

# GENERAL BUYING PATTERN OF WOMEN CONSUMER TOWARDS CONSUMER DURABLES

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## ABSTRACT-

**Purpose:** The purpose of this paper is to study the general buying pattern of women consumer towards consumer durables.

**Design/Methodology:** Research design is based on exploratory and descriptive research from India on the basis of convenience sampling; with the sample size of 50 women's (20-45 age group) & data is analysed using simple tools like averages, percentages and measurement scales.

**Findings:** We all know that consumer durable is one of the lifestyle products which play a vital role in every woman's routine household activities. Due to drastic lifestyle changes in today's busy and hectic schedules women are more dependent on the electronic goods to carry out their daily routine, so they give a prominent importance to consumer durable product purchase. They gather huge information from the social media, peer groups, friends and relative while purchasing also she plans her budget very meticulously while purchasing durable goods and she is brand oriented to a greater extent. Since she is working and disposable income is more sometimes she end up making impulsive buying which may be wrong. Here we could find out what according to women is important while purchasing and what influences her to make purchase decision.

**Research limitations/implications:** The study is restricted to Indian women.

**Originality/value:** This paper contributes on few major objectives where the awareness & interest levels and buying patterns of women towards Consumer Durable is carried out. Here we could study the purchase behaviour, women consumer's opinion on various elements of purchase behaviour, women's purchase decision, women's shopping behaviour, women's attitude towards brand and her impulsive and careless buying scenarios as per the recent updates are expressed with respect to women of age group 20-45.

**Keywords:** India, Women, lifestyle Industry, Consumer Durable, Buying behaviour.

## 1.1 INTRODUCTION

Women are most powerful consumers in the world as they control almost 80 percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed. Most of the marketers know that 'women are different', but we actually need a deep rooted understanding of how and why they are different. Not all female are women, some are girls; not all women are moms; not all moms are women; they may or may not be 'forever young'. What are important to analyze are the multiple roles that a female plays in her everyday life. A marketer cannot ignore her role as a mom and talk to her as a girl or woman, and similarly a girl cannot be approached like a woman. Purchases are emotionally significant and communication is important throughout the buying decision.

Women are great influencers when it comes to buying decision of the family. No doubt that when it comes to individual buying, women are the sole decision makers in the decision. Most often we think why women take longer duration in buying as compared to men or why they buy things that according to us are not required at that time. On a deeper analysis, we see that how science has affected the buying behaviour of women.

Women carry out overall purchase activities very meticulously from household, family, kids to herself. Consumer durable is one such segment which plays a major role in women's daily routine and she is very particular in her purchase. These durable goods help women in reducing her work burden on a regular basis since she is not just housewife in today's world she is playing multiple roles. She is independent and not just restricted to household chores but she is a working women and she deserves to lead her life the way she would like to more comfortably.

## 1.2 STATEMENT OF THE PROBLEM

To critically analyse the general buying pattern of women consumer towards consumer durable products

## 1.3 OBJECTIVE OF THE STUDY

1. To analyze the consumer durable market in India.
2. To critically evaluate and analyze the buying patterns of women consumer towards consumer durable.

## 1.4 RESEARCH METHODOLOGY

The researcher has applied exploratory and descriptive research design by constructing the questionnaire and subjected the questionnaire to 50 women consumers (Age group 20-45) who are lifestyle freaks in India. Using convenience sampling for data collection. The collected data has been analysed using simple tools such as averages, percentages and measurement scales were used to arrive at desired results.

### 1.5 LITERATURE REVIEW

Dr. Pooja Bhatia, Dr. Syed Haider Ali, Zeba Mehdi, March 2014 carried out **A STUDY ON “A FACTORIAL STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS DURABLE GOODS WITH REFERENCE TO URBAN WORKING WOMEN”** which conveys that middle-class working women are educated with high legal literacy, gatekeepers, and deciders for major purchases. They are cautious but not averse to new products/ideas/luxury/fashion, in that both quality and cost, value for money govern their purchase decisions. Women are apt to be more involved with purchasing than men since women have traditionally been the family purchasing agents. It has been found that working women are more involved with the purchasing activities. They are more price conscious as compared to the nonworking married women. It has also been found that working women are more Store loyal than nonworking married women. In case working women is more quality conscious than nonworking married women. But nonworking unmarried women are quality conscious.

