensure that preferred male gender representatives operate with sound sales vehicles, among others. Research question was how often do preferred male gender sales representatives operate with sound sales vehicles among others. Research hypothesis was there is no significant relationship between preferred male gender sales representatives and sound sales vehicles, among others. Review of related literature concerns of conceptual review, theoretical frame work, and empirical review. This study adopted an ex-post facto and survey research design. Population of the study was some wholesalers in Onitsha metropolis. Sampling plan consists of sample designs, sample unit, sample size, sample method, and sample procedure. The sample size was one hundred and fifty (150). This study observed data presentation and analysis. Findings, conclusion, and recommendations were discussed.

Keywords: *Preference, Male gender, Marketing of Beer products, Onitsha Metropolis, and sales Representative*

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Background to the Study

Preference is something, preferable over another in terms of value or otherwise. It is also the selection of one thing or person over others. Male is gender specie. While female is also gender specie. As it is male specie is masculine and seems to be stronger, than the female specie that is feminine that is weaker specie. The biological sex of an individual is usually male or female.

A socio-cultural phenomenon that divides people into various categories such as “male and female, with each having associated dress, roles, stereotypes, etc. The feminine categorized as women, girls, or ladies are usually, after their beauty. The woman normally engages in less strenuous activities. Males are responsible in taking care of their families as nature demands. Men also engage in vigorous activities.

Marketing encompasses into so many activities. Marketing is the exchange of something of value for value. The American marketing Association offers the following for male definition, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and societies at large (2007). Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating, and exchanging value with others (Armstrong, and Kotler 2013). The two fold goal of marketing is to attract new customers by promising superior value and keep, and grow current customers by delivering satisfaction (Kotler, and Armstrong 2013). Hence, marketing is defined as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler, and Armstrong 2013). Beer is usually perceived as men's consumable product. It is not usually associated with women. Beer is normally placed in cartons and is heavy for women to lift. As it stands, women as sales persons will find it very cumbersome, while trying to deliver or redistribute the beer products, within the sales area.

Statement of the Problem

Salesmanship, is a profession one can develop an enthusiasm for salesmanship, being basically field workers who are always on the beck and call of customers and prospects often making calls on foot, working at odd hours and generally subject to working in conditions that are not always convenient, need a good dose of energy to keep all appointments for every working day. Physical fitness and good health are qualities one need to discharge all his responsibilities timely as a salesman. This study indicates that the problem is that female genders do not have the ability in terms of energy to deliver and redistribute intafact beer products (Okeke, 1993).

Objectives of the Study

The main objective of the study is to examine preference of male gender in the marketing of beer products in Onitsha metropolis. The specific objectives were to;

1. Ensure that preferred male gender sales representatives operate with sound sales vehicles.
2. Ensure that preferred male gender sales representatives obtain their promotion as at when due.

3. Ensure that preferred male gender sales representatives were proffered with incentives.

Research Questions

This study has insight at these research questions. The research questions were;

1. How do preferred male gender sales representatives, operate with sound sales vehicles?
2. How often do preferred male gender sales representatives, obtain their promotions as at when due?
3. How often do preferred male gender sales representatives, proffer with incentives?

Research Hypotheses

This study required those research hypotheses to be tested. The research hypotheses were;

- HO:_i There is no significant relationship between preferred male gender sales representatives and sound sales vehicles.
- HO:_{ii} There is no significant relationship between preferred male gender sales representatives and obtaining their promotions as at when due.
- HO:_{iii} There is no significant relationship between preferred male gender sales representatives and proffer incentives.

