AMITY UNIVERSITY JHARKHAND, RANCHI
A STUDY ON THE "EFFECTS OF OCCUPATIONAL STATUS ON WOMEN BUYING BEHAVIOR" IN SOUTH OFFICE PARA, RANCHI

UNDER THE GUIDANCE

OF

DR.KASTURI SAHAY

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Written by: Durga Ghosh
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ABSTRACT

Buying Behavior is the decision processes and acts of people involved in buying and using products. Women's are the central focus/ character in any buying /purchasing process. Whether they are working or non –working, their decision influences the purchasing process. It suggests that due to their multiple role they influences their own and of their family member's buying behavior. Now a days the working women segment has significantly influenced the modern marketing concept. The objective of this paper is to assess how occupational status affects the buying behavior of women. Under this I also want to identify the changing perception and comparison of buying behavior for working and non working women in Urban India. It also ascertains the dimensions of buying by working and non working women. The study also reveals that working women are price, quality and brand conscious and highly influenced by others in shopping.

Key Words: Occupational Status Women Buying Behavior, Perception, Consumer, Urban India

CHAPTER 1 INTRODUCTION

Today a business cannot succeed by supplying products and services that are not properly designed to serve the needs of the customers. The entire business has to be seen from the point of view of the customer. A company's business therefore, depends on its ability to create and retain its customers. Thus, a company, which wants to enhance its market share, has to think of customers and act as a customer. Understanding the consumer and the buying behavior of the target market is the essential task of marketing managers in today's marketing concept.

Thus, a**" consumer"** is a person who uses a product or service, and is habitually called an end user since he is the last stop and does not generally shift or sell the item to a different person. A buyer can be a consumer, as in the example of a teenager buying and using a video game. On the other hand, consumer is not necessary to be the buyer - for instance, if a mother buys cereal for herself and her family, each family member is a consumer of the product". Any person, who buys a product/service, may not be necessarily user or consumer. The subject of shopper behavior has focused on individuals and the factors that impact their decisions to spend their resources on consumption-related items. According to Kotler, Keller, Koshy and Jha (2012) **"Consumer Behaviour"** is the study of how individuals, groups and organizations select, buy, use

and dispose of goods, service, idea, or experiences to satisfy their needs and wants. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Consumer shopping behavior is a practice by which individuals seek out, pick, pay for, consume/utilize and dispose of goods and services to satisfy their needs and wants. Economists viewed shopping as an activity that makes consumers to make the most of their utility function (Michelle, Corrine and Jane, 1995).

Thus, the term consumer behavior refers to the behavior that consumers display in searching for, purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior is the most complex aspect of marketing, as it is the most dynamic of all the marketing activities. The consumer preference change rapidly and are affected by multiplicity of factors at a given point of time which are difficult to analyze. To understand the consumer behavior into consumer motivations, believes, attitudes, learning, perceptions, emotions and opinion is essential.

Retail is the dominion of women and shopping/buying is an action frequently seen as complementary to female role. Women go on shopping to purchase both essential and discretionary goods, to relax, and to socialize. They are considered to be the most potential consumers in the world as they manage almost 80 percent of the domestic expenditure. Kelly (1991) noted that "the traditional woman's role (as wife, mother, and lady) has undergone change owing to the revolution in shopping heralded by the development of the department store".

Laermans (1993) stated that "Women were redefined as professional shoppers or consumers and their performance of their traditional roles was thoroughly 'commodified' or redefined in terms of commodities."

Bellenger and Korgaonkar (1980) found that consumers who seek pleasure in shopping are mostly female and are a noteworthy force in the retail market. Women think differently from men because there are biological, neurological, and behavioral variations between the brains of men and women. These differences in turn make an impact on their buying behavior. While men will pack themselves with sufficient information of a product or service through internet, advertising, reviews; women would aim to get benefit from others' experience by asking people around them. Women are more in touch with their feelings and have the tendency to stay better connected with their family, friends, and 'brands'. Women set their decisions and priorities not only according to their needs but also according to people in her personal circle. Hence, it becomes important to position a product, brand or a store in a way that how they will benefit her and other in her life.