Anilkumar N, Jelsy Joseph, May 2015, researched on **“A CONTRASTING EVALUATION OF CONSUMER PURCHASE ATTITUDE-BEHAVIOR OF URBAN-RURAL WORKING WOMEN CONSUMERS TOWARDS WHITE-BROWN DURABLES, A STUDY WITH SPECIFIC RELEVANCE TO KOCHI, KERALA”** according to him the urban segment of consumers dwell in the city/town habitat with lower family size, higher education level, internet savvy, communication tools intensive, innovative, modern –western styled, experienced, individualistic with time pressure, willingness to try/accept new/fun and frolic based, easier access and receptivity, enjoyment lifestyle oriented, strong brand favor, eco friendly, supports joint decisions, follows celebrity endorsement/entertainment oriented, value sensitive, more product attribute sensitive than brand loyalty, credit facility and technology type most important, brand switcher, greater role allotted for women, higher availability of products and affordability/income, risk-taking and higher awareness, cognitive, loves luxury/brown goods more, health conscious, consumption friendly, global in outlook, innovative, liking for online shopping with Flipkart, Amazon, Myntra and E-banking and bills payments, E-commerce/ Online purchases, organized and premium brands/products of high tech type.

C.Parimala, Dr.S.Nagasanthi, December 2016, worked on **“A STUDY ON WOMEN CONSUMERS’ BUYING BEHAVIOUR TOWARDS DURABLE PRODUCTS IN PUDUKKOTTAI DISTRICT”** according to them the competitive market provides an opportunity on one hand and threats on the other hand to both the consumer segment of women and products of the product. It is quite important to improve core product with value addition to enrich customer satisfaction more in the similar price range. Not only quality improvements but improvement in after-sales service can develop and replace demand for consumer durables as well as for replacement of the products. The new product introducing Marketers communicate with consumers and try to convince through every possible media because most of the consumers not interested to buy new products in the market.

S.Soniya carried out **“A STUDY ON “CONSUMER BEHAVIOUR OF WOMEN FOR DURABLE PRODUCTS IN KERALA”** she tells that about more than 75% of purchases of a family is being made by women. Their purchasing power has increased: thus the demand for product categories like cosmetics, packaged foods, beverage, two-wheelers, holiday packages etc. are of great appeal to them. She is a major factor in all purchase decisions of the family. She is practically the sole decision maker. Her role is mainly in purchasing decisions. She is the cashier and budgeter. For several products, she is the ‘gate-keeper’. New items cannot an entry into the house without her consent and clearance. Purchases meant for children too are mostly decided by her. In buying household appliances, she is often the sole decision-maker.

Mrs. Vidya Panicker, Dr. Mohammad Khalil Ahmad, Jan-Dec 2015, worked on **“A STUDY ON THE GENERAL BUYING PATTERN OF WOMEN CONSUMERS IN MUMBAI FOR CERTAIN PRODUCTS”** they stressed upon women are responsible for major purchase decisions in the family. They are driving the world economy. Globally, women control nearly \$20 trillion in annual consumer spending and that figure would move to \$28 trillion in the next five years. It is very difficult to ignore women consumers especially since their numbers are so high and also due to their influence on the buying behavior of other major segments. In today’s times, women are educated, independent, hold responsible positions at their jobs and there are many women entrepreneurs who run and sustain their businesses. Women possess a lot of dispensable income which they can spend freely on the products they consume themselves (for their self-gratification). In the olden times, women used to just limit themselves to purchasing groceries and food items. Present day woman makes the final decisions regarding 80% of family’s monthly/annual purchases.