Review of Related Literature

Conceptual Review

Gender performance differences

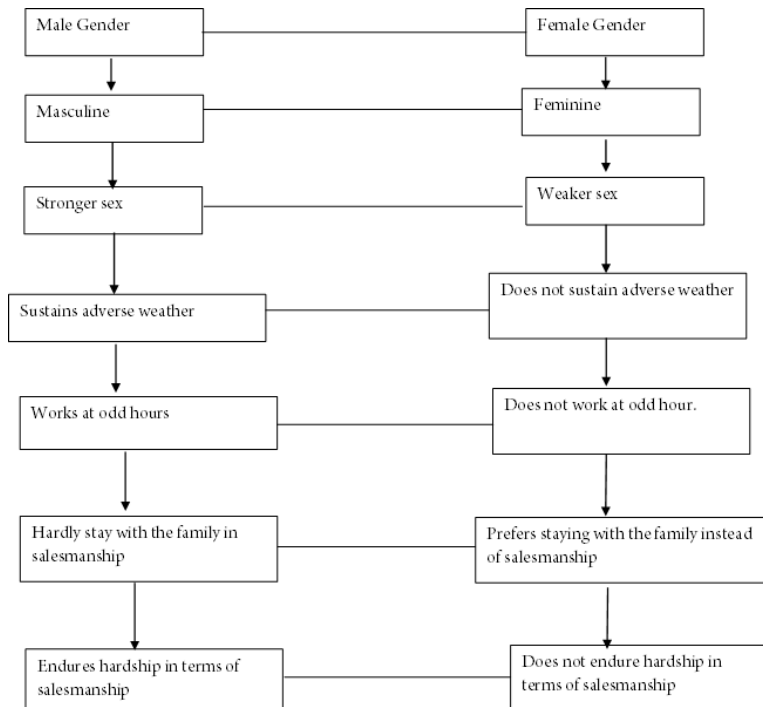


Figure 1: Author's Conceptualization, 2022.

1. This study investigated the gender performance differences. The differences should determine what the male genders do and what the female genders do as well.
2. The male genders are classified to be masculine while the female genders are feminine.
3. The differences are obvious that males do a lot of tedious jobs, while the females do not do a lot of tedious jobs. Generally, the males are stronger, while the females are seen to be weaker. The males can easily adapt to adverse weather. The females seldom adapt to adverse weather. Males can work at odd hours because they always seek for the family's welfare and up keep.
4. The females mainly stay with the children. Nature made it a point of duty that males endure hardship especially in terms of salesmanship. Females do not endure hardship in terms of salesmanship of beer products.

Theoretical Frame Work

Swot Analysis

SWOT analysis was propounded by Albert Humphrey from 1960 – 1970. Albert Humphrey was an American business and management consultant. The SWOT analysis is preferred because it is pertinent to the study. This study is preference of male gender in the marketing of beer products in Onitsha Metropolis. Male gender that redistributes beer products of intafact breweries requires SWOT analysis for the firm to obtain an edge over competitors.

A firm that makes use of female gender to redistribute seems to be stagnant. Strengths state categorically that the firm is of advantage because the obligation prefers male gender in terms of redistribution because it requires full dose of energy. Weaknesses should be on the side of firms that use female gender to redistribute. Female gender does not have enough energy to move around, like the male gender. Opportunities, the firm that makes use of male gender has better opportunities to reach out to customers and prospects effectively, than the firm that uses female gender. Threat, a firm that makes use of female gender, experiences set back, because the weather at times becomes adverse for the female gender to reach out to customers and prospects effectively.

Empirical Review

Herman, Renjini, Felicity, and Werner (2013). carried out a study on a theoretical and empirical analysis of gender differences within the African Business environment. The objective of this exploratory study was to determine whether there are any differences in the use of conflict – handling (management) styles between men and women among entrepreneurs of small businesses in South Africa, and to compare the results against the conflict – handling styles used by male and female executives in organizations in Nigeria. The empirical research was done by applying the Rahim organizational inventory (roc ii) model. The results revealed that, although slight, a variance in conflict – handling styles exists between males and females, respectively. In South Africa, females tend to make use of the integrating style on a more frequent basis than males do to manage conflict with subordinates. Males registered a strong negative correlation between integrating, dominating and compromising styles. The study also compared results of a similar study done on executives in Nigeria. The results of the Nigerian sample are similar to that of the South African sample, in

that both males and females tend to use the integrating style more frequently. Also, there is a slight indication that Nigeria has marginally lower concern for self than South Africans do.

Osibanjo (2014), conducted a study on an empirical study of gender discrimination and employee performance among, academic staff of government universities in Lagos State, Nigeria. Research has shown that a recruitment policy devoid of gender discrimination enhances employee performance in an organization. Previous studies in Nigeria show that gender discrimination against men and women based on their ethnic, religious and geographical identity is common. The survey, however, focuses on discrimination against women on the basis of gender and performance in government universities in Lagos State, Nigeria. The model used for the study was developed and tested in which, one hundred and eighty seven copies of the questionnaire, that were administered to respondents as completed by the academic staff of government universities in Lagos state were retrieved. Pearson correlation and regression were utilized for the analysis of the study, and the result showed that managerial roles based on gender discrimination against women in government universities in Lagos state have affected employee job performance negatively. The study concludes that for as long as gender discrimination rather than merit remains the basis for staff employment into positions of authority in Nigeria universities, enhanced performance is more likely to elude employees and educational sector in general.

