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BUYING BEHAVIOUR OF WOMEN FOR DURABLE PRODUCT WITH REFERENCE TO BILASPUR

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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 is most essential.

Keywords: Women Customer, Durable Product, Buying Behaviour, Purchase Attitude.

INTRODUCTION

India has different sources and people are more inclined to use different products for their consumption. 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 behavior 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 behavior. 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.

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

Women today are mobile savvy and expect to be satisfied with a life of money, power, leadership, prestige and honor. The spread of education, rising costs, changing criteria for measuring one's status in terms of income and changes in men's attitudes have led to more and more women leaving the home and taking up jobs. An important characteristic of the dual-earner family is the separation of work and family life. Traditionally women are expected to work in the home and this is considered most essential for the sustenance of the family. A large number of women are taking up jobs for economic and psychological reasons, and the role of house-builders and laborers is widely accepted in Bilaspur. This requires structural changes in the family institution. In Indian culture, the male spouse is considered the real head of the family who takes various decisions related to family affairs. Women were considered inferior to men, especially in decision-making. Male dominance in this context was due to the higher status and social positions that men enjoyed in relation to their higher education levels, income and social skills and culture. Women in Bilaspur take up jobs mainly to meet the economic needs of the household, but not for women's psychological needs for power, prestige, authority and more freedom or more.

WOMEN BEHAVIOUR AS A 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.

OBJECTIVE

- To stud the buying behaviour of the women

- To study the sources of that attracts the purchasing attitude of the women

HYPOTHESIS

H₀ = There is no significant difference in buying behaviour of working women for durable remains the same regardless of various groups of income.

SAMPLE SELECTION

For the purpose of this study researcher has selected 30 women from near by area of his/her home and working area.

Table 1.1 Age wise Distribution of the Respondent

Sr. No	Age (Years)	No of Respondent	Percentage %
1	< 20	3	10.00
2	21 – 35	16	53.33
3	36 – 50	8	26.67
4	> 50	3	10.00
Total		30	100.0

The above table 1.1 describes about the age wise distribution of the respondent and it was observed that out of 30 respondent and it was observed that out of 30 respondent 3(10.00%) of the respondent are below 20 years of age, 16 (53.33%) of the women respondent are between 21 – 35 years of age, 8 (26.67%) of the respondents are between 36 – 50 years of age and remaining only 3 (10.00%) of the women respondents are above 50 years of age.

Graph 1.1: Age wise Distribution of the Women Respondent

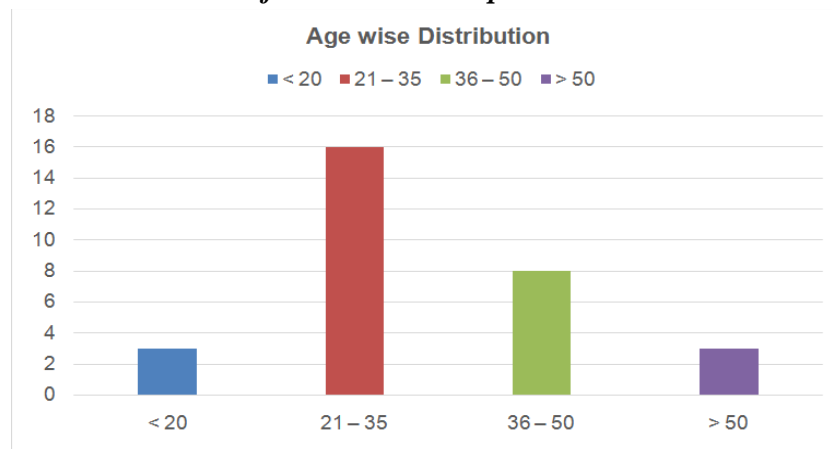


Table 1.2: Income wise Distribution of the Respondent

Sr. No	Income (Rs./-)	No of Respondent	Percentage %
1	< 5000	0	0.00

2	5001 – 10000	5	16.67
3	10001 – 25000	12	40.00
4	25001 - 40000	7	23.33
5	> 40001	6	20.00
Total		30	100

The above table 1.2 describes about the income wise distribution of the respondent and it was observed that out of 30 women respondent, none of the women having less than 5000 rupees of income, 5 (16.67%) of the women respondents are having between 5001 – 10000 of rupees of income, most of the women respondent 12(40.00%) are having between 10001 – 25000 rupees of income, and 7 (23.33%) of the women respondents are having 25001 – 40000 rupees of income and remaining 6 (20.00%) of the women are having above 40001 rupees of income.