Dr. M. Arutselvi, Feb 2012, has done a work on **“A STUDY ON WOMEN’S PURCHASE DECISION OF DURABLE PRODUCTS”** which says that purchase influence of women is constituted by many variables such as gender role orientation, personality, purchasing involvement and stages in decision-making process. These variables differ from woman to woman. Increasingly, women take responsibility for buying larger items such as houses and cars. And women are also often responsible for buying gifts on behalf of their families. When kids go to birthday parties, it is usually the mother who purchases and wraps the gift. It often works the same way when a couple attends a wedding or anniversary. Most of the purchase sub-decisions were been done jointly by husband and wife together.

Ms.R.RENUKADEVI, Dr.T.Vetrivel, April 2017, recently carried out **“A STUDY ON FEMALE SHOPPING BEHAVIOUR WITH REFERENCE TO DURABLE GOODS – A CRITICAL ANALYSIS”** she says in India over the years, both female and male roles have been changing. Now a day’s female is playing the different role of chief purchasing officer and controlling 85% of buying decisions. Certainly, in male-dominated societies many goods and services are actually decided and purchased by a female. This is due to increasing literacy, independent income, and role in the family. The women are gathering information from many sources such as family members, neighbours, friends, relatives, and colleagues etc. They also solicit the relevant information in the form of direct visit or through the telephone. After purchasing the goods, women expect the service category in terms of guarantee and warranty, door delivery etc.

Ms.C.ESWARI, Dr.C.SUBRAMANIAN, March 2016, performed **“A STUDY ON WOMEN CONSUMER BEHAVIOR TOWARDS DURABLE GOODS WITH SPECIAL REFERENCE TO PUDUKKOTTAI TOWN”** according to her the women consumer behaviour and preference have a great impact on the home appliance products. The women consumers’ behavior

owns a good degree of consciousness of the change taking place in their situation. Women grow in education level and the growth in the media has contributed to their development. Women are not only cost conscious but also a quality conscious customer. The sales promotional activities sometimes may help women, consumers, to purchase more but it cannot remain same.

Lakshmi G., Dr. P. Rengarajan, exerted “A STUDY ON WOMEN CONSUMER DECISION-MAKING BEHAVIOR WITH SPECIAL REFERENCE TO PURCHASE OF DURABLE GOODS IN UDUMALPET TOWN” they say that a company must decide what it can sell, how much it can sell, to whom it can sell and what approaches must be made to attract the targeted customers. The customer does not accept any products which do not give them complete satisfaction with regard to both mental and physical satisfaction. So it can be said that the modern market is consumer oriented and any product success or failure is determined only by the consumers. Thus, to achieve success in the market, it has become highly inevitable to produce goods in such a manner as preferred by the customer, as he is the king around whom the entire marketing activity revolves. In the present era, women play a vital role in all fields.

Vandana Sabharwal, Prof. Sanjeev Kumar, Sep 2016, operated “A STUDY ON “AN INSIGHT INTO WOMEN INVOLVEMENT ON BUYING DECISION MAKING PROCESS OF WASHING MACHINE” according to them today the women take an active part in the family buying decision. Women play a significant role in all fields of development. In the contemporary world, the women are having equal opportunities and status with men to take each and every decision. Today women are more autonomous in their judgment. Today Women become decision-makers because they have gained the economic and emotional freedom. Now a day's both husband and wives are working which increases their income and discretionary income too. Women were found to be very prominent during the need recognition and information search stage of the decision-making process.

### 1.6 INDIAN CONSUMER DURABLE SECTOR: AN OVERVIEW

Indian consumer durables market is broadly segregated into urban and rural markets, and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class, with spending anticipated to more than double by 2025.

Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favourable population composition and increasing disposable incomes.

Per capita GDP of India is expected to reach US\$ 3,273.85 in 2023 from US\$ 1,983 in 2012. The maximum consumer spending is likely to occur in food, housing, consumer durables, and transport and communication sectors.

