

## **Buying Behavior of Women and Factors Influencing Purchase Decision of Durable Goods -A Study with Reference to Nanded City**

**Kishor N. Choudhary:** N.S.B.College, Nanded,

**Dr. Santosh S. Dandwate:** Nutan Mahavidyalaya, Selu

### **Introduction:**

The success of marketing efforts hinges largely upon the ability of the marketing department to study buying behavior of their present and prospective customers and to deal with them accordingly.

The use of durable products is becoming increasingly popular in recent years in India. In view of the recent role of women buying durable products, there have been several changes in the marketing strategies of different types of durables in India. The introduction of different types of durables has also brought out many significant changes in the tastes and preferences of ultimate women's consumers in recent years.

### **Significance of the Study:**

The success of the marketing program rests on the decision of the buyers or the ultimate users. The behavioral studies make possible sophistication in consumers' motivation and thus, help a marketing manager to show or display his perfection. Whoever wins the confidence wins the race and whoever loses it is thrown. One way or the other, all of us is consumers. Hence, the marketing manager bears the vital responsibility of studying the factors governing the decision making practices of the consumers at large. An indepth and careful study of the buyers' behavior may be more sensitive.

Today the Indian urban woman is an active partner in the family. She is the major factor in all purchase decisions of her family. She has become family's purchasing agent. She has acquired a place in the society by virtue of her education and employment. Indian manufacturers realized the need of her patronage and hence communicate with her and try to convince her through every possible media. They plan the marketing strategy to attract this segment, satisfy their needs and retain them.

### **Objectives of the Research Study:**

Following are the major objectives of this study:

1. To study the Socio-economic profile of the selected women consumers.
2. To study, the brand awareness of women consumers.
3. To study the buying behavior of sample women consumers.
4. To identify the factors, influencing the women consumers in the selection and use of particular product.
5. To examine consumer's attitudes, behavior, preferences and their effects on purchase decision

### **Methodology:**

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through a field survey by structured pre – tested questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports, research papers, etc. The questionnaire is the major tool administered for collecting primary data from the respondents.

### **Sample Design:**

**Size:-** To generalize the findings of the population as a whole. The researcher for the present study has taken the total sample size of 100 (20 in each of the five durable product

categories). The samples selected are media literate people who have an exposure to the television commercials.

**Sampling Procedure:-** For the purpose of the study the respondents were selected from different places of the Nanded city from different occupations, educational level, income and age groups. The respondents have been selected for the personal interview through convenience sampling technique. The consumer of Nanded city present a complex and varied group there is diversity in the religion, language, customs, life style and socio – economic trends. This was done to make sure that it was a representative sample.

**Attentively to Advertisements in Different Media:**

Attentive	Yes	No	Total
News Papers	80	20	<b>100</b>
Magazines	44	66	<b>100</b>
Radio	42	58	<b>100</b>
Television	78	22	<b>100</b>

The Table indicates that majority 80% women respondents are attentive towards newspaper advertising. In case of magazines, 44% of women respondents are attentive.

It is observed that, 42% of the women respondents are attentive towards advertisements in radio. The study reveals that majority 58% women respondents are not very much interested in listening to the radio advertisements in Nanded city. It is interesting to note that majority 78% women respondents are attentive

**Source:** *Field Survey.*  
*Figures indicate percentage.*

towards, advertisements on television.

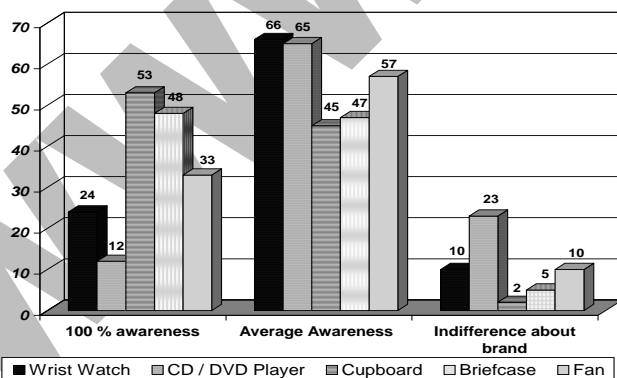
**Brand Awareness:**

Durables Brand Awareness	Wrist Watch	CD / DVD Player	Cupboard	Briefcase	Fan
<b>100% awareness</b>	24	12	53	48	33
<b>Average Awareness</b>	66	65	45	47	57
<b>Indifference</b>	10	23	02	05	10
<b>Total</b>	100	100	100	100	100

**Source:** *Field Survey. Figures indicate percentage.*

It is revealed from Table that, in case of wrist watch 24%, CD/DVD player 12%, cupboard 53%, briefcase 48%, and fan 33% of the women consumer respondents are fully aware about different brands.

**Graph: Brand Awareness about Consumer Durables**



It is surprising to note that, 10% of consumer respondents of wrist watch, 23% consumer respondents of CD/DVD player, 2% consumer respondents of cupboard, 5% of the consumer respondents of briefcase and 10% consumer respondents of fan are found indifferent about brand awareness.

**PLACE OF PURCHASE:**

The place where consumer buys is important for a marketer to design the distribution strategy because the product is to be made available at the place where consumer shops it.

