



# REVIEW OF RESEARCH

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## WOMEN'S BUYING BEHAVIOUR ON DURABLE PRODUCTS: A STUDY ON AMARAVATI REGION

**Bhushan Shrirampant Mangate<sup>1</sup> and Subhash P. Jadhav<sup>2</sup>**

<sup>1</sup>Pulsing Naik Mahavidyalaya, Pusad Dist. – Yavatmal.

<sup>2</sup>Professor and Head, Department of Commerce

R.A. Arts, Shri M.K. Commerce & Shri S.R. Rathi Science College, Washim.

### ABSTRACT:

*Globalization and liberalization of business operations have given the customer/consumer an opportunity to choose one of the same products available in the market. Whether they are international, regional, local sellers or consumers engaged in purchasing consumer/industrial products, global market trends have a major impact on consumer behavior. Marketers play an important role in attracting potential buyers to their products. The purchase decision depends on the information available to the female consumer before purchasing a particular product. The conclusion of the study is that the competitive market provides opportunities on the one hand and poses threats to both the women and the consumer component of the products on the other hand. It is very important to improve the original product along with value addition to enrich the customer satisfaction in the same price range. Not only the quality of voice but also his alertness and dedication are most essential.*



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**KEYWORDS :** *Globalization and liberalization , consumer behaviour.*

### INTRODUCTION:

In the post-liberalisation era, consumption processes have begun to dominate the consumer community, particularly in the female sector. There are numerous products available in the market for use and this situation has arisen for the consumers. Many products with similar utility have created a competitive situation in the market. On one hand people cannot decide what to buy and on the other hand they remain loyal to certain products. Thus, consumer behaviour is an important area of study. Globalization and liberalization of business operations have given the customer/consumer an opportunity to choose one of the same products available in the market. Whether they are international, regional, local sellers or consumers engaged in purchasing consumer/industrial products, global market trends have a major impact on consumer behaviour. The automotive industry has huge sales potential due to government trade globalization and liberalization policies. Many multinational companies have entered the war and turned the market into a virtual battlefield.

Amravati is a booming market for consumer products and all major market leaders are trying to gain market share through rents. However, this market is unique in many respects compared to other states. Some of the prevailing assumptions are that Amravati has high consumption, relatively high average purchasing power of an average household, low rural-urban disparity and an expanding urban

market across the state. Amaravati market may have some distinctive features but this difference lies in the culture and social structure of the state. To develop a marketing strategy, marketers need to have proper knowledge about consumer behaviour in Amravati.

### LITERATURE REVIEW:

**Babita Kalita (2017)** has observed in her study 'Organized Retailing and its Impacts on Traditional Retailing in India: A Case Study of Guwahati City' that Supermarkets in Guwahati have had a number of effects on unorganized retail outlets. The main consequences are to reduce sales, reduce profits, and involve family members in the business to avoid recurring costs through workers' salaries. The number of workers in unorganized retail stores has been significantly reduced. However, the reason for the reduction in workforce is not mainly due to supermarkets. Another major negative effect that supermarkets have created on unorganized retail stores is the significant reduction in the number of loyal customers. The opening of supermarkets near unorganized retail outlets has reduced sales, profits, customer base and loyal customers. Day by day unorganized retail stores are losing the class of customers who visit their store. This will lead to slow death of unorganized retail outlets. Supermarkets have had no positive effect on unorganized retail stores. The only positive change is that they attract their customers through systematic arrangements. They have not made any changes to their store from unorganized retailers. Some of the changes they introduced were not due to the opening of the supermarket. No unorganized retail store offers door delivery facilities that are provided by supermarkets. In addition, working hours and duration of operation are not observed during the holidays. All unorganized retailers are unsure about their future business.