#### Market Size

- The growing purchasing power and rising influence of the social media have enabled Indian consumers to splurge on good things.
- Indian appliance and consumer electronics (ACE) market reached Rs 2.05 trillion (US\$ 31.48 billion) in 2017. India is one of the largest growing electronics market in the world. Indian electronics market is expected to grow at 41 per cent CAGR between 2017-20 to reach US\$ 400 billion.
- India was the world's third largest smartphone market in 2017 with smartphone shipments growing 14 per cent year-on-year to 124 million units.

Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the consumer market. The Government of India's policies and regulatory frameworks such as relaxation of license rules and approval of 51 per cent foreign direct investment (FDI) in multi-brand and 100 per cent in single-brand retail are some of the major growth drivers for the consumer market.

#### Road Ahead

Indian appliance and consumer electronics (ACE) market is expected to increase at a 9 per cent CAGR to reach Rs 3.15 trillion (US\$ 48.37 billion) in 2022. Demand growth is likely to accelerate with rising disposable incomes and easy access to credit. Increasing electrification of rural areas and wide usability of online sales would also aid growth in demand.

Source: Indian Brand Equity Foundation, Indian Consumer Durable Industry Report. 2018

### 1.7 DATA ANALYSIS AND INTERPRETATION

#### Demographic Characteristics

- To find out women consumer's purchase behaviour towards consumer durables we have selected age between 20 years to 45 years.
- The maximum women respondent's education qualification is with Graduation.
- Maximum respondents were in the ratio 60:40, where 60% housewives and 40% working women.
- Maximum families had an income of above 40,000.
- Many women above the age of 30 were married.
- Many women lived in Nuclear families where the family employed was 1 or 2 members.
- The amount spent for the entire family was above 25000.

#### Purchase Behaviour.

- Many women purchased electronic goods recently. Many respondents above the age of 30 conveyed that their husbands played the major role in deciding the purchase of consumer durables.
- Family members consisting of 5 and above members had their parents as the deciders and women aged below 30 had their parents as deciders.
- Working women played the role of self-deciders.
- We also found that women purchased consumer durables on special occasions like birthdays, wedding days, festivals etc.
- Many women responded that price was the major factor in deciding on the purchase of consumer durables.
- Many women say that offers and discounts were the factor in selecting stores preference.
- Many women changed their decision regarding the purchase due to the offers and discounts.



- Many women got influenced by the purchase of consumer durables due to discounts offered and few women were influenced by advertisements.
- Working women would look for price, durability, service, quality and design too.

#### Consumer's opinion on various elements of purchase behaviour

- Many women gathered information by collecting recently sold brands and designs before purchasing consumer durables. They also took the consent of their peer groups, friends and relatives. Social media and advertisement is also helping women's to gather the data.

#### Purchased decisions

- Many women strongly agreed that they often get confused and be in dilemma because of multiple brands available as a choice.
- Many women strongly agreed that they get confused when they have much information of multiple brands. This tells us that too much awareness will also lead to problems when you are not clear.
- Many women strongly agreed that they carefully look for the best value of money products.
- Many women strongly agreed that they calculate how much they spend on shopping consumer durables and plan their further purchases.

