

# **A STUDY ON CONSUMER BEHAVIOR OF WOMEN WITH SPECIAL REFERENCE TO DURABLE GOODS IN KADAPA CITY, ANDHRA PRADESH**

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## **SIGNIFICANCE OF THE FAMILY IN CONSUMER BEHAVIOUR**

There are many underlying, 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 risk 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.

## **DECISION MAKING PROCESS IN A FAMILY**

All the purchases made by a family follow a certain decision making process. The character and the extent of interaction between a husband and wife present an extremely important dimension in the decision making process. No sale can be effective, unless a favorable decision is made by a buyer towards a particular product of a company. The role of spouse in the routine versus new decision process, the role of rational decisions of the particular household poised for change in income, employment expenditure, Savings, etc. change according to a given situation pattern.

Husband and wives derive information from internal resources and external resources. Some information may bombard the individual without his explicit consent, although he may, at times, engage in a search for information. The actual purchase observable behaviour is related to the individual's intention, which in the words of Howard & Sheth Buyer forecast as to when, where and how a consumer is likely to buy a brand.

## **STATEMENT OF THE PROBLEM**

Non-durable goods like grocery, vegetables, fruits, cosmetics, toiletry, cloths, etc. are the basic products used by the consumer. 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 buyers is prepared to choose the right brand based on his/her needs. An understanding of purchase behaviour of women is an essential aspect as it reflects the influence of brands, buyers & consumer type on the purchase of a particular brand etc.

The success of the market or its failure depends on the purchase behaviour of consumers. Now-a-days, the role of women in all fields is increasing. At present, the role of women in purchase decision has also increased.

Hence, the present study has been undertaken to find out the answer for the following questions:

1. What are the factors influencing women's purchasing behaviour?
2. What are the problems faced by women during and after purchase?

This study is an attempt to find out answers to the above and related questions.

## **SCOPE OF THE STUDY**

Through the main objective of this study is to analyze the women's purchase behavior and their role in purchase decision, the scope of the study extends to the following related aspects viz., socio-economic characteristics of the of the respondents, the factors influencing purchase behaviour, problems faced by women during and after purchase, mode of payment and mode of carrying goods.

Objectives of the study:

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

a questionnaire and the secondary data has been collected from books, manuals and the internet.

**Tools for collection of data**

The questionnaire is the major tool administered for collecting primary data from the respondents.

**RESEARCH METHODOLOGY**

**Sample size**

A total of 125 respondents residing in the kadapa city were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents. The data has been collected from the customers who have visited the departmental stores, grocery shops, vendors, super markets, etc.

**Tools for analysis**

The statistical tool used for the purpose of the analysis of this study is 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 analyzed and interpreted with the help of tables and figures. Weighted scaling technique and ranking techniques has been used for analyzing the factors determining the level of satisfaction and factors influencing the purchase behaviour of women consumers.

**Sources of data**

The study is based on both primary and secondary data. The primary data has been collected by using

**ANALYSIS AND INTERPRETATION**

FACTORS INFLUENCING PURCHASE BEHAVIOUR			
S.No	Influencing Factors	Noof respondents	Percentage
1	Quality	89	71
2	Price	5	4
3	Quantity	3	2
4	Brand	7	6
5	Convenience	13	10
6	Service	7	6
7	Customer relation	1	1
		125	100

The above table indicates that the factors which influenced 89% of the respondents purchase behavior was Quality, 13% of the respondents were influenced by convenience, 6% of the respondents were influenced by the service and loyalty of Brand equally, 4% of the respondents were influenced by the price, 2% of the respondents were influenced

by the Quantity and 1% of the respondents influenced by the shop keeper's attitude. Thus, the majority of the respondents' purchase behavior was influenced by the quality of the product and only very few were influenced by the factor shop keeper's attitude.

AWARENESS TOWARDS QUALITY MARKS			
Sl.No	Awareness	Noof respondents	Percentage
1	Always	65	55
2	Sometimes	50	42
3	Rare	4	3
		119	100

The above table reveals that 119 respondents give importance to date of manufacture, expiry date, etc. while purchasing and remaining 6 respondents do not give any consideration for quality marks while purchasing goods. Out of 119 respondents, 55% of the respondents always

look out for such quality marks, 42% of them look for the quality marks sometimes and 3% of the respondents gave rare importance to the quality marks every time they purchase.

