

Assessment of Educational Background and Occupational Status of Home Makers' Decision in Household Equipment Acquisition

By

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Abstract

This study assessed how the educational background and occupational status of homemakers impacted their decision in household equipment acquisition. Two null hypotheses were postulated to guide the study. The research design for the study was descriptive survey design. The population of the study was 2151 female homemakers in federal, state, and private colleges of education in South-Western part of Nigeria. Using a multi-stage sampling method, 667 female homemakers from six colleges of education in South-West, Nigeria were sampled out of the population. Data were collected through a self-designed questionnaire which was used to elicit responses from the respondents. The data collected for the study were analyzed using Pearson Product Moment Correlation Coefficient which was used to test the three hypotheses at .05 level of significance. Findings reveals that a significant relationship exists between education and homemakers' decision in household equipment acquisition and occupational status. Based on the findings above, it was recommended among others that the federal and state government should give a lift to female workers' salaries, provide more jobs and conducive environment for female workers.

KeyWords: Home Maker, Occupational, Educational background, Equipment Decision

Introduction

Homemakers are individuals who have dual roles, having a career and performing household responsibilities. Career homemakers independently make decisions on their own that help in the management of the dual roles, they may engage in full-time part-time employment and house work and at the same time and these may affect the output of both duties. Homemaking is duties that involve food preparation, cleaning, laundry, baby sitting and home maintenance (Okeke, 2007). The task done daily brings constraints to how their household chores are done and challenges to

managing their work life (Emmanuel and Ojo, 2013). Household equipment's are relatively expensive and entail short and long-term financial consequences which most consumers may find difficult to deal with. This household equipment's are durable electrical/mechanical products that are expected to be operational for a considerable period of time. They include refrigerators, cookers, deep freezers, blender and other kitchen appliances. They represent complex product categories because relevant technology changes continually. Most consumers consequently find it difficult to keep up with the changes and be able to fully grasp modifications to product categories (Erasmus, 2010). In line with Goal 12 of the Sustainable Development Goals (SDG's), sustainable consumption requires a paradigm shift for the adoption of sustainable lifestyles and support for resource efficient. A transition towards a resource efficient calls for environmental integrity and sustainable resource use, and can lead to improved quality of life and employment opportunities. Change is needed across the entire supply chain and product lifecycle (Amina, Sultana, Emma, and Veronica, 2017). As people assume higher responsibility they sometimes find consumption decision making difficult. Education of homemakers is critical for consumption decision making and widespread behavioural change. Education, being an instrument par excellence in achieving goals, has its root from the various levels. It influences and determines the quality of people's choice and the aesthetic value of their environment. Education helps to initiate positive changes and influences others to support responsible consumption, a highly educated person with good career may choose wisely. In line with this view, Adedokun (2011) states that education which is the acquisition of knowledge, skills and values, is strongly related to a higher standard of living which is directly linked to the ability of homemakers to be able to make a better choice among alternatives. Also, Amina et al. (2017) opined that education can provide learners with the knowledge and skills to implement sustainable practices and techniques (both at home and at work), use monitoring and accountability mechanisms and foster innovation. Clark (2004) viewed occupation as the principal activity in which a person is engaged in and earns a living, it can also be widely accepted as a documented measure of level of living. More often as people rise within an organization they believe they need to take a responsible decision no matter how little it is. Occupation women are primarily responsible for home-keeping, overseeing the organizational, financial, day-to-day operations of a family and managing all domestic concerns. The amount of income generated from a homemaker's occupational income determines how responsible they are in the choice of household equipment made. It is opined that a good balance of both occupational duties and household chores

with the right choice in purchasing household equipment will bring relief to the duties of the homemaker. The determining worth of household equipment at the level of educational level and occupation proves the personality and position of an individual. The hope of this study is that there is a positive predictor but where there are challenges and gaps, the study provides a framework to address these gaps through the assessment of the determinants of homemakers' decision in household equipment acquisition in the Colleges of Education in South West Nigeria.

