

CONSUMER BUYING BEHAVIOUR OF INDIAN WOMEN- AN ANALYSIS

** Dr. Vikas Bhatnagar*

ABSTRACT

In India in the eyes of product sellers women are most powerful consumers and their purchasing powers and influence cannot be neglected. Women effects different segments of the market on the basis of their class, age and economic conditions. Now the role of women in the society and their effects has changed. Most of the marketers know that 'women are different', but we actually need to understanding how and why they are different. The multiple and often conflicting, roles of women today pose significant challenges for the sellers and marketers. Change brought about by the continuing evolution in women's roles have affected, and will continue to affect, all aspects of our market. This paper discusses actual and anticipated changes in women's consumer behaviour on the basis of issues raised by studies of women's roles in marketing disciplines. The purpose of this paper is to analyse the actual and anticipated effects of these changing roles on women's consumer behaviour.

KEYWORD:

Women, consumer, buying behaviour, spending power, marketers, roles, challenges, research, marketing strategy, public policy, evolution, society

**Faculty, Marathwada Mitra Mandal's Shankarrao Chavan Law College, Pune*

1. INTRODUCTION:

A consumer is a person or a group who intends to order, or use purchased goods, products, or services primarily for personal, social, family, household and similar needs, who is not directly related to entrepreneurial or business activities. The consumer protection act 2019 defines – The consumer means a person who (i) buys any goods for a consideration which has been paid or promised or partly paid and partly promised, or under any system of deferred payment and includes any user of such goods other than the person who buys such goods for consideration paid or promised or partly paid or partly promised, or under any system of deferred payment, when such use is made with the approval of such person, but does not include a person who obtains such goods for resale or for any commercial purpose.¹

In India the progress of growth of the market is completely based on the consumer behaviour and the Consumer behaviour is depends on consumer's attitudes, preferences, intentions, and decisions. The study of women consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. When the majority of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Therefor we can say attitudes are "mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it."²

¹ Section 2(7) of the Consumer Protection Act 2019.

² Dr. Anu Nagpal Chopra, Factors affecting Purchase behavior of Women grocery consumer- An Insight Journal of Business Management & Social Sciences Research (JBM&SSR), Volume 3, No.6, June 2014, ISSN No: 2319-5614.

2. STAGES OF THE CONSUMER BUYING PROCESS:

An Indian women consumer always use 6 steps to purchase a product, these are as follows-

1. Problem Recognition (awareness of need)—During this step, the women consumer realizes that she is need of something at present which is not in her hand or possession, which may be a good or services .

2. Information search—The next step is to gather information relevant to what you need to solve the problem. Information may be based on internal search or External search

3. Evaluation of Alternatives—After information is gathered, the women consumer evaluated the alternatives on the basis of her needs, wants, preferences and financial resources available for purchase.

4. Purchase decision- At this stage the women consumer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability.

5. Search another opportunity – If she is not satisfied with her choice then she can returns to the search phase to get more information about the product.

6. Post-Purchase Evaluation—outcome - At this stage, she will decide whether the purchase actually satisfies her needs and wants. This can be reduced by warranties, after sales communication etc. ³

³ Hareem Zeb, Kashif Rashid M. Bilal Javeed (2011). "Influence of Brands on Female consumer's buying behavior. International Journal of Trade, Economics and Finance, Vol.12, No.3, June 2011 6. Mortimer G., Clarke P. (2011) "Supermarket consumers and gender differences relating to their perceived importance levels of store characteristics". Journal of Retailing and Consumer Services, - Elsevier

Along with the upper six stages of consumer buying behaviour in a business market is characterized by long cycle times, group decision making, participants from different functional areas and levels and sometimes divergent objectives, and changing roles of the participants during the buying cycle. The high levels of market and technological uncertainty of services is the complexity in the buying process.

Dr. Sriparna Guha conducted a research and suggests that women due to their multiple roles, influence their own and of their family members buying behaviour. The study also reveals that working women are price, quality and brand conscious and highly influenced by the others in shopping. Analyses of the study found that Indian women are playing a new role as a implementer. Previously, the Indian women concentrated on purchases that based on family needs and wants. Her only personal indulgences were items of clothing and adornment. But now she regularly moving to Malls for shopping & take her decision herself, she has full the commodity.⁴

3. FACTORS, AFFECT THE CONSUMER BUYING DECISION PROCESS:

Some factors can affect the buying decision process of a women consumer, these are as follows-

1. Personal factors:

Personal factors like Sex, Age etc. can affect the consumer buying decision process. In comparison to a man, woman have more opportunity in the market like cloths or cosmetic items which are considered as big share of the market. They have wide variety and choices in the comparison of a man. On the other side young people are also purchase things for different reasons than older people. Old person have limited choice but the young generation have wide range for selection.

⁴ Dr. Sriparna Guha conducted a research study on "The changing perception and buying paper is to identify the changing perception and comparison of buying behaviour for working and non-working women in Urban India"

2. Psychological factor:

Psychology of a women consumer plays an important role. Especially in India, a women consumer before purchasing always analyse 5 criteria, these are to whom, why, what, where and how. She investigate to whom there is need to purchase? Why there is need to purchase, is that essential or we can extent it for more time? What to purchase, means what is suitable as per budget? From where we can purchase, means after survey or comparison she find out where the quality product is available on economy rate. At the time of purchasing Indian women always consider income of the family, number of the dependant and budget.

3. Social factor:

India is full of diversities based on sex, caste, language, economic condition etc. On the basis of social status we often assume three general categories among social classes: lower class, middle class and upper class. People from different social classes tend to have different desires and consumption patterns. Disparities are resulting from the difference in their purchasing power. A consumer from the lower class will be more focused on price while a shopper from the middle class will consider price, quality and quantity of the product. Consumer of upper class will be more attracted to elements such as quality, innovation, features etc.⁵

4. CONCLUSION:

Today's women are "the women of substance". Gone are the days when "Indian women" were the stereotype household ones - the circumference being their family and their home. She searches information and selects the best to strike a big deal. The process, that phenomenon involving not

⁵Dr. MU. Subramanian, (2011), Buying Behaviour of them Aged Indian Women, Indian Journal of Commerce and Management Studies. Vol.11, Is-sue 1, Jan. 2011, Pg. 143-147. 3. Mintel, (2008) "Women swear - UK - March 2008"

a few but a large number of inputs; it's processing, the outcomes together with the exogenous variables and the environmental factors. Women take longer than men primarily due to backward spiral during purchase decisions, but the post purchase behaviour of women on a brand/product/service can have huge implication. Hence it is important for a marketer to provide an assessment while women rely more on personal trust when it comes to buying and are open for inputs at various stages. It is important for Marketer to understand that the factors like Promotional strategy, Festival offers, Discounts, Availability, Billing Speed and Ambience play a decisive role in purchase behaviour of Women Grocery consumers. Hence, it becomes important to position a product in a way that it aims at prioritizing the strategies accordingly.

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