



# A STUDY ON FACTORS INFLUENCING WOMEN CONSUMER BEHAVIOUR OF DURABLE GOODS IN CHENNAI CITY

## KEYWORDS

women, consumer behaviour, durable goods

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**ABSTRACT** *There are many underlying influences both internal and external from the social environment. The combination of these inputs and internal factors can never be complex indeed. Perfect prediction of behaviour is never possible, but properly designed research efforts can significantly lower the risks of the types of product failure. While the consumer cannot knowingly be induced to act in a way contradictory to his or her own goals, motivation and behaviour can be influenced by outside sources. This influence is understood through research. Non-durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers. Hence, the present study has been undertaken to find out answers for the following questions.*

1. Who is the deciding authority for purchase and what is the role of women in purchase decision?
2. What are the factors influencing women's purchasing behaviour?
3. What are the problems faced by women during and after purchase?

## INTRODUCTION

There are many underlying influences both internal and external from the social environment. The combination of these inputs and internal factors can never be complex indeed. Yet, the tools of market research can assess motivation and behaviour with considerable accuracy. Perfect prediction of behaviour is never possible, but properly designed research efforts can significantly lower the risks of the types of product failure. While the consumer cannot knowingly be induced to act in a way contradictory to his or her own goals, motivation and behaviour can be influenced by outside sources. This influence is understood through research.

## STATEMENT OF THE PROBLEM

Non-durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers. They need these goods to satisfy their physiological needs. The companies are trying to make their products more popular and thereby try to be successful. In the competitive market, the prospective rural buyer is prepared to choose the right one based on their needs. An understanding of purchase behaviour of women is an essential aspect as it reflects the influence of brands, buyer & customer type on the purchase of particular brand, etc. Hence, the present study has been undertaken to find out answers for the following questions.

Who is the deciding authority for purchase and what is the role of women in purchase decision?

What are the factors influencing women's purchasing behaviour?

What are the problems faced by women during and after purchase?

## OBJECTIVES OF THE STUDY

1. To analyse the factors influencing women's purchasing behaviour .
2. To find out the problems faced by women during and after purchase.

## RESEARCH METHODOLOGY

### Sample size

Convenience sampling method has been followed for collecting response from 125 respondents. The data has been collected from the customers who have visited the departmental stores, grocery shops, vendors, super market, etc.

### Sources of data

The study is based on both primary and secondary data. The primary data has been collected by using questionnaire and the secondary data has been collected from books, manuals and Internet. The questionnaire is the major tool administered for collecting primary data from the respondents.

### Tools for analysis

The statistical tools used for the purpose of analysis of this study are simple percentage technique. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analysed and interpreted with the help of tables and figures. Weighted scaling technique and ranking technique has also been used for analysis and interpretation of data.

## ANALYSIS AND INTERPRETATION

### FACTORS INFLUENCING PURCHASE BEHAVIOUR

Among the respondents only 10% of them influenced by convenience, 71% of the respondents were influenced by quality, 2% of the respondents were influenced by the quantity, 4% of the respondents were influenced by the cost, 6% of the respondents were influenced by the service, 1% of the respondents were influenced by the shop keepers customer care ship and 6% of the respondents were influenced by the loyalty to the brand. Thus, majority of the respondents purchase behaviour were influenced by the quality of the product and only very little were influenced by the factor shop keepers customer relation.

### AWARENESS TOWARDS QUALITY MARKS

122 respondents give importance to date of manufacture, expiry date, IDI, etc while purchasing and 3 respondents do not give any consideration for quality marks while purchase. Out of 122 respondents, 56% of the respondents always look out such quality marks, 42% of them look for the quality marks sometimes and 2% of the respondents do not give importance to the quality marks.

### TYPES OF PROBLEMS FACED BY WOMEN DURING PURCHASE

12% of the respondents face the problem of unavailability of products, 27% of the respondents feel that some products are of poor quality, 31% face the problem harassment, 10% of the respondents suspect malpractice in quantity, 18% face the problem of product adulteration and only 2% of the respondents face the problem of customer care.

### TYPES OF PROBLEMS FACED BY WOMEN AFTER PURCHASE

It reveals that after purchasing, 21% of the respondents feel that they lack follow-up service, 23% of the respondents dissatisfied with their purchase, 46% of them are facing transportation problem of goods and only 10% of the respondents face the problem in Billing, repetition of products etc. Majority of the respondents are facing transportation problem for carrying the goods after purchase.

### RESPONDENT'S INTEREST IN RECOMMENDATION

It is clear that, 100 respondents are interested to recommend the shop purchased by them to others and 25 respondents are not interested in recommending the shop to others. Out of 100 respondents, 24% of the respondents recommend the shop to others because of good service rendered by shop-keepers, 65% of the respondents recommend the shop for its good quality products. 10% of the respondents recommend the shop because it is economical and 1% of the respondents recommend the shops because of the offers provided. Out of 25 respondents, 64% of the respondents have no interest in recommending the shop purchased by them to others, 8% of the respondents feel the service is not good, 20% of the respondents feel the price is too high and 8% of the respondents have an opinion that the product is of poor quality. Majority of the respondents are interested in recommending the products to others for the reason that it is of good quality.