PROBLEMS FACED BY WOMEN DURING PURCHASE			
Sl. No	Influencing factors	Noof respondents	Percentage
1	Unavailability	89	71
2	Poor quality	10	8
3	Malpractice in quantity	6	5
4	Adulteration	7	6
5	Others	13	10
		125	100

The table reveals that during the purchase, 71% of the respondents face the problem of unavailability of products, 10% of the respondents feel that some other reason (customer care), 8% of the respondents feel that some

products are of poor quality, 6% of the respondents face the problem of product adulteration, and 5% of the respondents suspect malpractice in quality.

PROBLEMS FACED BY WOMEN AFTER PURCHASE			
Sl. No	Influencing factors	Noof respondents	Percentage
1	Follow-up service	27	21
2	No satisfaction	29	23
3	Transportation problems	57	46
4	Others	12	10
		125	100

It reveals that after purchasing, 46% of the respondents feel that they lack of transportation problems (delivery of goods), 23% of the respondents were dissatisfied with their purchase, 21% of the respondents feel that they are lack of follow-up service, and 10% of the respondents faced the problem in billing, repetition of products, etc. Majority of the respondents are facing transportation problem for carrying their goods after purchase.

**WEIGHTED AVERAGE SCORE ANALYSIS**

Weighted average technique was used to find out the weighted average for each category of respondents over

several study factors to know their level of satisfaction towards the quality, price, availability, service, size & design of the products. For this purpose, the qualitative information was converted into numerical one using five point scaling technique. While using five point scales, score  
 5 – was given to highly satisfied,  
 4 – was given to satisfied  
 3 – was given to moderate,  
 2 – was given to dissatisfied  
 1 - was given to highly dissatisfied.

AGE AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION					
Sl.No	Factors	Age Group			
		18 - 30 y	31 - 40 y	41 - 50 y	above 50
1	Quality	4.45	4.37	3.94	5.00
2	Price	3.90	3.79	3.61	4.00
3	Availability	3.87	4.00	3.78	4.00
4	service rendered	3.91	3.84	3.83	4.00
5	Size	3.73	3.21	3.28	4.00
6	Design	3.97	3.95	3.94	4.00

From the above table, it is clear that respondents under the age group of 18 – 30 years were highly satisfied with quality and were satisfied with other factors like, price, availability, service, size and design; respondents under the age group of 31 – 40 years are highly satisfied with quality and product availability and are satisfied with other

factors like, price, service and design. Respondents under the age group of 41 – 50 years are satisfied with all the factors and respondents above 50 years highly satisfied with quality and were satisfied with other factors. Most of the respondents, irrespective of their age, are highly satisfied with product quality.

EDUCATIONAL QUALIFICATION AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION						
Sl.no	Factors	Educational Qualifications				
		School	Graduate	PG	Diploma	Other specify
1	Quality	4.19	4.46	4.18	4.75	4.00
2	Price	3.57	3.92	3.45	3.45	4.17
3	Availability	3.90	3.92	3.55	4.00	3.83
4	Service rendered	3.57	3.93	3.73	4.75	4.17
5	Size	3.43	3.69	4.27	3.75	3.17
6	Design	3.86	4.00	4.00	3.75	4.17

It is inferred from the table that respondents whose education is up to 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. Postgraduates 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 are 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 AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION						
Sl.no	Factors	Occupation				
		Professionals	Business	Employed	Agriculturist	Other
1	Quality	3.83	4.42	4.33	4.42	4.43
2	Price	3.83	4.04	3.74	3.83	3.80
3	Availability	3.67	3.75	4.00	3.75	3.93
4	Service rendered	3.50	3.88	3.70	3.75	4.05
5	Size	3.67	3.54	3.67	3.42	3.75
6	Design	3.33	4.13	4.00	3.67	4.04

It is clear that professionals are highly satisfied with product quality, service and design and are 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 are satisfied with other factors. Students and homemakers are highly satisfied with product quality, service and design and are satisfied with price, availability and size of the product.

MARITAL STATUS AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION			
Sl.no	Factors	Marital Status	
		Married	Single
1	Quality	4.31	4.42
2	Price	3.79	3.87
3	Availability	3.83	3.91
4	service rendered	3.88	3.90
5	Size	3.63	4.48
6	Design	3.92	4.01

It is inferred from the above table that married respondents are highly satisfied with product quality and are 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 AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION					
Sl.No	Factors	Family Income levels			
		Below Rs 5000	Rs 5001 – Rs 10000	Rs 10001 – Rs 15000	Above Rs 15000
1	Quality	4.83	4.38	4.17	4.71
2	Price	3.90	3.87	3.50	3.71
3	Availability	3.90	3.80	3.92	4.14
4	service rendered	3.69	4.38	3.83	4.43
5	Size	3.61	3.64	3.92	4.00
6	Design	3.92	3.84	3.83	4.43

