



## PURCHASE ATTITUDE OF WOMEN IN KOTTAYAM DISTRICT FOR DURABLE PRODUCTS

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### Abstract

Management is the youngest of sciences and oldest of arts and consumer behaviour in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the purchasing attitude was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behaviour becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers. The research paper deals with the Purchase attitude of women in Kottayam district for durable products.

**Keywords:** Women Consumers, Behaviour, Consumption, Durable Products, Purchase Attitude, Necessity.

### Introduction

“Many things that were considered as luxuries till about ten years ago have become necessities for more people today”. And in case of durable Products consumption it has happened also as which were luxury at once becomes necessity now. Consumer centric marketing style is predominant in durables which in turn revolve round the consumer purchase attitude. Today women’s are chief purchase officer controlling 85% of all purchase decision .In India women hold more than 25% of the white collar jobs in sector like IT, ITES, Pharmaceutical, Biotechnology, market research, financial services ,advertising, marketing and media. The new Indian woman is a hard working professional woman.

Women today are upwardly mobile and expect to gain life satisfaction from the job rewards of money, power, leadership, prestige and esteem. The spread of education, increased cost of living, changed norms of measuring one's status in terms of income, and the change in men's attitude induce more and more women to come out and accept jobs outside their homes. An important feature of the dual earner family is the segregation of work and family life. Traditionally women are expected to work at home and this is considered most essential for the subsistence of the family. With a large number of women taking up jobs, necessitated by economic and psychological factors, the role of women as home maker cum wage earner is being widely accepted in Kerala.

### Women

In earlier times, women possessed no right in any field. Only men made decisions. Women were treated as having no right, but them only puppets in the hands of men. But now the stage has changed. Along with men, women are also stepping out on equal footing. About more than 75% of purchases of a family is being made by women. Their position and status have come up, and are still coming up.

Women consumers are while shopping. They wander from shop to shop. They are keen in style, colour, beauty and economy in purchasing. They look and compare the products with other products. They always compare the quality and the price of similar products. They take time in inspecting the products and in making a decision whether to buy or not. They are conservative. They expect more products for less money. They may go even for comparison, after the purchase is made. They try to find difference in products purchased comparing them with the products purchased by a neighboring woman. They want a superior position everywhere, even in purchase too. They may be given a warm welcome on their arrival. They may be asked with a smile, as to what their requirements are.

### Purchasing attitude of Women

The profile and role of the woman has been undergoing significant changes. Today, she is educated and in many cases employed. The percentage of working woman has actually been growing steady pace. Their purchasing power has increased: thus the demand for product categories like cosmetics, package foods, beverage, two-wheelers, holiday packages etc. are of great appeal to them.

In urban parts, the middle class woman is an active partner in the family. She is no longer confined to the four walls of the kitchen. She has acquired a place in society by virtue of her education and employment. She is a major factor in all purchase decisions of the family. She is practically the sole decision maker. Her role is main in purchasing-decisions. She is the



cashier and budgeter. For several products, she is the 'gate-keeper'. New items cannot an entry into the house without her consent and clearance. Purchases meant for children too are mostly decided by her. In buying household appliances, she is often the sole decision-maker.

### Review of Literature

Priyanka Sharma (2014) in her research thesis explains that the rural Indian market has gained significance in the recent times as the overall economic growth of the country has led to an improvement in the living standard of the rural people. Every consumer as an individual is different from others. Across the world the rural consumer buying behaviour is considerably different from the urban consumer.

Sunil Kumar Dhal (2015) observed that last two decade the purchase of laptop has increased significantly. He also defined laptop purchase is feel like a purchase of fast moving consuming item. His paper signified that the people are very much interested to handle technological instruments in their day to day activities.

Ashish Kumar, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, P.K.Kannan (2016) examined the effect of three characteristics of FGC: valence, receptivity, and customer susceptibility. The authors find that whereas all three components of FGC have a positive impact, the effect of FGC receptivity is the largest. The study offers critical managerial insights regarding how to leverage social media for better returns.

### Objective

1. To analyse the buying attitude of women for durable goods.
2. To analyse sources this attracts the purchasing attitude of women.

### Methodology

The following aspects are considered in this section: The study includes the primary collection of data. This is a descriptive study using primary data collected through stratified sampling method with an adequate sample size of 200 respondents of Kottayam District. The study draws information from two sources i.e. primary source and secondary source. Primary Data were collected through questionnaire. This study includes a sample of 200 respondents comprising personal variables – age, education, occupation, income.

