

WOMEN CONSUMERS ARE CHANGE-ECONOMICS OF INDIAN MARKET SPACE AND WHAT MARKETERS SHOULD DO!!

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Abstract:

The purpose of this paper is to evaluate the women consumers, as they are change agents and discuss what marketers should do to reach them successfully. Observational method was applied to evaluate 50 women consumers at Ballari based on their shopping behaviour and reviewed 05 books on women consumers and identified various means/strategies for marketers to apply to reach them successfully.

Key Words: *Women Consumers, Shopping Experiences, Marketeers.*

1. Introduction:

Women now dominate consumer purchasing to such a degree that some companies like Procter and Gamble, have started simply referring to consumers with the pronoun SHE.

Women buy most of the products and services required by the family, be it, household products or consumer electronics. They make major decisions in a family and they not only have money but they have power to make decisions.

Recent trends drive the demographics and they are the key to predict consumer needs in general and women consumer needs in particular. These trends highlight that life stage is more important than age and women consumers are still a mystery to marketers.

Women purchasing power increase almost everywhere and they are unleashing major changes in society as well as in the consumption patterns. With digitization, women consumers dominate e-commerce spending in the majority of consumer categories.

The presence of more women in the workforce changes everything. Delayed marriages means more money spent on themselves and lower birthrate globally mean fewer kids but more stuff to buy. The presence of older women redefines the target market and divorce economy means TWO of everything.

Women dominate spending in virtually every consumer products category. The person who makes a sales transaction isn't necessarily the decision-maker. Even if the women of the house do not earn a pay cheque, she likely determines the household expenditures.

Success for most global consumer-product companies lies in female hands and markers cannot afford to ignore them.

2. Problematic:

To evaluate women consumers as change agents in Indian market space and suggest what marketers should do to reach them successfully.

3. Objectives:

- a. To identify and understand and observe the women consumer behaviour.
- b. To evaluate women consumers and derive strategies for marketers to reach them successfully

4. Methodology:

Observational method was applied to evaluate 50 women consumers at Ballari based on their shopping behaviour and reviewed 05 books on women consumers and identified various means/strategies for marketers to apply to reach them successfully.

5. Marketing to Women Consumers:

Based on the review of the books and observations done on women shopping behaviour, the author suggests following points for the marketers to consider while reaching Indian women consumers:

- Marketers should think twice before using "Masculine" competitive messages in advertising to women.
- No matter the type of business, marketers should strive to make service a major differentiator.
- Marketers should leverage the word-of-mouth power that women customers have on any business.
- Marketers should use EMPATHY as an effective tool to women consumers.
- Marketers should understand that validation and affirmation help women consumers to say YES

- Marketers should humanize their business by minimizing status differences and leveraging a sense of humor.
- Demonstrating appreciation is one of the simplest ways to generate word-of-mouth publicity and repeat business from women.
- Marketers should use stories to bring service to life and leverage third –party endorsements and testimonials to influence women consumers.
- Ask for feedback and sweat the details about their shopping experience.
- Marketers should consider the needs of other people SHE’s thinking about as a requirement to reach the women consumer.
- Avoid violent messages and languages when selling to women.
- Marketers should emphasize positive qualities without being negative about their competitors.
- Storytelling is one of the most powerful techniques for creating an emotional connection with women consumers.
- Marketers should understand that ideas centered on the human experience are the ones that translate most easily around the world.
- Use women bloggers to spread the message and give campaign both head and a heart to influence women consumers.
- Marketers should help their customers look like “DIVA” in the eyes of their friends.
- Engage women in conversations around a issue that marketer would like to be associated with and incorporate a photographic element whenever they can while communicating through media.
- Women are evaluating the sales person as much as the product and they are more interested in benefits than specifications.
- Marketers should understand that a woman appreciates having someone edit their options.
- Womens shopping experiences are transformed when children are involved and will abandon a personal shopping experience if it inconveniences their companions.
- Women like being involved in clubs and membership programs that let them hear about new products and discounts before anyone else.
- Women like websites that recommend matching products when they select an item and they like to know what other people are buying.

6. Conclusion:

As large number of women become steadily wealthier, more powerful and more independent, their choices and preferences are transforming the commercial environment in a variety of important ways. Women are becoming a major social, cultural and economic force and no business cannot afford to ignore their power and presence.

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