CHAPTER 2   LITERATURE REVIEW

Buying is the act of identifying the store and purchasing the product. The behavior of buyers differs according to the place where they are buying and their involvement level with the act of buying. Consumer buying behavior tends to establish what it precisely drives consumers while making purchasing decisions. Many studies have been conducted including the above stated with regard to consumer behaviorism. A customer who has the intention to buy one particular electronic products/brand, might be tempted once entering the store to purchase either Dixon manufactured product or alternative that are on sales instead of the more expensive, also known as preference reversal. This is a typical situation where the consumer prefers a poorer pay-off (which might be temporarily) because it is available sooner, than a better long-term pay-off, which would be better for the consumer. Consumers apply this behavior occasionally in the case of brand choice, but much more often at inter-product choices (Fox all, 2007).

Consumer buyer behavior is considered to be an inseparable part of marketing. Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Buyer behavior has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants". Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

Alternatively, consumer buying behavior "refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010). According to Blackwell et al (2006) consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers.

The definition formed by Solomon et al (1995) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

Consumer buying behavior is defined by Stallworth (2008) as a set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioural responses. It is further stated by Gabbot and Hogg (1998) that the process may contain different activities and stages.

When a customer is considering a purchase that is more expensive or requires some kind of monthly commitment they will usually spend more time thinking about it. They may want to research different options, talk to a friend or family member about it, and weigh the pros and cons of going through with the sale.

In business, this process is often portrayed as a sales funnel with more and more people dropping off as they move further into the funnel.

At each point during this process, the customer will go through a specific thought pattern. To help your customer follow through with the sale, you must understand what their needs are at each point.

Let's look at the six stages of the buying process below:

Stage 1: Problem Recognition

This is the most important step in the decision process because your customer has to realize they need your product before a purchase can take ever place. This presents you with both the opportunity and the challenge of identifying with your customer. The best strategy is to articulate their problem in your marketing efforts.

With traditional marketing or PR, this can be done through advertising: having an ad that explains what the customer's problem is, and how the product or service can solve it.

With any online business, on the other hand, the best way to influence the "problem recognition" stage is through content marketing. With the right content, you could identify with your audience, articulate their needs, and offer helpful resources and tools.

Stage 2: Information Search

Now the customer will begin searching for information to help them find the best solution to their problem. Most people will immediately turn to friends, family members, and colleagues for recommendations.

While you can't really talk the above-mentioned friends or family members into endorsing your product, there are several things you could do.

- Focusing on the Product – If your product is really good, people are going to start being your brand advocates, and you won't even have to pay them!

- Build Authority – This one's pretty generic, and translates into regular marketing. It could mean working on your company web presence, for example, so that it's easy for your customers to find you and learn more about your product.

- Reviews & Partnerships – Other than friends and family, there's something else that's extremely helpful in influencing decision-making: the influencers. Establishing connections with experts in your field (or bloggers, review websites, etc.) will help you stand out.

Stage 3: Evaluation of Alternatives

Although some people will come to a quick decision, most customers will not settle for the first solution they find. They will evaluate several different options and the possible benefits or drawbacks to each. And even if your company has the best product to meet their needs, they still may decide to go with someone else.

So, the one thing you could do at this stage is to offer a lot more value than your competition & communicate that with your customers. This can be easier in some industries (software, for example, where you can add more powerful features), but hard in others (consumer goods. Who looks at the brand of their toilet paper, anyway?)

Stage 4: Purchase Decision

Once the customer has explored their options they will make a decision about whether or not to move forward with the purchase. Yes, even though they have reached the middle of the buying process they could still choose to walk away.