In recent times, women changing role from full-time housewife to dual career role has raised some concern in the area of how to effectively perform their household chores using preferred equipment that can reduce the conflicts between work and family responsibilities. Recently household equipment acquisition has been threatened by challenges associated with high inflation, high cost of equipment, accessibility to where to purchase the equipment and possible services outlet and their acquisition among others. These problems could have an effect on the homemakers with dual role, and the need for some criteria to consider easing the problems of making a wrong decision in the acquisition of household equipment and also avoiding wastage of resources may arise. Attempts on such studies have been made at some level based on work simplification, which are usually generalized. Based on the above, this study attempts to assess the determinant of homemakers' decision in household equipment acquisition in South West Nigeria.

Methodology

Descriptive survey design was used for this study. The population for the study was made up of 2151; of all women (academic and non-academic staff) who are homemakers, from 13 Colleges of Education which are made up of all Federal, State, and Private Colleges of Education in the South West Nigeria.

Multi-stage sampling technique was used to select states that participated in the study. The sample sizes of 667 respondents were appropriately selected for the study. The instruments for data collection were structured questionnaire. The instruments for this study were validated by three experts in the Department of Home Economics, Ahmadu Bello University, Zaria. The instruments were critically examined based on appropriateness to the purpose of this study. The reliability of the instruments was determined by the statistical analysis of the data collected from the pilot study. The statistical package for social sciences (SPSS) version 20 based on Cronbach alpha reliability test was used. According to Spiegel (1992) reliability coefficient of 0.5 and 1 is expected to be obtained for the instrument, which would imply that it is reliable and internally consistent for the study, from the result obtained. The reliability index of 0.90 was obtained for the Cronbach's Alpha. The

research questions were analyzed using weighted mean. Pearson Product Moment Correlation (PPC) of statistical procedure was employed to analyze the data between all the variables in the null hypotheses, using Pearson Product Moment Correlation (PPMC).

Results

Research Question 1: To what extent does educational level determine homemaker's decision in household equipment acquisition in South West Nigeria?

Table 1: Extent of Homemaker's Educational Level as Determinant for Decision in Household Equipment Acquisition

N=660							
S/N	RESPONSE CATEGORIES						
	Items	VGE	GE	LE	VLE	X	SD
1	Electric Cooker	309	155	64	132	2.97	1.001
2	Microwave oven	264	166	94	136	2.85	0.467
3	Halogen oven	226	205	89	140	2.78	0.870
4	Pressure cooker	243	176	69	172	2.74	0.874
5	Deep fryer	236	188	96	140	2.79	0.521
6	Rice cooker	209	185	110	156	2.68	0.874
7	Steamer	230	190	98	142	2.77	0.736
8	Refrigerator	238	197	95	130	2.82	0.467
9	deep freezer	266	172	108	114	2.89	0.870
0	Yam pounder	217	196	93	154	2.72	0.874
11	Food processor	212	187	115	146	2.70	0.521
12	Dish washer	237	161	113	149	2.74	0.874
13	Blender	235	166	100	159	2.72	0.736
14	Juicer	257	179	71	153	2.82	0.785
15	Bread toaster	300	152	65	143	2.92	0.486
16	electric kettle	254	153	100	153	2.77	0.684
17	Gas cooker	302	138	69	151	2.90	0.873
18	Kerosine stove	214	133	124	189	2.56	0.102
19	Grinding machine	231	142	106	181	2.64	0.754
20	Deep fryer	199	161	124	176	2.58	0.521
21	Barbeque grill	212	162	123	163	2.64	0.874
22	Juice extractor	195	167	131	167	2.59	0.521
23	Mixer	198	176	84	202	2.56	0.874
24	Peelers	217	158	101	184	2.62	0.736
25	Mincers	225	148	106	181	2.63	0.785
26	Choppers	206	136	112	206	2.52	0.486
27	Pancake Mixer	237	126	103	194	2.62	0.684
Cumulative/mean/SD						2.723	0.75