**Asia Lockett (2018)** are observed and concluded in their research study 'Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses' that the ability of small retail business leaders to increase the sales generated by the use of online marketing strategies requires the use of the right individuals, the use of effective advertising methods, and the selection of clear online content. Through data collection and analysis, a total of four themes emerged, namely (a) Social Media Platforms and Strategies, (b) Online Marketing Strategies and Challenges, (c) Online Content Strategies and (d) Follow-up Strategies. Sources of data collection in this study include (a) semi-structured face-to-face interviews, (b) reviews of companies' public documents, (c) reviews of companies' websites, and (d) reviews of social media sites for small retail businesses in California. Understanding the strategies used by business leaders to implement online marketing and increase derivative sales is data collection. The discoveries made by Rogers in 1962 are related to the dissemination of innovation theory. Furthermore, the collection and analysis of the data revealed the successful strategies used by business leaders in online marketing, customer relationship building and community growth. Each participant discussed the importance of communication in the retail industry. It was necessary to share company information with the use of EWOM in order to increase sales and understand how to engage the audience. All business leaders in this study participated in social media advertising, which increased the company's sales by at least 25% in the 6 months of implementation. In addition, business leaders established direct relationships in the community to increase brand awareness, increase growth, and maintain sustainability. Professional leaders used a variety of means of communication to develop and promote products and services in the retail industry, as well as to enhance organizational performance. Small business leaders can benefit from the data provided in this doctoral study by implementing successful strategies to increase sales with customers and building brand awareness. Customers can contribute by sharing their organization's experience with other customers and providing feedback on products and services.

**Deepika Hasani (2019)** has concluded in his study 'Study of Marketing Practices of Organized Retail Outlet' that Retail sales in India have grown tremendously in recent years. The reason behind this is the growing economy and changes in the demographic profile of consumers, which has improved their lifestyle and living standards. Such customers have high demand for quality assured products. Organized retail has expanded its reach in the Indian retail market. After being allowed to invest 55% FDI in the organized retail sector, many international players have entered the Indian market through

various franchises like Wal-Mart, Tesco, Carrefour, Reliance, Tata, Birla etc. The success of this new format, such as shopping malls, department stores, hypermarkets, etc., also depends on consumers, as today's world is more of a consumer-based market. In order to survive in the market, retail managers are relying on various strategies to retain old as well as new customers. These policies have not only benefited retailers but also increased competition among other retailers. Consumer behaviour shifting to new modern retail formats is mainly influenced by the rising incomes of middle class people, brand consciousness, increasing number of working women, etc.

**Shrikanth Reddy Nagella and Amruth Prasad Reddy (2019)** are concluded in their study 'Customer Shopping Behaviour in Organized Retail Outlet in Hyderabad Metropolitan City: An Empirical Study' that similarly, demographic characteristics such as age, gender, education, marital status, occupation and family size of the consumer reflect those different perceptions when buying modern retail products. In the present situation the retail itself has emerged as an independent function. The Indian market has recently entered a growth phase and this could last for 15 to 25 years. Many retailers will move from local to national presence. The atmosphere in a large organized retail store is different than in a traditional or mom and pop store. With the rise of large supermarkets, hypermarkets and other format retailers have come into more contact with consumers. Unorganized retailers in the area of organized retailers experienced a decline in the volume and profitability of their business in the early years after the entry of a large number of organized retailers. Adverse effects on sales and profits weaken over time. There is a competitive response from traditional retailers through improved business practices and technology advancement.

**Sunil Kakkar and Surabhi Mathur (2020)** are observed and concluded in their study 'Organized Retail in India and Consumer Buying Behaviour: A Review of Literature' that review of previous studies on organized retail and consumer buying behavior in India provides an insight that organized retail is a promising sector globally and has many factors in its creation such as store image, store layout, store look, Product line in store, product range in store, in-store graphics in store, cleanliness in store, convenience in store, variety of products in store, customer convenience in store, home delivery, parking in store, availability of fresh products in store, product quality, fast billing system, after sales service Exchange and refund etc. It also talks about customer behavior and their response to organized retailers in the presence of constituents.

**Robison and Thangapandi (2020)** are observed in their study 'Customer Relationship Management (CRM) practices in Organized Retail Sector at Trichy' that the majority of respondents have analyzed that the source of store awareness in advertising is 40%. It was found that the majority of respondents stated that product returns and exchanges were satisfactory at 64%. It was found that the majority of respondents reported satisfactory and new innovative products in the information in 41%. It was found that the majority of respondents analyzed that in all stores the payment options are satisfied at 42%. It was found that the majority of respondents said they were satisfied with the new technology in 52%. It was found that the majority of respondents in 88% of retailers are loyal customers.