At this point, customers need a sense of security. They also needed to be reminded of the problem that brought them here in the first place.

Stage 5: Purchase

At this stage, you want to make it as easy as possible for your customers to buy from you. Does your website load too slowly? Can they order from their phone just as easily as on a desktop? These are questions you should consider.

The customer already decided that they want to do business with you – you don't want to make it hard for them. Let's say if your payment processing software is being laggy, they might just decide to ditch and go to your competitor!

Stage 6: Post-Purchase Evaluation

You may think you are in the clear now but your work doesn't end after the customer makes their purchase! Customers will evaluate their purchase based on previous expectations and decide whether or not they are satisfied. If they're not happy with your product, they'll just never use it again – and everyone knows that recurring customers are much better than those buying just once.

Or it could end up going even worse, with the customer asking for their money back.

Depending on how you handle this situation, the customer will react differently. If you put their concerns at ease & even make them feel better, they're much more likely to come back or even refer their friends. Or, if you treat them wrong, you're never going to see them (or their friends) again.

There are a couple of ways to work with this stage…

- Good Customer Service – being able to talk to your customers & help them use their product can take you a long way.

- Follow-Up Emails, Survey – showing the customer that you care about their experience is a pleasant experience on its own.

- Fair Treatment – sometimes, the product might just end up not being what the customer is looking for. If you treat them with respect & offer a refund, they're more likely to come back for a different purchase. If you shut them down, they're lost forever.

Consumer involvement thus is defined as the consumer's perceived relevance of an object, e.g. product or brand, advertisement or purchase situations based on the inherent needs, values and interests of the persons (Salomon et al., 2004).

According to O'Casey (2000), the construct of consumer involvement is important in understanding consumer behaviors related to consumer possessions and there are several broad types of consumer involvement that can be related to the product, to the message or to the perceiver.

Zaichkowskey (1986) identified the antecedents of involvement as

- a) Person factors
- b) Object or stimulus factors
- c) Situational factors.

The factors can trigger different types of involvement (product, purchase decision and advertising) than can produce differing results or consequences involvement.

Women constitute around 48.3 percent of India's population as per the 2001 census and are the precious human resources. Wealth is becoming more concentrated at the top of the income scale. The income of the highest earning households has shown an exponential growth while the gap in household income between top earners and middle earners has widened (Ministry of Labor Statistics, Government of India; 2005).

According to Backewell and Mitchell (2003), young female consumers have been influenced by several environmental factors that separate them from older shoppers. Young female have been conditioned into consuming earlier than the previous generations and have been socialized into shopping as a form of leisure. They have been developed in an environment that provides more reasons and opportunities to shop as well as additional consumption opportunities such as internet, interest, television, and traditional catalog based shopping. Furthermore, young females are more apt to have become accustomed to media that depict affluent and opulent lifestyle.

According to Zelezny et al., (2000) studies on the women buying behavior dimensions suggest that females are more pro-environmental while shopping than their male counterparts.

Kindra (1994) defined lifestyle as an external expression of individuals about their needs, opinions and tendencies to participate in the social economic and political life of their countries. This external expression of the customer needs and values is a reflection of what the customer plans to buy and what he/she does not want to buy. Lifestyle segmentation is very important not only to study women consumer behavior in general but it is also very important in international marketing due to its large impact on the daily purchasing decision made by each individual (Lesser and Hughes 1986, Kucukemiroglu, 2005).

Laurent and Kapferer (1985) concluded that consequences of consumer behavior differ depending on the antecedents of involvement. They developed an involvement profile containing five antecedents of product involvement:

a) The perceived importance of a product,

b) The perceived importance of negative consequences from a mispurchase,

c) The subjective probability of a mispurchase,

d) The pleasure value of the product,

e) and the perceived sign or symbolic value of the product.