### WEIGHTED AVERAGE SCORE ANALYSIS AGE & FACTORS CONSIDERED FOR PRODUCT SATISFACTION

Respondents under the age group of 18-30 years are highly satisfied with quality and satisfied with other factors viz., price, availability, service, size and design; respondents under the age group of 31-40 years are highly satisfied with quality and product availability and satisfied with other factors i.e., price, service, size and design. Respondents under the age group of 41-50 years are satisfied with all the factors and respondents above 50 years are highly satisfied with quality and satisfied with other factors. Most of the respondents are highly satisfied with product quality irrespective of their age.

### EDUCATIONAL QUALIFICATION & FACTORS CONSIDERED FOR PRODUCT SATISFACTION

The respondents whose education is upto school level are highly satisfied with product quality and satisfied with other factors like price, availability, service, size and design of the product and are satisfied with other factors. Post-graduates are highly satisfied with quality, size and design

of the product and are satisfied with other factors. Diploma holders are highly satisfied with quality, availability and service rendered and satisfied with other factors. Professionals are highly satisfied with quality, price, service and design and are satisfied with availability and size of the product. Most of the respondents are highly satisfied with product quality irrespective of their educational qualification.

### OCCUPATION & FACTORS CONSIDERED FOR PRODUCT SATISFACTION

It is clear that professionals are highly satisfied with product quality, service and design and satisfied with availability, price and size. Businessmen are highly satisfied with product quality, price and design and are satisfied with other factors. Employed respondents are highly satisfied with product quality, availability and design and are satisfied with other factors. Agriculturists are highly satisfied with product quality and satisfied with other factors. Students and House Wives are highly satisfied with product quality, service and design and are satisfied with price, availability and size of the product

### MARITAL STATUS & FACTORS CONSIDERED FOR PRODUCT SATISFACTION

Married respondents are highly satisfied with product quality and satisfied with product price, availability, service, size and design. Unmarried respondents are highly satisfied with product quality, size and design and also satisfied with other factors. Majority of the respondents are highly satisfied with product quality irrespective of their marital status.

### FAMILY INCOME & FACTORS CONSIDERED FOR PRODUCT SATISFACTION

Respondents whose income level is below Rs.5000 p.m. are highly satisfied with product quality and are satisfied with other factors that is like price, availability, service, size and design. Respondents whose income level ranges between Rs.5001 – Rs.10,001 p.m. are highly satisfied with the product quality and service and are also satisfied with other factors. Respondents whose income level ranges between Rs.10,001 – Rs.15,000 p.m. are highly satisfied with product quality and satisfied with other factors. Respondents whose income is above Rs.15,000 p.m. are highly satisfied with product quality, availability, service, size and design and also satisfied with price of the product. Most of the respondents belonging to various income level are highly satisfied with product quality.

### FINDINGS, SUGGESTIONS & CONCLUSIONS FINDINGS

1. The distinctive feature of the higher income group respondents is that, they shop as and when they like. Similarly, the housewives shop almost weekly but the career going women do shop; only when need arises.
2. Education also plays a key role in shopping behaviour, in the sense that, compared to the respondents with no formal education, respondents having a good educational background shop more often.
3. In majority of the respondents' family, women play a major role in purchase decision and they prefer to prepare item list before purchasing.
4. Majority of the respondents prefer to purchase products from departmental stores rather than other types of shops, as they feel it is economical and able to get good quality products.
5. Most of the respondents are interested in recommending the product purchased by them to others and

are satisfied with salesmen service.

6. This study clearly indicates that in family purchase decisions, inspite of an individual's age, income, level of education, status, family size, etc, the interactive they have with each other leads the way for best 'buy'. Ultimately greater the interaction, better the involvement and may be a satisfactory purchase.

7. Most of the respondents under various personal factors have given highest preference to product quality.

8. Most of the respondents were satisfied with all the factors like price, quality, availability, service, size and design and no one is dissatisfied with the above mentioned facts.

### SUGGESTIONS

1. Purchase is to be made on the basis of the quality, income and according to the budget. Women must know the standard shops which sell products at reasonable prices with excellent service. They should give importance to the package date, manufacturing date, ISI marks, expiry date, brand etc while purchasing. They should bargain and should clarify their doubts regarding the product, they buy.

2. Women should be aware of the new products introduced in the market and of its special features, price, quality, etc. They should be capable of identifying duplicate products and should avoid purchasing unnecessary items.

3. Maximum of women consumers are not aware of the consumerism and consumer rights hence the government can conduct some consumer awareness programs among the women consumers it can help to improve purchasing behaviour and they can able to prevent themselves from the deceiving sellers .

### CONCLUSION

The modern market is highly competitive and transitional. The prominence gained by individual consumer in marketing decision making compels the marketer to look at and organize the component of marketing mix through the customer's eyes. Hence consume behaviour research has come into existence. In present era, women plays vital role in all field. To conclude, women plays a major role in taking purchase decision for non-durables.

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