

**The Differences in the Uses of Intensive Information  
Search and In-store Information between  
Female and Male Shoppers in South Africa**

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**ABSTRACT** The uses of intensive information search and in-store information between male and female shoppers are not well understood and have rarely been addressed globally. The study establishes a base level of understanding of the operational core values of the uses of intensive information search and in-store information between male and female shoppers in a developing country. Data was collected through self-administered questionnaires in a survey. Data was analyzed using descriptive statistics. Findings show that product awareness, as one of the fundamental dimensions of brand equity, is a prerequisite for the market success of both, durables and non-durable brands. The field survey confirmed some of the differences to include non-durability of tangible products; there is a stronger limitation to brand choice share growth as brand unaided awareness grows, in comparison to the case of durable goods. The findings also identified the search for solutions to the differences faced by business owners and consumers by providing an insight for further research regarding the institutional weaknesses and policy issues in this part of the world. The implications of the findings are that unless the limitations named above are resolved, businesses in the developing nations will continue to experience poor economic growth and display inferior competitiveness. Recommendations to overcome these differences are suggested.