



A STUDY ON CONSUMER BEHAVIOUR OF WOMEN IN DURABLE GOODS -With Special Reference to Pollachi Taluk

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1. Introduction:

In India there are various resources and people are more prone to use variety of products for their consumption. The process of consumption in the post liberalized era has started dominating the consumer community particularly in the women section. There are numerous products are available in the market for the consumption and this situation has created for consumers. The multiple products with similar utility have created a competitive situation in the market. People at one side are unable to decide what to buy and on the other side they remain faithful to some products in particular. Thus, consumer behavior is one of the significant areas to be studied. The globalization and liberalization operation of businesses have given an opportunity to the customers/ consumers to select one out of various similar products available in the market. The global trend in the market have affected the consumer's behavior to a great extent, whether it is a case of seller operating in international, regional, local level or a case of consumers involved in purchasing consumable/ industrial products. Due to globalization of business and liberalized policies of the government the auto industry has witnessed a major selling prospect. Many multinational companies have entered to fray, turning the market place into a virtual battlefield.

2. Statement of the Problem:

The marketers have to play a key role in attracting the potential buyers in favor of their products. The buying decision varies as per the information available with the women consumer before buying a particular product. Information available through Internet with the help of cable TV has created a new dimension in making decision before the buying any product. Thus, the decision of buyers depends a lot on the information available with the buyers. All the purchases made by a family follow a certain decision making process.

3. Objectives of the Study:

The following objectives have been framed to find answer for the above questions raised by the researcher:

1. To study the socio-economic profile of the selected women consumers.
2. To examine the problem faced by the women while purchasing.

4. Methodology:

a. Data and Sampling:

The data utilized for the study is primary in nature. Primary data have been collected from the sample of 50 consumers in pollachi taluk. Convenient sampling is adopted in this study. Simple percentage which is applied to find the behavior of women consumer.

5. Review of Literature:

Gaurar Jaiswal, Dr. PraveenSathu, Manita Matharu, (2010) made an attempt in their study "Consumer Preferences towards Service Industry: A Factorial Study of Restaurants", they suggest that payment options and behaviour of staff has emerged as

the most important determinants of factor affecting selection of restaurant. They also suggest that, the restaurant management must focus on its ambience and food packaging. The behaviour of the staff should be polite so as to gain loyalty of consumer.

Rohit S. Kunder and M. Devaraj,(2010) made an attempt to study the “Changing Patterns of Food Consumption in Karnataka”. This analysis points out that the consumption basket of the rural and urban households is getting diversified. With urbanization the non-cereal / animal product food is emerging as an important source of nutrition. The food gap between urban and rural masses are widening much and within themselves as well. Agricultural policies needs framed in a pragmatic manner to have impact on the structure of production, processing, marketing system to ensure intersect oral food security of the state.

Lilly J., (2010) made an attempt to study, “Customer Perception and Preference towards Branded Products with special Reference to Television sets”. This study suggested that pricing, promotion deals and product availability, all have tremendous impact on the position of the brand in the consumer's preference set. This study concludes that the demographic valuable such as age, gender, educational qualifications are quite popular with the rural folks.

6 Profiles of Online Consumers:

In Pollachi taluk there are 50 women consumers were taken for this study by adopting convenient sampling method. The demographic factors of women consumers include variables such as age, gender, marital status, educational qualification, occupation, type of family, number of members and monthly income. It is presented in table 1.1.

TABLE 1.1
Personal Profile

Particulars	Numbers	Percentage
Age		
Up to 20 years	25	50.00
20-30 years	10	20.00
Above 30 years	15	30.00
Gender		
Female	50	100.00
Marital Status		
Married	20	40.00
Unmarried	30	60.00
Educational Qualification		
Up to School level	10	20.00
Under graduate	30	60.00
Diploma	10	20.00
Occupation		
Student	15	30.00
Employer	20	40.00
Business	15	30.00
Type of Family		
Joint family	40	80.00
Nuclear family	10	20.00
Number of Members		
Up to 3 members	10	20.00

3-6 members	25	50.00
6 and above	15	30.00
Monthly Income (Rs.)		
Up to Rs.15000	10	20.00
Rs.15001 - Rs. 20000	25	50.00
Above Rs. 20000	15	30.00
Problems While Purchase		
Non-availability of the expected products	5	10.00
After sales service	14	28.00
Lower quality of the products	15	30.00
More time consumption	5	10.00
Defective products	6	12.00
Guarantee given by sellers	5	10.00

Table 5.2 clearly explain that majority of the respondents (50.00%) are belonging to the age group up to 20 years, All the consumers (100.00 %) are female, majority of the consumers (60.00%) are unmarried, most of the consumers (60.00%) are under graduates. Majority of the women consumers (40.00%) are employed in both public and private sector, majority of the consumers (80.00%) are in joint family, most of the consumers (50.00%) family having 3-6 members and majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000. Most of the women consumers (30.00%) are given problem while purchase only lower quality products.

7. Findings, Suggestions and Conclusion:

The various findings of the study are given in the following:

- Majority of the respondents (50.00%) are belonging to the age group up to 20 years,
- All the consumers (100.00 %) are female,
- Majority of the consumers (60.00%) are single,
- Most of the consumers (60.00%) are under graduates.
- Majority of the consumers (40.00%) are employed in both public and private sector.
- Majority of the consumers (80.00%) are in joint family.
- Most of the consumers (50.00%) family having 3-6 members and
- Majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000.
- Most of the women consumers (30.00%) are given problem while purchase only lower quality products.

8. Suggestions of the Study:

Based on the findings of the study and the opinion expressed by the women consumers the following suggestions are given:

- Since the product is widely available, the sellers must improve the quality of the products.
- Marketers should focus their efforts to increase the level of consumer satisfaction through initiating modifications in product related issues like price, design and brand image.
- Most of the women consumers buy for credit facilities arranged by the same dealers either in banking or private finance companies.

- The availability of credit facilities make the buyers to buy costly products and make them to pay in installments conveniently.

9. Conclusion:

This study concludes that the competitive market provides 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 dealers / producers and the retailers must understand the importance of the consumers and their change attitude in the process of marketing. Only then the companies can withstand and survive in the sale of consumer durables.

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