### **Behaviour of Women as Consumer:**

There have been significant changes in the personality and role of women. Today she is educated and, in most cases, employed. The percentage of working women has indeed been steadily stagnating. Their purchasing power has increased: thus, the demand for a range of products like cosmetics, packaged food, beverages, bikes, holiday packages etc. attracts them. In urban areas, middle class women are active partners in the family. She is no longer confined to the four walls of the kitchen. She has earned a place in society through education and employment. It is a major factor in all family purchasing decisions. She is practically the sole decision maker. It plays an important role in purchasing decisions. She is the cashier and budget. She is the gatekeeper of many products. No new items can enter the house without her consent and approval. Shopping for children is her decision. When it comes to buying household goods, she is often the sole decision maker.

**Methodology:**

This section considers the following: The study includes primary data. This is a descriptive study using primary data collected from a respondent sample size sample in Pune. In a study, information is extracted from two sources namely primary source and secondary source. Primary data was collected through questionnaire. The study had a sample of 30 respondents with personal variables such as age, gender, education, occupation, income.

**Objective:**

- To study women’s buying behaviour
- To study the sources that influence the purchasing behavior of women

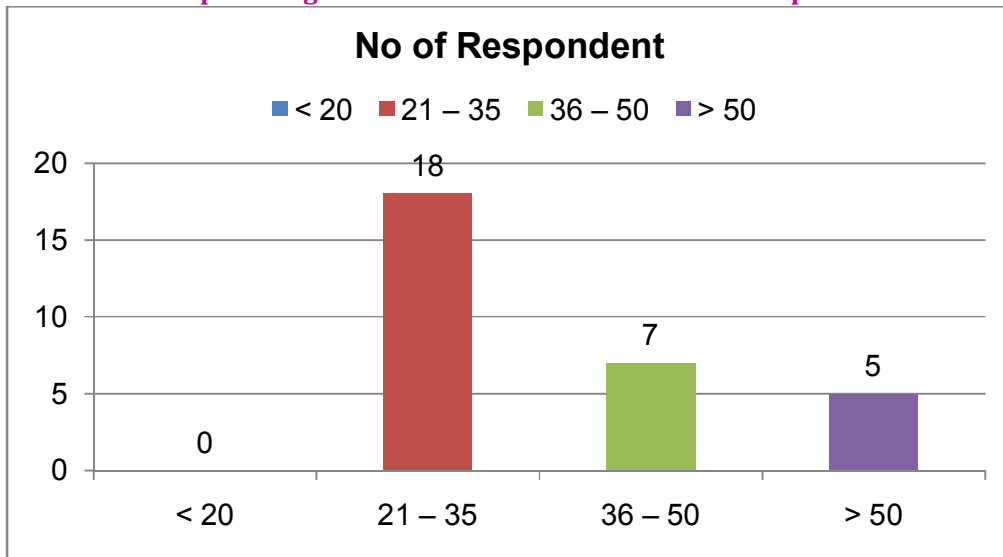
**Table 1.1 Age wise Distribution of the Respondent**

Sr. No	Age (Years)	No of Respondent	Percentage %
1.	< 20	0	0.00
2.	21 – 35	18	60.00
3.	36 – 50	7	23.33
4.	> 50	5	16.67
<b>Total</b>		<b>30</b>	<b>100.00</b>

Source: Analysis

The above table 1.1 describes about the age wise distribution of the respondent and it was observed that out of 30 respondent there is no any respondent below 20 years of age, 18 (60.00%) of the women respondent are between 21 – 35 years of age, 7 (23.33%) of the respondents are between 36 – 50 years of age and only 5 (16.67%) of the women respondents are above 50 years of age.