Marketing to women delivers a better return on the marketing rupees through both higher customer acquisition and greater customer retention. Because women are more inclined to long term brand relationships, enhanced loyalty means every marketing dollar invested in acquiring female customers' results in a higher retention rate (Barletta, 2003).

Farhurst et al., (2007) concluded from their study that word of mouth from consumer families and friends can influence decision style, as what and where to buy.

Park and Lennon (2004) concluded that television advertisements can highly influence women buying behaviors along with information received from their friends (Sheers 2007), as females in comparison to males are highly knowledgeable about price and types of stores (Scheers, 2007), and hence this knowledge can influence the retailer management strategies.

The idea that consumers differ in the amount and type of effort they put into shopping is not new to marketing (Katona and Mueller 1955, Newman and Staelin 1972). Such differences are important to marketers because they influence consumers' reactions to marketing strategies. For example, Westbrook and- Fornell (1979) found four distinctive styles of information search among durable goods buyers, ranging from the objective shopper, at one extreme, who makes extensive use of printed sources and in-store shopping guides, to the personal advice seeker, at the other extreme, who relies primarily on personal sources for making buying decisions. Westbrook and Fornell recommend a low-key approach featuring promotional techniques that provide a great deal of factual information for the objective shopper. For the personal ad- vice seeker, however, they recommend a more aggressive, personal, sales-oriented approach. Certainly different strategies would apply to the objective shop- per and the personal advice seeker. Thus, the amount and type of search effort expended by a market segment is an important determinant of the appropriate marketing strategy for that segment.

Kassarjian (1981) has implied a positive relationship between socioeconomic status and purchasing involvement, and in fact describes his "low- low involvement" consumer as being a member of the lower socioeconomic class. This would lead to the assumption that higher income might be associated with higher purchasing involvement. The positive relation- ship found between income and search effort (Clax- ton, Fry, and Portis 1974) Newman and Staelin (1972) would provide some indirect support for this notion. However, it would seem that the marginal utility of purchasing involvement would be low for high in- come groups, since they can purchase almost anything they want and value their free time more than the money that they could save by wise purchasing. Thus it seems that a curvilinear relationship could be expected between purchasing involvement and income, with moderate levels of income producing the highest levels of purchasing involvement and low and high in- come groups relatively less involved. Education is expected to be positively related to purchasing involvement. Education increases the buyer's ability to use information wisely and therefore his/ her need for information. Or as Westbrook and Fornell (1979) have stated: Education was assumed to increase the buyer's need for information related to the purchase decision and thereby to increase the value of search and the likelihood of reliance on high value, high cost sources such as Consumer Reports and related buying guides, as well as extensive visits to retail outlets.

CHAPTER 3   METHODOLOGY

This chapter is divided into 3 sub parts:

1. Statement of the problem
2. Objectives of the study
3. Methodology used

❖ STATEMENT OF THE PROBLEM

The study tries to capture the changing pattern of buying behavior of women in Urban India. The broad objective of this paper is to assess how occupational status affects the buying behavior of women in contrast to non working women. It will also identify the changing perception and comparison of buying behavior for working and non working women in Urban India. Specifically, at first, this paper tries to investigate and compare the buying behavior of women, especially, working and non working women in Ranchi. Secondly, it tries to ascertain which dimension of buying behavior is prominent among working and non working women. Finally, the study provides comparison of working and non working women's' buying behavior.

❖ OBJECTIVES OF THE STUDY

The study aims to fulfill the following objectives:

1. How Occupational Status affect the buying behavior of women in Urban India.
2. The changing perception of working and non working women behavior towards buying.
3. To ascertain the dimension of buying between working and non working women.
4. Comparison of working and non working women's behavior towards buying.

❖ METHODOLOGY USED

Both primary and secondary data are used for the study. The primary data are collected by using questionnaire, observation and interview method. Secondary data are collected from books, journals, research paper.

CHAPTER 4   DATA COLLECTION METHOD

Primary and secondary data were collected from different sources and were used for analysis. Secondary data required for the study were collected from the various publications, journals, books. Primary data were collected through a well structured questionnaire.