**Table: Place of Purchase of Durable Product by the Consumer Respondents**

<b>Place of Purchase \ Durables</b>	<b>Wrist Watch</b>	<b>CD / DVD Player</b>	<b>Cupboard</b>	<b>Briefcase</b>	<b>Fan</b>
<b>Company's Showroom</b>	19	20	18	14	10
<b>Authorized Dealers</b>	42	62	52	35	32
<b>Retailer's</b>	39	18	30	51	58
<b>Total</b>	100	100	100	100	100

**Source:** *Field Survey. Figures indicate percentage.*

It has been observed from the Table that, majority of the respondents have preferred authorized dealers as a best place to purchase selected durable products because in case of wristwatch 42% , for cd/dvd player 62% and 52% women for cupboard prefers it. The Table reveals that majority of women respondents have purchased briefcase and Fan form retailers.

**Factors Influencing Choice of Durable Products:**

**Table: Factors Influencing the Choice of Durable Products Purchased**

<b>Factors \ Durables</b>	<b>Wrist Watch</b>	<b>CD / DVD Player</b>	<b>Cupboard</b>	<b>Briefcase</b>	<b>Fan</b>
<b>Company's Advertising</b>	13	11	3	5	15
<b>Company's Reputation</b>	9	7	10	12	9
<b>Friend's Advice</b>	12	6	2	7	2
<b>Relatives Advice</b>	4	4	5	6	7
<b>Quality of the Product</b>	11	11	13	20	12
<b>Free Gift</b>	10	5	4	6	2
<b>Price( Less Discount)</b>	13	10	16	13	22
<b>Retailer's Advice</b>	6	8	3	11	13
<b>Joint Decision of Family</b>	14	25	26	15	10
<b>Credit Facility/Installment</b>	8	13	18	5	8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Source:** *Field Survey.*

*Figures indicate percentage.*

Table notifies that factors influencing the choice of brand purchased durable products selected for the study in case of wristwatch, cd/dvd player, cupboard, briefcase and fans.

It has been observed from the Table that, in majority of the cases; sample women have influenced by family's joint decision. Because on an average 18% women respondents in Nanded city; have influenced by joint decision of family.

Followed by average 14.8% respondents are cost conscious buyers and price factor play important role in their purchases. After that on an average 13.4% respondents are quality conscious buyers and prefer only good quality durable products. On an average 10.4% respondents purchase durable goods only if credit or installment facility is offered. 9.4% of the respondents each have influenced by companies reputation and advertisement and have purchased selected durable products. After that retailers advise, friends advise, free gifts with main product and relatives advise is also important for moderately good number of respondents.

**Life Style of Consumer Respondents:**

Behavioral pattern of consumers have a deep relevance with the life styles. The life style of a person depicts his thought pattern and attitude towards change and acceptance of new values and products.

**Table: Classification of Consumer Respondents on the basis of Life Style**

<b>Life Style</b>	<b>No. of Respondents</b>
Traditional	27
Semi-Traditional	51
Modern	22
<b>Total</b>	<b>100</b>

**Source:** *Field Survey.*  
*Figures indicate percentage.*

It was observed that, respondents belonging to traditional life style strata in the study area i.e. Nanded city are 27% of the total respondents belong to these strata. The highest percentage i.e. 51% goes to semi traditional life style.

A trend of modern life style acceptance has been observed in the study area is very meager. However, it is observed that, 22% of the overall population has accepted the modern life style.

### **Findings:**

The significant findings of the study are as follows-

- Attentiveness of advertisements in news papers is more as compared magazines the proportion is 80:44.
- It is observed that the proportion of radio listeners and attentiveness is 66:42.
- The majority (78%) of the women respondents preferred Television as a best media of advertisement. The proportion of viewers and attentive to advertisement in television is 97:78.
- Majority of women consumers in Nanded city are well aware about different brands and characteristics of durable products available in the market.
- Majority of the Women consumer respondents prefers Authorized Dealers to purchase wristwatch, cd/dvd player, cupboard, briefcase and fans. Consumer respondents prefer retailers as a best place to purchase briefcase and fans.
- Company's advertisement, reputation, free gift, price and quality of the products and retailer's advice are some of the factors influenced the choice of consumer durable. Friends and relatives advise, joint decision of the family and credit facility is responsible for purchase decision.

### **Conclusion:**

Many marketers recognize the family as the decision making unit, a successful marketer is one who identifies and examines the attitudes and behavior of one family member who determines unilaterally or jointly whether to buy, what, where and when to buy. It is the urban housewife who plays this decisive role in the family. Thus, the marketer's strategy is influenced at almost every turn by urban woman who has become the family's purchasing agent.

The middle class housewife is a cautious buyer. She is not averse to change and therefore willing to try new products, but does not adopt any product instantly. She possesses a good degree of awareness of the change taking place in her environment. Her growing education level and the growth in media have contributed to his development. She is not only cost conscious but also a quality conscious buyer. For her, free gift and price factor influence the purchase decisions but other aspect like quality, performance and guarantee etc. are major considerations. Marketers communicate with her and try to convince her through every possible media. Thus, a marketer who understands the behavior of an urban woman and plants his marketing strategies to suit the needs and aspirations of this target market will definitely have an advantage over his competitors.

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