**Graph 1.1 Age wise Distribution of the Women Respondent**



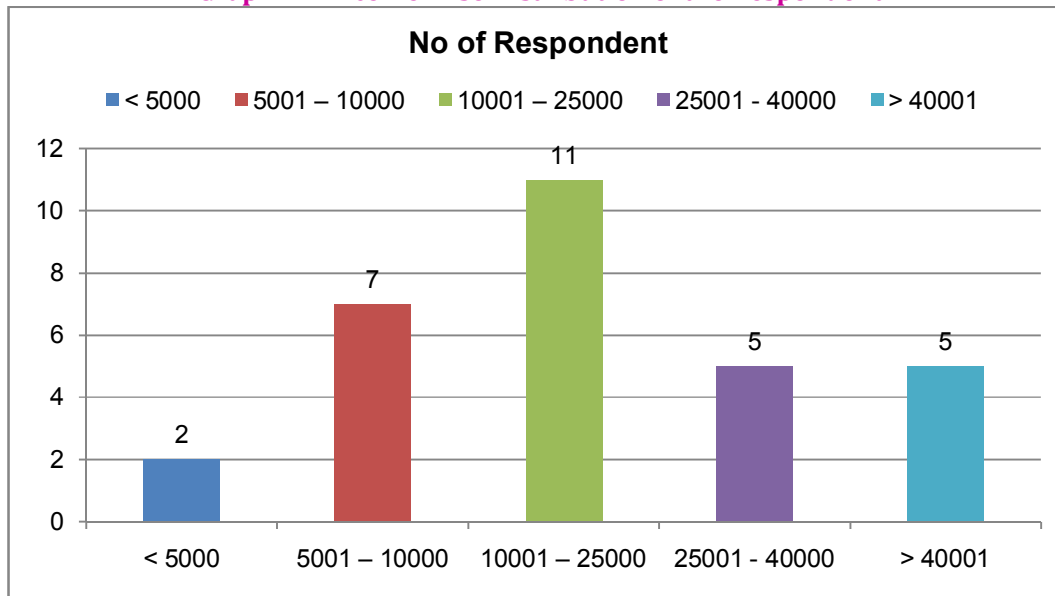
**Table 1.2 Income wise Distribution of the Respondent**

Sr. No	Income (Rs./-)	No of Respondent	Percentage %
1.	< 5000	2	06.67
2.	5001 - 10000	7	23.33
3.	10001 - 25000	11	36.68
4.	25001 - 40000	5	16.66
5.	> 40001	5	16.66
<b>Total</b>		<b>30</b>	<b>100.00</b>

Source: Analysis

The above table 1.2 describes about the income wise distribution of the respondent and it was observed that out of 30 women respondent, 2 (6.67%) of the respondents are having below 5000 rupees of income, 7 (23.33%) of the women respondents are having between 5001 – 10000 of rupees of income, most of the women respondent 11 (36.68%) are having between 10001 – 25000 rupees of income, and simultaneously 5 (16.66%) of the women respondents are having 25001 – 40000 and above 40001 rupees of income.

**Graph 1.2 Income wise Distribution of the Respondent**



**Table 1.3 Occupation wise Distribution of the Respondent**

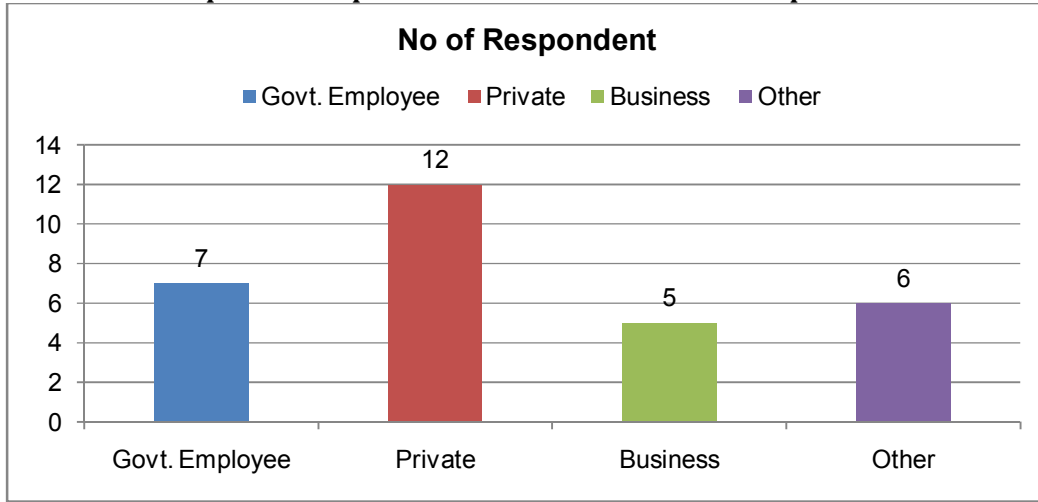
Sr. No	Occupation	No of Respondent	Percentage %
1.	Govt. Employee	7	23.33
2.	Private	12	40.00
3.	Business	5	16.67
4.	Other	6	20.00
<b>Total</b>		<b>30</b>	<b>100.00</b>