Key: N=Number of Respondents, x=Mean, SD=Standard Deviation

The data presented in Table 1 shows the mean rating and standard deviation on the extent of homemaker's educational level as determinant for responsible decision in household equipment acquisition in South West Nigeria. Specifically, result shows that some of the household equipment, pressure cooker ($\bar{X} = 2.74$; $SD = 0.874$), rice cooker ($\bar{X} = 2.68$; $SD = 0.874$), yam pounder ($\bar{X} = 2.72$; $SD = 0.874$), dish washer ($\bar{X} = 2.74$; $SD = 0.874$), gas cooker ($\bar{X} = 2.90$; $SD = 0.873$) and barbeque grill ($\bar{X} = 2.64$; $SD = 0.873$), mixer yam pounder ($\bar{X} = 2.56$; $SD = 0.874$), have high standard deviation. Cumulatively, the cumulative mean rating and standard deviation ($\bar{X} = 2.723$; $SD = 0.75$) indicate that educational level determined the homemaker's decision of household equipment acquisition. Hence, educational level is a determinant of homemakers' decision in household equipment acquisition. However, majority of the people do not use the equipment although they may have it kept at home due to epileptic power supply, lack of electricity and lack of awareness.

HO₁: There is no significant relationship between educational level and homemaker's responsible decision in household equipment acquisition in South West Nigeria

Table 2: Pearson Product-Moment Correlation (PPMC) Statistics between Educational level and Homemakers Responsible Decision

Variables	N	Mean	STD	Df	r	P
Responsible Household equipment acquisition	660	507.09	125.02	685	.824**	0.001
Educational status determinant	660	73.55	22.89			

Table 2 presents the data on results of the Pearson Product-Moment Correlation (PPMC) statistics, which indicates that significant determinant exist between homemakers' decision in household equipment acquisition and educational level in South West Nigeria. The p value of 0.001 is lower than the .05 alpha level of significance ($p < 0.05$). The level of correlation between educational level and homemaker's decision of household equipment is at 0.824 and the type of correlation is proportional, meaning the correlation is very high and positive. This shows that high educational level of respondents, determined the extent of decision made in acquiring household equipment. This implies that homemaker's educational level significantly determines decision in

household equipment acquisition to a very great extent. Therefore, the null hypothesis which states that there is no significant relationship between educational level and homemaker's decision in household equipment acquisition in South West Nigeria, is hereby rejected.

Research Question 2: To what extent does the occupational status of the homemakers determine their responsible decision in household equipment acquisition in South West Nigeria?

Table 3: Extent of Homemaker's Occupational Status as Determinant for Decision in Household Equipment Acquisition in South West Nigeria

N=660 S/NO								
RESPONSE	X	SD	RMK					
S/N	RESPONSE CATEGORIES							
	Items		VGE	GE	LE	VLE	X	SD
1	Electric Cooker		321	86	82	171	2.84	0.413
2	Microwave oven		274	142	72	172	2.78	0.141
3	Halogen oven		204	138	117	201	2.52	0.210
4	Pressure cooker		235	144	88	193	2.64	0.521
5	Deep fryer	210	137	119	194	2.55	0.701	
6	Rice cooker	224	105	130	201	2.53	1.002	
7	Steamer		205	153	115	188	2.57	1.001
8	Refrigerator	221	163	97	179	2.65	0.467	
9	deep freezer	224	152	88	196	2.61	0.870	
10	Yam pounder	199	156	102	203	2.53	0.874	
11	Food processor		206	157	105	192	2.57	0.521
12	Dish washer	199	171	96	194	2.57	0.874	
13	Blender		198	170	86	206	2.55	0.736
14	Juicer		221	164	94	181	2.64	0.467
15	Bread toaster	255	135	89	181	2.70	0.870	
16	electric kettle	274	132	78	176	2.76	0.874	
17	Gas cooker	252	133	89	186	2.68	0.521	
18	Kerosine stove		95	55	223	287	2.16	0.374
19	Grinding machine	113	111	146	290	2.41	0.436	
20	Deep fryer	178	174	133	175	2.54	0.785	
21	Barbeque grill		202	151	113	194	2.55	0.486
22	Juice extractor		169	173	129	189	2.49	0.684
23	Mixer		198	141	119	202	2.51	0.873
24	Peelers		196	154	125	185	2.55	0.102
25	Mincers		223	162	107	168	2.67	0.754
26	Choppers		228	158	99	175	2.67	0.746
27	Pancake Mixer		218	151	82	209	0.423	
Cumulative mean/SD								0.605