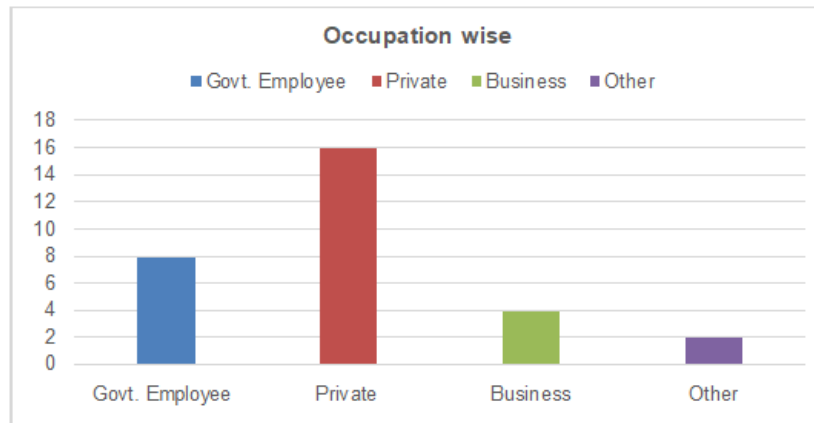
Graph 1.2: Income wise Distribution of the Respondent



Table 1.3: Occupation wise Distribution of the Respondent

Sr. No	Occupation	No of Respondent	Percentage %
1	Govt. Employee	8	26.67
2	Private	16	53.33
3	Business	4	13.33
4	Other	2	6.67
Total		30	100

The above table 1.3 describes about the occupation wise distribution of the respondent and it was observed that out of 30 respondent 8 (26.67%) of the respondents are having government job, most of the women respondent 16 (53.33%) are working in private sector and most of them are in IT sector, 4 (13.33%) of the women respondents are having their family business and remaining 2 (06.67%) 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
2	Post Graduate	14	46.67
3	Professionals	7	23.33
4	Other	3	10
Total		30	100

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.

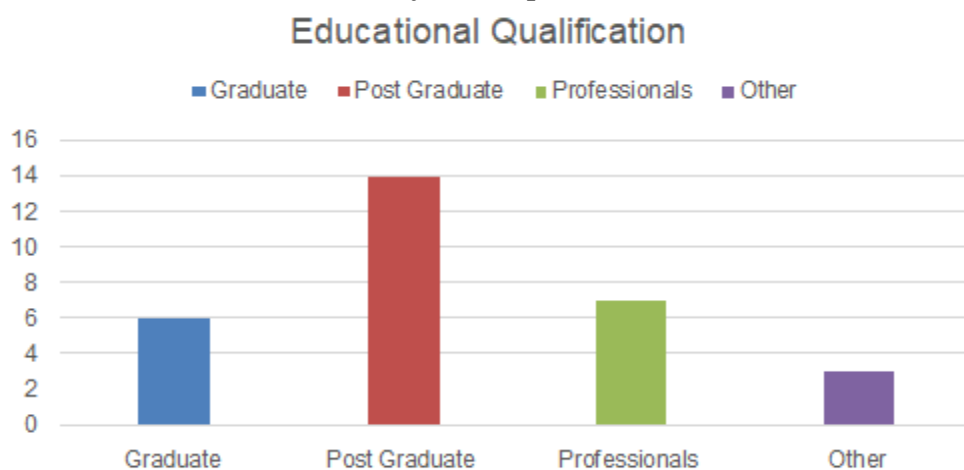
Graph 1.4: Education wise Distribution of the Respondent

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

Sr. No	Occupation	No of Respondent	Percentage %
1	Durability	6	20
2	Price	7	23.33
3	Discount	10	33.33
4	Instalment	3	10
5	Guaranty / Warranty	4	13.33
Total		30	100

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, and it was observed that 6 (20.00%) of the respondents says durability the product attracts them, 7(23.33%) of the respondent says price of most product will attract them, 10 (33.33%) of the respondent says discount of the product attracts them to buy, 3 (10.00%) of the respondent says instalment process on the product will attract them to buy and remaining 4 (13.33%) of the respondent says 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
Total	7	5	5	5	8	20

Table 1.6: Chi-Square Test

O_i	E_i	O_i-E_i	(O_i-E_i)²	(O_i-E_i)² / 2	DF
2	1.2	0.8	0.64	0.533	
1	1	0	0	0	
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	1	1	0.333	12
1	1.6	-0.6	0.36	0.225	
1	1	0	0	0	
1	0.8	0.2	0.4	0.5	
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	
1	0.8	0.2	0.4	0.5	
2	1.4	0.6	0.36	0.257	
1	1.4	-0.4	0.16	0.114	
	29.4			3.908	

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 H₀ is accepted.

CONCLUSION

Women, especially female employees, are an important factor in purchasing the workforce. In Bilaspur, it has been 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. However, the role of women as family purchasing agents appears to be changing, largely due to the large increase in the number of working women in recent decades. So it has become an important segment for working women marketers. Therefore, marketers should consider them very seriously.

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