Source: Analysis

The above table 1.3 describes about the occupation wise distribution of the respondent and it was observed that out of 30 respondent 7 (23.33%) of the respondents are having government job, most of the women respondent 12 (40.00%) are working in private sector and most of them are in IT

sector, 5 (16.67%) of the women respondents are having their family business and remaining 6 (20.00%) of the women respondents are having other occupation.

**Graph 1.3 Occupation wise Distribution of the Respondent**



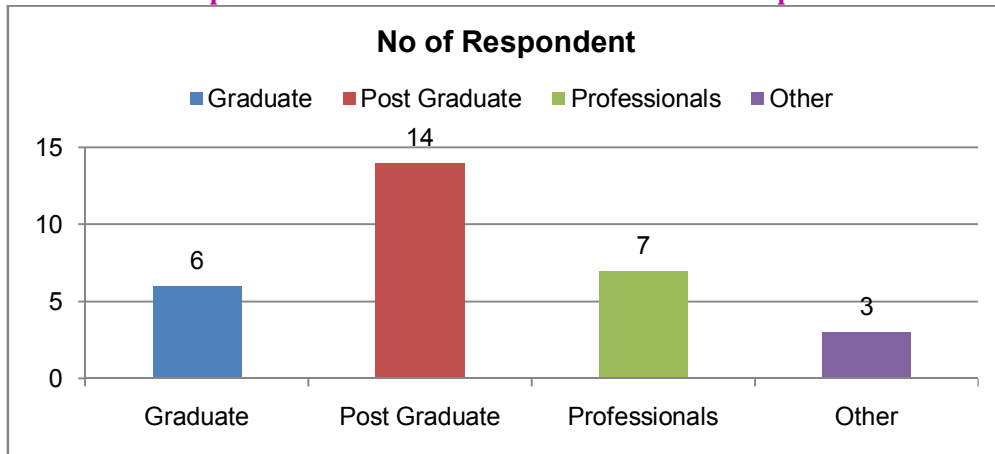
**Table 1.4 Education wise Distribution of the Respondent**

Sr. No	Occupation	No of Respondent	Percentage %
1.	Graduate	6	20.00
2.	Post Graduate	14	46.67
3.	Professionals	7	23.33
4.	Other	3	10.00
<b>Total</b>		<b>30</b>	<b>100.00</b>

Source: Analysis

The above table 1.4 describes about the education wise distribution of the respondent and it was observed that out of 30 women respondent, 6 (20.00%) of the women respondents are done their education up to graduation level, 14 (46.67%) of the women respondent are done their professional level education and remaining only 3 are done other educations like, HSC, SSC etc..