It is inferred from the table that respondents whose income levels is below Rs5000 p.m. are highly satisfied with product quality and are satisfied with other factors like price, availability, service, size and design. Respondents whose income levels ranges between Rs5001 – Rs10000 p.m. are highly satisfied with product quality and service and also satisfied with other factors. Respondents whose income levels ranges between Rs10001 – Rs15000 p.m. are

highly satisfied with product quality and are satisfied with other factors. Respondents whose income is above Rs15000 p.m. are highly satisfied with product quality, availability, service, size and design and are also satisfied with price of the product. Most of the respondents belonging to various income levels are highly satisfied with product quality.

NATURE OF FAMILY AND FACTORS CONSIDERED FOR PRODUCT SATISFACTION			
Sl.no	Age	Nature of family	
		Nuclear	Joint
1	Quality	4.40	4.32
2	Price	3.79	3.95
3	Availability	3.88	3.88
4	service rendered	4.08	3.49
5	Size	3.61	3.80
6	Design	3.98	3.98

The table shows that respondents from nuclear families are highly satisfied with product quality and service and are also satisfied with other factors. Respondents from joint family are highly satisfied with product quality and are also satisfied with other factors. Irrespective of the nature of family, most of the respondents are highly satisfied with product quality.

Factors considered by the respondents were analyzed by ranking method. For this purpose, respondents were asked to assign the rank to the factors. As per this technique, the number of respondents multiplies the rank assigned by the respondents. The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank and was determined with ascending order. By using this technique, it was decided to analyze the factors by ranking for some preference.

#### FACTORS RANKING ANALYSIS

RANKING ANALYSIS FOR AGE GROUP WITH ORDER OF PREFERENCE FOR PURCHASE								
Factors	Age group							
	18 - 30 y		31 - 40 y		41 - 50 y		Above 50	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.51	1	4.21	1	4.22	1	4.50	1
Quantity	3.31	2	3.00	2	2.39	5	1.50	5
Cost	2.91	3	2.89	4	2.50	3	4.00	2
Service rendered	2.63	5	2.00	5	2.44	4	2.00	4
Brand	2.78	4	2.95	3	2.83	2	3.00	3

It is inferred from the table that the first rank is given to the product quality under age groups - 18-30 years, 31-40 years, 41-50 years and above 50 years. Last rank is given to the service rendered under the age groups -18-30 years and 31-40 years. Respondents' belonging to the age group of 41

-50 years and above 50 years had given the last rank to quantity of the product.

Most of the respondents under various age groups have given the highest preference to the product quality.

RANKING ANALYSIS FOR EDUCATIONAL QUALIFICATION WITH ORDER OF PREFERENCE FOR PURCHASE										
Factors	Educational Qualification									
	School		Graduates		Post Graduates		Diploma		Others	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	4.38	1	3.59	1	3.54	1	4.00	1	3.67	1
Quantity	2.90	3	3.05	2	3.18	3	3.75	2	3.33	2
Cost	2.43	4	3.00	3	2.73	4	3.00	3	2.67	4
Service rendered	2.28	5	2.60	5	2.18	5	2.25	4	2.17	5
Brand	2.95	2	2.76	4	3.27	2	2.00	5	2.83	3

It is clear from the above table that the first rank is given to the product quality by all age groups. Last rank is given to service rendered by graduates, post graduates, professionals and school level respondents; diploma

holders have given the last rank to product brand. Most of the respondents under various educational levels are giving the highest preference to product quality and least preference to the service rendered.

RANKING ANALYSIS FOR OCCUPATIONAL WITH ORDER OF PREFERENCE FOR PURCHASE										
Factors	Occupation									
	Professionals		Business		Employed		Agriculturists		Others	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.67	1	3.83	1	3.89	1	4.00	1	3.57	1
Quantity	2.67	4	3.17	2	3.15	3	2.58	4	3.22	2
Cost	2.50	5	2.58	4	3.37	2	2.42	5	2.88	4
Service rendered	2.83	3	2.42	5	2.52	4	3.17	2	2.31	5
Brand	3.00	2	3.04	3	2.33	5	2.83	3	2.93	3

It is inferred from the table that first rank is given to the product quality under various occupational status and last rank is given to the product cost by professionals

and agriculturists; last rank was given to the brand by employed respondents and last rank was given to the service by the businessmen, students and home makers