❖ **Sampling Design**: A random sampling method was adopted to draw the sample respondents for the study. Random sampling means each individual element in the universe has an equal chance of being chosen. This method is suitable when the universe is homogeneous and is large. Each item in the universe has an equal chance of representation. Selection of sample units in this method is free from bias.

❖ **Sample:** 100 females were selected as sample of the study.

CHAPTER 5 ANALYSIS AND INTERPRETATION OF DATA

To study how occupational status affects the buying behavior of women a sample survey has been conducted and data has been collected from 100 women which consist of equal proportion of working and non working women. The data collected are interperated with the help of table and pie- charts.

❖ **ANALYSIS**

The following table shows the age wise classification of the respondents in Ranchi city:

Table 1

Age wise classification of respondent

Sr.No	Age	No. of respondent	Percentage
1	Below 20 yrs	12	12%
2	20-30	68	68%
3	30-40	14	14%
4	40 and above	6	6%
	Total	100	100%

It is clear from table 1 that 68 per cent of the respondents are in the age group of 20 to 30 years, 14 per cent of the respondents in the ages between 30 to 40 years, 12 per cent of the respondents in the age group of below 20 years and 6 per cent of the respondents are in the age group of above 40 years. It is evident from table that majority of the respondents are in the age group of 20 to 30 years.

The following table 2 depicts the occupation wise classification of respondents in Ranchi city

Table 2

Occupation Wise Classification

Sr.No	Occupation	No. of Respondent	Percentage
1	Government	14	14%
2	PSUs	18	18%
3	Private Company	10	10%
4	Self Employed	8	8%
5	Others(home maker)	50	50%
	Total	100	100%

It is clear from table 2 that 18% of the respondents work in the PSUs, 14 per cent of the respondents in government organizations, 10 percent of the respondents' works in private companies and 8 percent of the respondents are engaged in business or they are self employed and the rest 50% of the respondents are in other home maker.

Table 3

Data Analysis

The data are analyzed with the help of a well defined 4 point rating scale. The 4 point rating scale is as follows:

1. Strongly agree (1)
2. Strongly Disagree(2)
3. Very Often (3)
4. Never(4)

Question Number	Statements	Strongly agree	Strongly Disagree	Very Often	Never
1	I see quality rather than price when I buy edible products for home.	100%			
2	I used to order (from telephone) the grocery items from grocery shop.	40%	50%		10%
3	When I go for a shopping I get highly influenced by my friends.	85%	15%		
4	Sometimes price of product affect my buying behavior.	40%	50%	10%	
5	I would prefer to go to hypermarket for shopping.	80%		20%	
6	I would like to prefer order food from hotel rather cooking at home.	75%	20%	5%	
7	I would prefer ready –to- make packed food rather than making it freshly at home.	45%	50%		5%

8	I use readymade spice mix in cooking.	70%	30%		
9	I am very much brand conscious when it comes for cosmetic buying.	100%			
10	I prefer the online shopping mode rather than hopping the market for apparel shopping	50%	50%		
11	For buying any electronic item, I go to the different shop and compare the price and quality of the product	70%	30%		
12	Generally, I do the shopping for entire family.	50%	50%		
13	My buying gets affected by advertisement, mouth promotion and etc.	70%	20%		10%
14	I use the same brand for apparels.	60%	30%		10%
15	I switch over to other product when its price increase	50%	50%		

Interpretation of Data table

❖ Women buying behavior towards quality of product rather than price in edible items
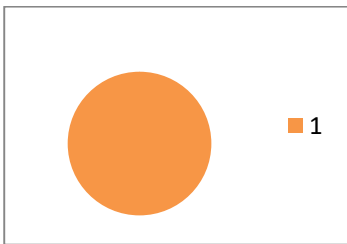
Fig 1

It shows that weather women are working or not they prefer quality in products for edible products. They are highly health conscious.