Key: N=Number of Respondents, x = Mean, SD=Standard Deviation

The data presented in Table 3 shows the mean rating and standard deviation on the extent of homemaker's educational level as determinant for responsible decision in household equipment acquisition in South West Nigeria. Specifically, result shows that some of the household equipment, yam pounder ($\bar{X} = 2.53$; $SD = 0.874$), dish washer ($\bar{X} = 2.57$; $SD = 0.874$), electric kettle ($\bar{X} = 2.76$; $SD = 0.874$) and mixer ($\bar{X} = 2.51$; $SD = 0.873$) have high standard deviation. Cumulatively, the cumulative mean rating and standard deviation ($\bar{X} = 2.723$; $SD = 0.75$) indicate that occupational level determined the homemaker's decision of household equipment acquisition. Hence, occupational level is a determinant of homemakers' decision in household equipment acquisition. However, majority of the people do not use the equipment although they may have it kept at home due to epileptic power supply, lack of electricity and lack of awareness.

Hypothesis 2: There is no significant relationship between occupational status and homemaker decision in household equipment acquisition.

Table 4: Pearson Product-Moment Correlation (PPMC) Statistics between Occupational level and Homemakers Decision in Household Equipment Acquisition

Variables	N	Mean	STD	Df	r	P
Household equipment Acquisition	660	507.09	125.02	658	.808**	0.003
Occupational level determinant	660	70.45	25.13			

r calculate > r value at df 658 0.003 < 0.05

Results of the Pearson Product-Moment Correlation (PPMC) statistics, in Table 4 show significant determinant between occupational level and homemaker's decision in household equipment acquisition in South West Nigeria. The p value of 0.003 is lower than the 0.05 alpha level of significance, the status of correlation between occupational status and homemaker's decision in household equipment acquisition is at 0.808 and the type of correlation is proportional. This shows that the homemaker with a high occupational status has a very great demand for household equipment that will take care of the long hours spent at work. This implies that the homemaker's level of occupational status significantly determines their decision in household equipment acquisition. Therefore, the null hypothesis which states that homemaker's responsible

decision in household equipment acquisition is not significantly determined by occupational status in South West Nigeria is hereby rejected.

Discussion of findings

The study assessed the determinants of homemaker's decision in household equipment acquisition in South West Nigeria. The findings on hypothesis one (1) was rejected which states that there is no significant relationship between educational level and homemakers decision in household equipment acquisition in South West Nigeria, this was established because the p-value was less than 0.05 alpha level. In support of this finding, Amina, Sultana, Emma, and Veronica (2017) Education of homemakers is critical for responsible consumption decision making and widespread behavioural change. In line with this finding, Adedokun (2011) states that education which is the acquisition of knowledge, skills and values, is strongly related to a higher standard of living which is directly linked to the ability of homemakers to be able to make a better choice among alternatives. It was also discovered that hypothesis two (2) which states that there is no significantly relationship between occupational status and homemakers decision in household equipment acquisition in South West Nigeria was rejected, this was established at a correlation index of p-value of 0.000 which is lower than the 0.05 alpha level of significance, and that the type of correlation is proportional. The result indicated that occupational status significantly determines homemaker's decision in household equipment acquisition. Nwosu and Ayodele (2014) in support of this finding argued that occupational status has made many women (homemakers) made decisions in the choice and purchase of home appliances that can ease the burden of home chores.

Conclusion

The study reveals that the determinants of homemaker's decision were found to have significant relationship in household equipment acquisition in South West Nigeria. These were revealed in the test of the hypotheses of the study. The homemaker's ability to make wise decision in the consumption of household equipment was determined by their educational level and occupational status. Therefore, educational status and occupation are major determinant of homemakers' decision making on consumption of products, which is one of the cardinal point of Sustainable Development Goals (SDGs).

Recommendations

Based on the findings made and the conclusion drawn, the following recommendations were made:

1. There should be public enlightenment programmes on radio and television for educating homemaker's participation in decision making.
2. Homemakers with high occupational status should avoid unhealthy competition among themselves and be disciplined in their acquisition pattern.
3. Manufacturers should consider the brands, durability and functionality of the homemakers in their process of construction.
4. Manufacturers should enable and inspire homemakers and influence their buying choices through the adoption and marketing of sustainable, practices and products.
5. Manufacturers should also promote skills development to design solutions for sustainable lifestyles among homemakers through on-the-job training.

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