Study Gender Inequality in Incentives to Buy Products from Nano Entrepreneurs

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Abstract: One fundamental difference between developed countries, developing and third world have different views and even contradictory in motivation for buying sex from the market is nano materials. All over the world, gender equality accelerate economic growth, strengthen governments, poverty reduction and social security is. Today, gender equality in various social dimensions-economic, not only as a social necessity, but also as a way towards progress and prosperity of nations has special significance. Job discrimination based on sex, the last inequality to the unequal employment opportunities and wage rates according to job order leads to sex. Today, roads and information through its loyal customers to new and different products, create. Because it reduced costs and increased marketing, reject entrepreneur's nano products and operating profit will be. Being the new nano products, the most important factor to maintain survival and manufacturers of these products, our customers are. If the producers of products with nanotechnology in order to satisfy customers, create loyalty in customers are achieved. In this case, can the field of long-term growth and survival of their own provide? That the introduction of this work, a full understanding of the demands of customers with different gender.

Key words: Gender Inequality · Products · Work · Nano · Jobs

INTRODUCTION

Almost half the world total staff in gender-specific occupations in which at least 80 percent of employees, are a sex, are engaged. In fact, non-farm jobs (certain men), nearly seven times the jobs for women. The phenomenon inflexible labor market that reduces employment opportunities, especially for women and thus reduce economic efficiency. Research in developed countries suggests that psychological terms, more women than men tend to buy from their show. Especially in buying new products using new Nano technologies. However, buying products in nano America, this is a photo. Because buyers are men more than women [1-5].

Sex Differences in the Purchase of Nano Products:
The following gender differences in relation to purchasing products are nano that are:


Emotional Motivation - Social: receiver considerations on emotional and social problems are. Shit this incentive for women above men.

Identifying Motivation: The motivation and personality issues related to each individual image are ideal. For women is more important than men.

- Perception of men buying women is favorable nano products. As a result, men are more likely to buy.
- Women compared to men perceived greater risk for this type of products. In addition, friends affected by the reduction of this risk and encourage more women to buy.
- In men compared with women have greater access to nano products. This gender difference in the Third World and developing much more developed countries.
- Women than men shopping experience less satisfaction from their nano products show.

Each of these factors can lead to gender differences for purchase will be nano products.

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In general, differences in the importance of motivation for women and men on the one hand and a stronger impact on women's shopping environment on the other hand, cause the gender difference in the purchase of products will be nano.

Understanding of nanotechnology products in the purchase of quadruplet

Four types of perception of different features, new products and nano are determined as follows:

**Comparative Advantage:** The degree that a new product than previous products seems to be better.

**Complexity:** The degree to use and understand a new product innovation for consumers, potential problem seems to be.

**Compatibility:** The degree that this innovation with the values, beliefs, experiences and needs of the consumers are compatible.

**Be Clear Result:** A degree that results from the use and employing innovative, tangible and intangible seems.

In quantitative analysis in developed countries, has been known that this kind of perception than a nano product innovation in men and women are different. So that men and compatibility factors, comparative advantage and be clear result than women and complexity lower ranking than woman have.

**New Jobs:** Technology always works hand in hand with each other to move forward said. Throughout history human life easier for the returns. New technology has been invented. This new technology requires new skills are. That takes professionals who can use them. The experts for the order. According to this new technology, their skills, goods, or services to use. Action of commercial enterprises shall. It seems that some of the extraordinary potential of technology and have extensive. But a number of reasons, this feature will not update itself.

Field of nanotechnology entrepreneur, to start its work with a wide range of options facing is. This job does not necessarily need it. Only based on nanotechnology manufacturing and selling a particular product to be done. Made for each product, service number or some byproducts can exist. All that is needed are utilized. Some of them will be suitable for product development, while other cases, these probably will not. Someone in the field of nanotechnology will attempt entrepreneurship. Such products should be encouraged to side. The byproducts that are more accessible, more as a product of the product he considered valid and are acceptable. Accepting the product potential growth market, it helps.

Revolutionary technologies such as nanotechnology capabilities have it. The applications used widely, not only in the sphere of a particular technology to provide the opportunities. However, to make use of and support for their opportunities ahead leave. This range of applications and support that they are done. Opportunities that it provides only limited human imagination are the branch that is essentially endless.

**CONCLUSION**

Factories that produce nano women defined their target customers are. On the social emotional aspects should pay more attention to the cases follow Exalted:

- Put clear photos of goods and also enough information about sex and their quality and easy to select the best buyers.
- Cancel if people exchange goods after purchase.
- Provides the possibility of making the test product.
- Offering advice and suggestions about when buying goods.
- Use happy colors, attractive, beautiful and good music.

Due to being new and different products in the world, Nano, different angles of gender differences and their effects on this process even in developed countries is less clear.

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