❖ The proportion of women who ordered grocery item from telephone

Fig 2

Segmentation of working and non working women towards ordering the grocery from telephone

75%   25%
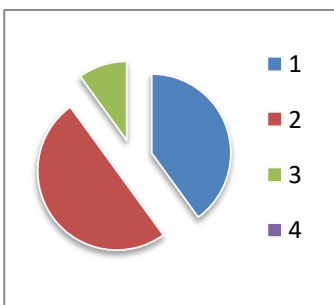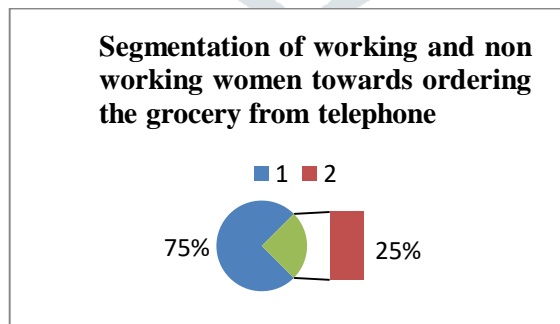
Fig 3
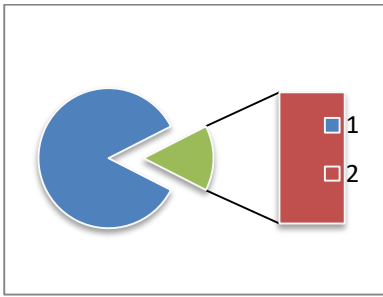
Fig 4
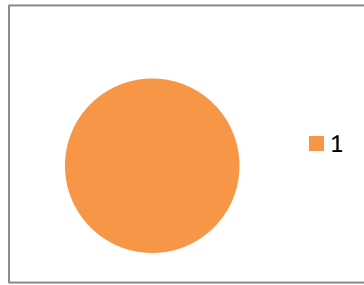
Fig 5

It shows that 40% of women ordered the grocery item from telephone .They want to save their time to do another work as shown in fig 2. In this 40% there is a mix proportion of working and non -working women who ordered grocery from telephone. Out of 40%, the proportion of working women is 75% of women who prefer to order the grocery from telephone and the rest 25% are non- working women as shown in fig 3.

The 50% of women strongly disagree to order grocery from telephone. They prefer to go to market and purchase the items of their choice. In this the 85% of women who shows strong disagreement are non- working women. The 15% of working women prefer to go to the market to purchase grocery rather than ordering from phone as shown in Fig 4.

The rest 10% who never prefer to order grocery from telephone constitute 100% as shown in fig 5 are non- working does not prefer to order the grocery from telephone.

❖ Women buying behavior when they go for shopping with friends

Fig 6

It is revealed in the study that women get influenced by their friends when they go for shopping weather they are working or not, it doesn't matter.

❖ Affect on women buying behavior due to price of product
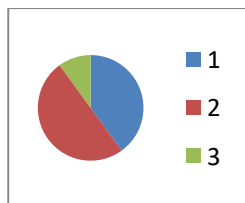
Fig 7

It shows that 40% agree that price of product affect their buying, 50% of respondents says that price of product does not affect them on purchasing .They prefer quality over price. 10% of respondent says that sometime price affect their buying as shown in fig 7.

Non working women are depended on their husband's or father's income. So they have limited amount for buying. Therefore, they are more affected by price of product while purchasing.

On the other hand working women are independent and have more ability to pay for their demand .They buy quality product and are thus less affected by price.

But sometimes quality of product does not justify its price. So, whether women are working or non- working, price affect their buying.

❖ Women buying approach towards hyper market

Fig 8 Today people prefer to go hyper market for buying as it provides them everything under one roof. They provide buyers with lot of alternatives of their desire. It also has food courts where people can relax & enjoy food after or in between shopping like Big Bazaar in Ranchi. It is evident from the study that now women prefer this type of market for shopping.80% women prefers to go to hyper market (Big Bazaar) for shopping. The 20% of women says that they very often go to hyper market for shopping.