Fortsch, Gartig – Daus, Buchhoiz, and Schmid (2018), researched on keep it Going, Girl” and empirical analysis of gender differences and inequalities in computer sciences. This article aims to investigate gender differences among German Computer Sciences graduates. Utilizing data from the unique Bamberg alumnae tracking study. We analyze whether or not male and female graduates differ in their level of perception of their professional skills as well as their individual career ambitions and career opportunities. The results of our empirical study show that the academic achievements of female graduates within our sample group are as good as those of male graduates. However, female graduates exhibit lower self-belief in their professional skills, partly because lower achieving male graduates' skill display very high professional self-efficacy beliefs, irrespective of their previous academic achievements at university. Additionally, we find differences in men's and women's career ambitions and career opportunities in computer sciences. The career ambitions and career opportunities of male graduates depend less on their academic achievements at university, where as female graduates have to be very ambitious to be able to hold a leadership position in the same field. Over all, we interpret these findings as stereotypes written computer sciences.

Yau, Sun, and Cheng (2013), had a study on and empirical study on gender differences in the perception of support during transition to the university. The transition into university life is crucial to the future achievements of the students. However, the experience of the transition may be different between male and female students, but this has not been empirically investigated in previous research. The purpose of this study is to examine the gender differences in the perception of university support. This research is based on a survey of 265 students from five universities in Hongkong. The findings show that (i) more female students perceive the university as being supportive in their academic adjustment than male students;

(ii) More male than female students perceive the university as being supportive in their social adjustment; and (iii) more male than female students perceive the university as being supportive in their psychological adjustment. Finally, the implications of the study are explored and discussed.

Methodology

Research Design

This study adopted an ex-post facto as well as survey research design because of the nature of the intafact product hero lager beer and Budweiser lager beer to be precise.

Area of the Study

This study was carried out at Onitsha metropolis, which comprised of Fegge, Okpoko, Odoakpu, Woliwo, Omagba, Awada, Egerton, and Ose.

Population of the Study

Population of this study concerns wholesalers of intafact Breweries company situated at these areas, such as Fegge, Okpoko, Odoakpu, Woliwo, Omagba, Awada, Egerton, and Ose.

Sampling Plan

Sampling plan consists of sample designs, which refer to the different ways a researcher draw samples from any given population according to Nnamdi (1991). Sampling plan comprises of sample unit, sample size, sample method and sample procedure. The sample unit involves the wholesalers situated at Fegge, Okpoko, Odoakpu, Woliwo, Omagba, Awada, Egerton, and Ose. The sample size of the study was One hundred and Fifty six (156) wholesalers. Out of One hundred and fifty six (156), One hundred and fifty (150) duly filed the structured copies of the questionnaire. Method applied was administration of copies of the questionnaire. The procedure used was non probability sampling and the type applied was the convenience or accidental sampling procedure.

Data Presentation and Analysis

On the collection of the copies of questionnaire, it was admitted that one hundred and fifty (150) copies were to be useful.

Table 1: Gender of Respondents

Sex	Frequency	Percentages
Female	4	3
Male	146	97
Total	150	100

Source: Compiled by the Author, 2022.

The data extracted revealed that four (4) females dully filled the copies of questionnaire and the percentage was 3%. While one hundred and forty-six (146) males duly filled the copies of

questionnaire and the percentage was 97%.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentages
18 – 34	5	3
25 – 34	38	26
35 – 44	44	29
45 – 54	53	35
55 – 64	10	35
Total	150	100

Source: Compiled by the Author, 2022.

Eighteen (18) to twenty-four (24) years were five (5) respondents and it resulted to (3%). Twenty-five (25) years to thirty-four (34) years were thirty-eight (38) respondents which was (26%). Thirty-five (35) years to forty-four (44) years were forty-four (44) respondents and the percentage was (29%). Forty-five (45) years to fifty-four (54) years were fifty-three (53) respondents which was (35%). Fifty-five (55) years to sixty-four (64) years were ten (10) respondents and the percentage was (7%).

Table 3: Level of education of Respondents

Education level	Frequency	Percentages
No formal education	4	3
Primary	17	11
Post primary	82	55
Tertiary	47	31
Total	150	100

Source: Compiled by the Author, 2022.