RANKING ANALYSIS FOR FAMILY INCOME WITH ORDER OF PREFERENCE FOR PURCHASE								
Factors	Family Income Levels							
	Below Rs5000		Rs 5001 – Rs 10000		Rs 10001 – Rs 15000		Above Rs 15K	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.90	1	3.40	2	4.08	1	3.86	1
Quantity	3.02	2	3.42	1	2.75	3	2.43	5
Cost	2.83	3	2.76	4	3.17	2	3.57	2
Service rendered	2.56	5	2.40	5	2.25	5	2.71	3
Brand	2.72	4	3.02	3	2.67	4	2.57	4

It is inferred from the above table that the first rank is given by the respondents (whose income level is below Rs5000, Rs10000 - Rs15000 and above Rs15000) to the product quality and respondents under Rs5001- Rs10000 income group have given the first rank to product quantity.

Last rank is given to the service rendered by the respondents under the income levels of below Rs5000, Rs5001-Rs10000 and Rs10001 to Rs15000. Respondents whose income is above Rs15000 have given the last rank to quantity.

RANKING ANALYSIS FOR FAMILY SIZE WITH ORDER OF PREFERENCE FOR PURCHASE								
Factors	Family Size							
	Two		Three		Four		Above four	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.00	3	3.93	1	3.76	1	3.67	1
Quantity	5.00	1	2.79	4	3.08	2	3.18	2
Cost	4.00	2	2.29	5	2.88	4	2.98	3
Service rendered	1.00	5	3.07	2	2.29	5	2.57	5
Brand	2.00	4	2.86	3	3.00	3	2.61	4

It is inferred from the table that the first rank is given to the product quantity by the respondents whose family size is two and first rank is given to the product quality by the respondents whose family size is three, four and above

four. Respondents, whose family size is three have given the last rank to the product cost and whose family size is two, four and above four have given the last rank to the service rendered.

RANKING ANALYSIS BY MARITAL STATUS WITH ORDER OF PREFERENCE FOR PURCHASE				
Factors	Marital Status			
	Married		Single	
	Score	Rank	Score	Rank
Quality	4.17	1	3.47	1
Quantity	2.98	2	3.18	2
Cost	2.83	3	2.88	3
Service rendered	2.23	5	2.64	5
Brand	2.81	4	2.82	4

It is clear from the above table that the first rank is given to the service rendered by both rank is given to the product quality and last married and unmarried respondents

RANKING ANALYSIS FOR TYPE OF FAMILY WITH ORDER OF PREFERENCE FOR PURCHASE				
Factors	Family Type			
	Nuclear		Joint	
	Score	Rank	Score	Rank
Quality	3.80	1	3.61	1
Quantity	3.17	2	2.97	3
Cost	2.88	3	2.83	4
Service rendered	2.37	5	2.71	5
Brand	2.78	4	3.05	2

It is clear from the above table that the first rank is given to the product quality and last rank is given to the service rendered by both nuclear and joint family respondents.

## FINDINGS, SUGGESTIONS & CONCLUSION

### Findings

- 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 working women shop only when the need arises.
- Education also plays a key role in shopping behaviour, in the sense that, in comparison to the respondents with no formal education, respondents having a good educational background shop more often.
- In a majority of the respondents' family, a woman plays a major role in purchase decision, and they prefer to prepare an item list before purchasing. The involvement each family member has in the family matters influences their behaviour to a greater extent.
- Majority of the respondents preferred to purchase products from departmental stores rather than other types of shops, as they feel it is economical and products are of good quality.
- Most of the respondents are interested in recommending the product purchased by them to others and are satisfied with the service of the salesmen.
- This clearly indicates that in family purchase decisions, in spite of an individual's age, income, level of education, status, family size, etc., the interaction they have with each other leads the way



for best 'buy'. Ultimately, greater the interaction, better is the involvement, and it may lead to a satisfactory purchase.

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

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. Women should be aware of the new products introduced in the market and of their special features, price, quality, etc. They should be capable of identifying duplicate products and should avoid purchasing unnecessary items. Maximum numbers of women consumers are not aware of the consumerism and consumer rights. Hence, the government can conduct some consumer awareness programs for the women consumers, and it can help to improve purchasing behavior among the consumers and it can save consumers from falling into the traps of the deceiving sellers.

### CONCLUSION

The modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketer to look at and organize the component of the marketing mix through the customer's eyes. Hence, consumer's behaviour research has come into existence.

In the present era, women play a vital role in all fields. To conclude, women play a major role in talking purchase decisions for non-durables.

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