In this 80% of strong agreement working women prefers more to go hyper market for buying any product compared to non working women. It is found that all working women favored to go hyper market for buying although a very large proportion of non working women also favor to go hyper market for buying. But there is a small proportion of nonworking women segment who very often prefers to go to hyper market for shopping.

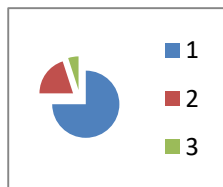❖ Women buying behavior towards ordering of food from hotel rather than cooking at home

Fig 9

75% of women prefer to order food from hotel rather than cooking at home as shown in fig 9. Out of which 70% of the working women prefer to order food from hotel and the rest 30% are non- working women. It is observed that young working ladies between the age of 20-30 prefers more to order food from hotel rather than cooking at home. It is also found that women age from 30 and above orders less compared to young ones.

20% of women show strong disagreement on ordering food from hotel. It majorly consists of home maker who prefer cooking food rather than ordering from hotel.

There are 5 % of women which consist of non- working women who very often order food from hotel rather than cooking at home.

❖ Women buying behavior towards online purchase

Fig 10
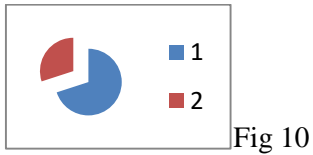
70% of women show strong agreement towards online purchase but 30% of women show strong disagreement. It is found from the study that women have changed their dimension of buying. They shift from traditional market to online buying. It is also found that working women prefer online buying more compared to non-working one as it saves their time from hopping to market.

❖ Women buying behavior towards ready-to-make packed food and ready in cooking

Fig11

Fig 11.1
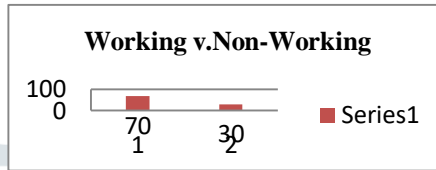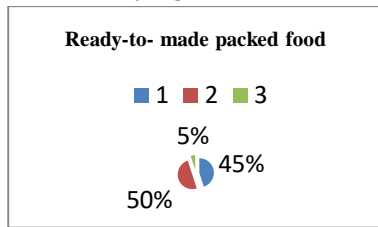
45% women show strong agreement towards using of ready to make packed food whereas 50% women show strong disagreement of using it. There are 5% of women who said they have never use ready to make packed product as they are unhealthy as shown in fig11.

Out of 45% of strong agreement, 70%are working women whereas rest 30% is non- working one. It seems that working women wants to spare less time on cooking which they want to compensate with other works.

❖ Women buying behavior towards readymade spices

Fig 12
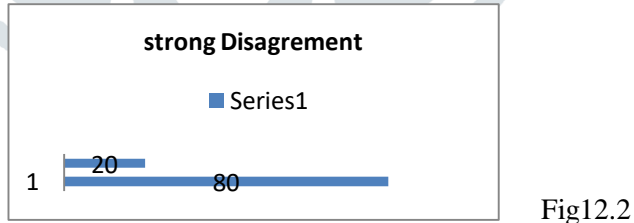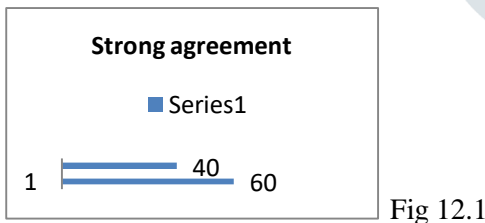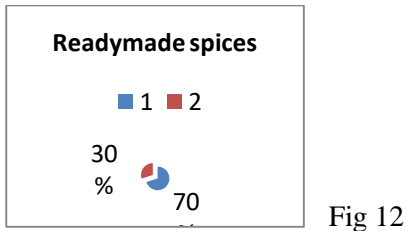
Fig 12.1

Fig12.2

70% Women show strong agreement towards readymade spices likes (Maggi's ginger garlic paste) and the rest 30% prefer to make fresh at home as shown in fig12.