**Graph 1.4 Education wise Distribution of the Respondent**



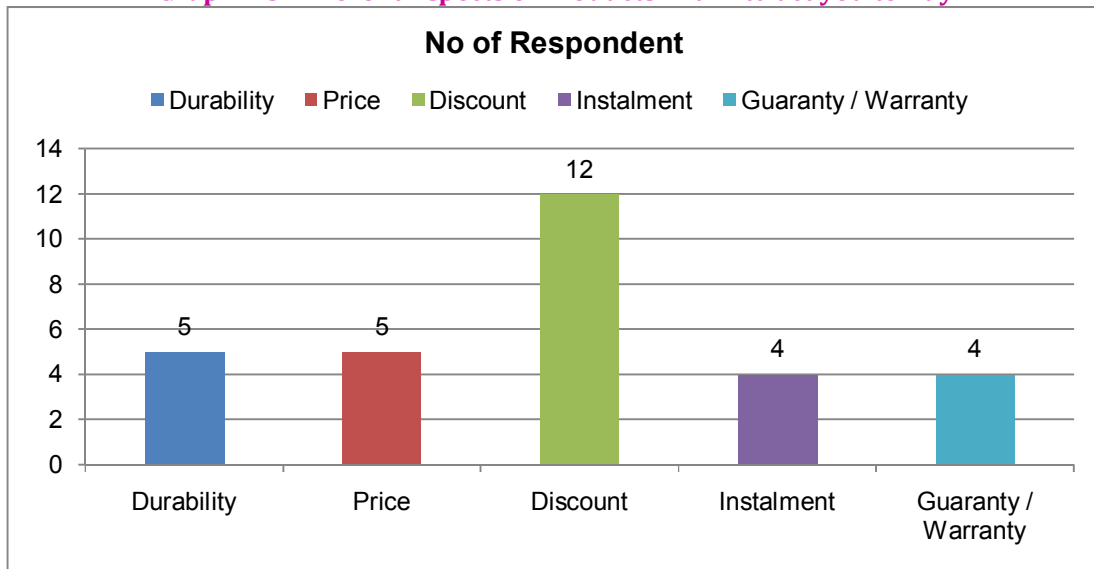
**Table 1.5 Different Aspects of Products with Attract you to Buy**

Sr. No	Occupation	No of Respondent	Percentage %
1.	Durability	5	16.67
2.	Price	5	16.67
3.	Discount	12	40.00
4.	Instalment	4	13.33
5.	Guaranty / Warranty	4	13.33
<b>Total</b>		<b>30</b>	<b>100.00</b>

Source: Analysis

The above table 1.5 describes about the what are the different aspects of products which attract the respondent to buy the product and it was observed that out of 30 respondent, simultaneously 5 (16.67%) of the respondents says durability and price of the product attracts them, most of the respondent 12 (40.00%) says discount of the product attracts them to buy and another simultaneously 4 (13.33%) of the respondent says instalment and guaranty / warranty of the product attract them to buy the products.

**Graph 1.5 Different Aspects of Products with Attract you to Buy**



**Hypothesis Testing:**

**H0: There is no relation between different aspect of products and income of the respondent**

Income	Durability	Price	Discount	Instalment	Guaranty / Warranty	Total
< 5000	1	1	1	1	1	5
5001 – 10000	2	1	1	1	1	6
10001 – 25000	2	1	1	1	3	8
25001 – 40000	1	1	1	1	2	6
> 40001	1	1	1	1	1	5
<b>Total</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>20</b>

Source: Statistical Analysis



**Table 1.6 Chi-Square Test**

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> -E <sub>i</sub>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> / 2	DF
2	1.2	0.8	0.64	0.533	12
1	1	0	0	0.000	
1	0.6	0.4	0.16	0.267	
1	1.4	-0.4	0.16	0.114	
1	1.8	-0.8	0.64	0.356	
3	2.6	0.4	0.16	0.062	
2	1.8	0.2	0.4	0.222	
1	1.4	-0.4	0.16	0.114	
2	2.6	-0.6	0.36	0.138	
4	3.0	1	1	0.333	
1	1.6	-0.6	0.36	0.225	
1	1	0	0	0.000	
1	0.8	0.2	0.4	0.500	
1	1.4	-0.4	0.16	0.114	
2	1.4	0.6	0.36	0.257	
1	1.2	-0.2	0.4	0.333	
1	1	0	0	0.000	
1	0.8	0.2	0.4	0.500	
2	1.4	0.6	0.36	0.257	
1	1.4	-0.4	0.16	0.114	
	<b>29.4</b>			<b>3.908</b>	

Source: Statistical Analysis

The calculated value of chi-square at degree of freedom 12 is on 0.05 significant level is at 29.4% which is greater than calculated value of 3.908. Hence here it is observed that the hypothesis H<sub>0</sub> is accepted.

**CONCLUSION:**

Women, especially female employees, are an important factor in purchasing the workforce. The study found that women are more involved in shopping. They are more conscious than unemployed married women. Employed women have also been found to be more loyal to stores than single women. Employed women are more eligible than unemployed married women. But unmarried women who are not employed have a sense of quality. The study also found that the behavior of working women depends on the type of organization they work for.

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