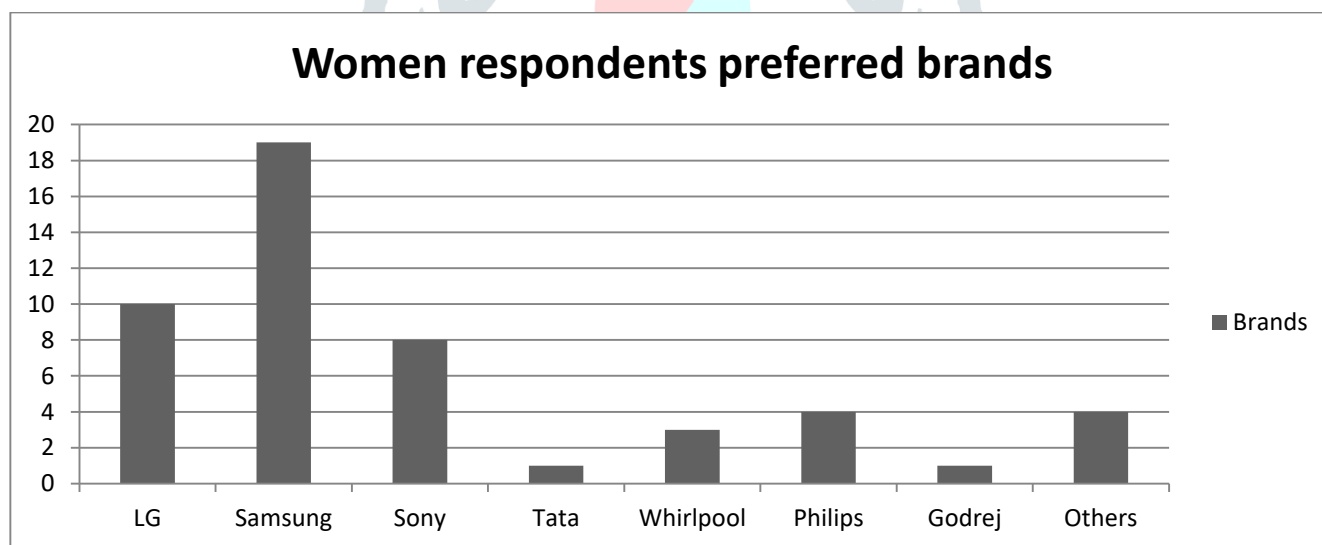
#### Shopping behaviour

- Many women strongly agreed that they usually shop from different brands.
- They also agree that they purchase consumer durable after every 3-5 years.
- Many women are not so interested in shopping consumer durables quite often.

#### Brand Behaviour

- Many women purchase consumer durables from reputed international product brands. But we can also say that women with low-income levels and price-conscious strongly disagree to this statement.
- Many women don't stick to the same brand.
- Women with high family incomes bought expensive brands whereas women with less than the income of Rs.40000 strongly disagree that they didn't purchase expensive brands.
- Many women purchased brands which possessed trendy designs and colors.

#### BRANDS USUALLY PREFERRED BY THE WOMEN CONSUMERS.



Others include Usha, Hp, Lenovo, Sansui, and Butterfly.

#### Impulsiveness / Careless buying

- Many women strongly agreed that they should plan their purchases more carefully that they did.
- Many women strongly agreed that they often make a careless purchase and later they think that they wish they might have not done.
- Many women strongly agreed that they take time to shop carefully for best buying's.
- Many women strongly agreed that they carefully watched how much they spend.

#### 1.8 FINDINGS

- Most of the women's are married and housewives in this case the husbands and elders at home are playing a pivotal role in consumer durable purchase with the consent of her.
- 40% of the women's are working women here the women will decide which type of product, brand, price, quality based product she needs.
- We found that women purchases consumer durable during some special occasions like birthday, anniversaries and festival season.
- Majorly women's purchasing activities is dependent on offers and discounts because she want the best product at lesser price.

- It is been found that not just men's and kids are impulsive buyers but sometimes even women do impulsive and careless buying.
- Due to educational qualification all women's are exposed to different sources to gather the information about the multiple products available in the market, hence in this process they end up in confusion.
- Women are very particular when they go for a high value product purchase because she is a low risk taker.
- We also found that women change their brands often based on the offers, discounts, features, quality etc.
- Few of women are not showing much interest in consumer durable purchase.
- Most of the women believe that well known brand is not the only criteria to purchase a durable product or worth to purchase.
- Women consumer durable product purchase depends on their income levels too.
- Irrespective of which brand or priced product women purchase they always plan their budget and calculate it.

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