In 70% segment,60% working women prefer readymade spices in cooking as it reduces the time devoted to cooking whereas rest 40% are non- working as shown in fig 12.1.

In the 30%segment working women constitute 20% of disagreement towards readymade spices and 80% by non working one as shown in fig 12.2.

❖ Women buying behavior toward comparing prices of different shops for purchase of electronic item
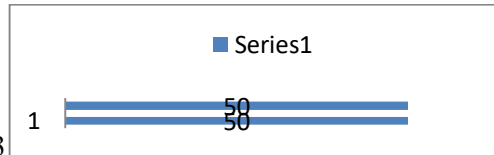
Fig 13

Fig 13.1

Women show 70% strong agreement on going different shops and compare prices before making the purchase whereas 30% shows strong disagreement as shown in fig13.

It is found from the study that both working women and non working women go to different shops and compare prices before buying.

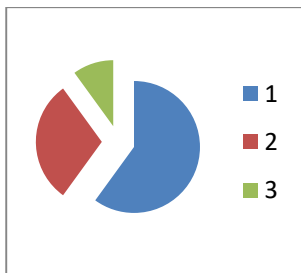❖ Women buying behavior towards the same brand for apparels
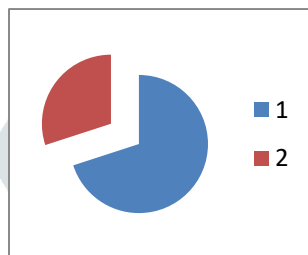

Fig 14

Fig 14.1

60% women show strong agreement towards a particular brand they use for apparels as shown in fig 14. It shows the brand loyalty of women. In this 60% segment ,70% are working women and rest are non- working ones as shown in fig 14.1. It also reveals that working women are more brand conscious than non working ones.

The 30% women show strong disagreement toward using a particular brand. It depicts that they may use different brand at different times.

There are 10% women who said they never prefer a particular brand in apparels. It depicts that they are might experimenting in nature i.e. they prefer apparel of their choice not of brand.

CHAPTER 6 RESULT OR FINDINGS OF THE STUDY

The following are the major findings of the study:

1. Working women are more brand conscious than non working one.
2. Both working and Nonworking women are equally quality conscious about edible products.
3. Working women prefers hyper market for shopping than non working one as they want to save their time which can be devoted to other productive works.
4. Working women uses more ready to made packed food than non working one.
5. Working women preferred readymade spices in their cooking than non working one.
6. Non working women preferred less to order food from hotel than working one.
7. Working women preferred to order grocery from phone rather than going to shop.
8. Working women are less affected due to price than non working one.
9. Working women prefer more online purchase over non working one.
10. Women whether working or not are highly brand conscious when it comes for cosmetics.

CHAPTER7 LIMITATION TO THE STUDY.

1. Due to busy schedule of working women chances are there that response to the questionnaires may be with lack of full concentration.
2. Biasness to the answer prevails.

CHAPTER 8 CONCLUSION

Women, particularly women workforce are vital part of buying behavior. It has been found that working women are more involved with the purchasing activities. They are less price conscious as compared to the non working women. It has also been found that working women are more brand loyal than non working women. Women are apt to be more involved with purchasing than men, since women have traditionally been the family purchasing agents and perceive purchasing as being associated with their role in the family. Woman's role as the family purchasing agent, however, seems to be changing, due primarily to the large increase in the number of working women in recent decades.

Therefore, working women has developed as an important segment for the marketers. Therefore, marketers should consider them with utmost importance.

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