Variables	Frequency	Percent	Cumulative Percent
<b>Age</b>			
Less than 25	88	44.0	44.0
25-45	45	22.5	66.5
45-65	30	15.0	81.5
Above 65	37	18.5	100.0
Total	200	100.0	
<b>Qualification</b>			
Higher Secondary	36	18.0	18.0
Post Graduate	51	25.5	43.5
Professional	20	10.0	53.5
Under Graduate	63	31.5	85.0
Upto SSLC	30	15.0	100.0
Total	200	100.0	
<b>Occupation</b>			
Government employee	82	41.0	41.0
Home maker	52	26.0	67.0
Private employee	66	33.0	100.0
Total	200	100.0	
<b>Occupational Status</b>			
High	77	38.5	38.5
Low	57	28.5	67.0
Medium	66	33.0	100.0
Total	200	100.0	



Monthly Income			
20001-40000	55	27.5	27.5
40001-60000	49	24.5	52.0
60001-80000	36	18.0	70.0
Above 1,00,000	20	10.0	80.0
Below 20000	40	20.0	
Total	200	100.0	100.0

Table shows that it is noted that majority of the women consumers belong to middle aged groups ranging from the age less than 25 to 45 and another 15 percent between the age group of 45 – 65 and 18 percent above the age group of 65. Hence, it is found that majority of the women consumers are above 25 years of age. Young women are more interested to buy the durable products in Kerala.

In Kerala, it is found that majority of the women consumers have completed degree, 18 percent of the women consumers have completed higher secondary, 26 percent of the women consumers have completed post graduate, 10 percent of the women consumers have completed professional degree, and 15 percent of the women consumers have completed secondary school. In Kerala, most of the women consumers have done higher education and are well qualified.

Majority of the women consumers are government employees, 33 percent of the consumers are private employees whereas 26 percent are simply home makers. So it is found that majority of the women consumers are employed in Kerala.

Among the women consumers of Kerala 39 percent hold high level, 28 percent of the consumers are from low level and 33 percent hold medium level. It is observed that most of the women consumers are highly occupied.

While analyzing the income level of the women consumers, it is observed that 20 per cent of the consumers are in the income group of below Rs.20000, 52 per cent in the income group of up to Rs.60, 000, 18 per cent are in the income group of Rs.60, 000-80,000 and 10 per cent are in the income group above Rs. 1, 00,000 per month. It is found that majority of the women consumers have only a medium monthly income.

It is observed that, 32 percent belong to rural area and 68 percent belong to urban area. So majority of the women consumers in Kerala stay in urban area.

Family size shows that 57 per cent of the women consumer's families are small-sized and 34 per cent medium-sized. Only 8 per cent of the consumers have large-sized families.

Only 43 percent live in joint family system while 57 percent live in nuclear family. It is found majority of the families in Kerala live in nuclear family.

#### Determinants on the Levels of Motivation

Variables	Calculated value	Table Value	Remarks
<b>Demographic Variables</b>			
Income	8.55	15.51	Not Significant
Education	7.86	15.51	Not Significant
Occupation	13.20	9.49	<b>Significant</b>
Occupational Status	10.66	9.49	<b>Significant</b>
Age	12.68	12.59	<b>Significant</b>
Residential Status	3.89	3.84	<b>Significant</b>
Family Size	4.56	9.49	Not Significant
Family Type	2.97	3.84	Not Significant

Source: Derived

Table shows that, it is observed that a total of eight demographic variables were tested for significance with the help of chi square test. As per the magnitude of the chi square values, it is ascertained that the variable 'Occupation' dominates the motivation level 13.20 which is followed by Age 12.68, Occupational Status 10.66, Income 8.55, Education 7.86, Family Size 4.56, Residential Status 3.89 and Family Type 2.97. Hence, it is inferred from the analysis that it is the 'Occupation' and 'Age' which determine the motivation levels among women in Kerala as far as the purchase of durables are concerned.



### **Suggestions**

1. Women consumers should be aware of its special features, price, quality, while purchasing durable products in the market. They should be capable of identifying duplicate durable products and should avoid purchasing those items.
2. Maximum of women consumers are not aware of the consumerism and consumer rights. Hence, the government can conduct some consumer awareness programs among the women consumers. It will help to improve the purchasing behaviour and they can able to prevent themselves from being deceived by the sellers .
3. Education and employment of women have a significant impact in the family for a woman to have good purchase decision. This should be developed among women consumer.

### **Conclusion**

Women, particularly women workforce are vital part of purchasing attitude. It has been found that women are more involved with the purchasing activities in Kottayam District. Woman's role as the family purchasing agent, however, seems to be changing, due primarily to the large increase in the number of women in recent decades. Therefore, women have developed as an important segment for the marketers. Therefore, marketers should consider them with utmost importance.

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