The data divulged those four (4) respondents had formal education and the percentage was (3%). Seventeen (17) respondents graduated from primary education which revealed (11%). Eighty-two (82) respondents completed post primary education which showcased (55%). Forty-seven respondents obtained tertiary education and the percentage was (31%).

Table 4: Analysis of Attitude questions

S/N	Question	Agree	Disagree
1	Do beer sales associate to female obligation?	6 (4%)	144 (10%)
2	Do beer sales require a lot of energy to be delivered, which is more adequate for male gender?	135 (90%)	15 (10%)
3	Are beer sales very tedious for female gender to handle?	130 (86%)	20 (13%)
4	Is female gender susceptible to odd working hours in terms of beer sales?	140 (93%)	10 (7%)
5	Do female prefer house chore to beer sales?	139(93%)	11(7%)

Source: Compiled by the Author, 2022.

Analysis of Likert Questions

1. The researcher obliges to know the respondent's opinion on do beer sales associate to female obligation? Out of one hundred and fifty (150). One hundred and forty-four (144) disagree which resulted to (96%). Six (6) respondents agree which was (4%).
2. The researcher seeks to know the respondent's opinion on do beer sales require a lot of energy to be delivered, which is more adequate for male gender? Out of one hundred and fifty (150). One hundred and thirty-five (135) agree, which resulted to (90%). While fifteen (15) respondents disagree and the percentage was (10%).
3. The researcher demands to know the respondent's opinion on is beer sales very tedious for female gender to handle? Out of one hundred and fifty (150). One hundred and thirty (130) agree and the percentage was (80%). On the other hand, twenty (20) respondents disagree and the percentage was (13%).
4. The researcher requires to know the respondent's opinion on is female gender susceptible to odd working hours in terms of beer sales? Out of one hundred and fifty (150). One hundred and forty (140) agree which was (93%). While ten (10) respondents disagree and the percentage was (7%).
5. The researcher aspires to know the respondent's opinion on the females prefer house chore to beer sales? Out of one hundred and fifty (150), one hundred and thirty-nine (139) agree, which became (97%) and eleven (11) respondents disagree which resulted to (7%).

Findings

This study had insight and detailed, vehemently on preference of male gender in the marketing of beer products in Onitsha metropolis. This study showcased and explicitly detailed, that female gender as a weaker sex; is not eligible to be a sales person in the brewery

industry. Sales persons work at odd hours, and they are always being beckoned by prospects and customers. Sales people are always on the move. Sales people seldom stay at home.

The carton of beer (1x12) is always cumbersome for a female gender to carry from place to place. Sales people are itinerant always dedicated to the sales job in order to achieve the target and present a pragmatic result. Sales job, is very daunting as well as enticing. At times, the weather condition is extremely averse to an extent that a female gender cannot be able to endure. Findings, also revealed that female gender is not as persuasive as male gender in terms of beer sales. The nation's culture does not accept the consumption of beer for female gender. Folks, perceive beer consumption to be done by male gender, because of the alcoholic content.

Conclusion

The study concluded by stating that a female gender is a weaker sex. Male genders are more preferable for such a tedious task; in the brewery industry. This points out that sales persons work at odd hours. The sales persons are always called by prospects and customers. It is not suitable for female genders because sales persons seldom stay with their families. The sales persons do not often stay at home. The carton of beer (1x12) is cumbersome for a female gender to lift from one retail outlet to another. Since, salesmanship is daunting, female genders will not be comfortable attending to prospects, customers and in the same vein compete effectively with competitors; in the field of sales. The weather happens to be adverse for female genders to bear or condone. The study also concluded that female genders are not as persuasive as male genders in terms of beer sales.

Recommendations

This study suggested that these recommendations should be considered. The recommendations were;

1. Female gender should not work for a brewery because it is tedious instead female gender should sale for other firms in a different industry.
2. Female gender should be an inside order taker for a brewery, receiving orders from customers and providing order forms.
3. Female gender should be a missionary sales person for a brewery, busy informing, creating awareness, and enlightening prospects and customers about the firm and its products.
4. Female gender should not be a sales person for a brewery firm, because the beer carton is cumbersome and at times weather is adverse.
5. Male gender is more preferable to sale beer, instead of female gender because customers and prospects are more receptive to male gender than female gender.

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