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A STUDY ON SHOPPING BEHAVIOUR OF WOMEN – A SPECIAL REFERENCE TO PALANI

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ABSTRACT

Consumer behaviour research is a useful tool in marketing for all sorts of organisation. Also, consumer behaviour is the study of how individuals and groups, and organisations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Studying consumers provide clues for improving or introducing products or services, setting prices, devising channels constructing messages, and developing other marketing activities. Marketers are always looking for emerging trends that suggest new marketing opportunities. Successful marketing requires that companies fully connect with their customers. Understanding consumers - gaining a 360-degree view of both their daily lives and the changes that occur during their lifetimes. Traditionally, a small business would develop their relationships by going from door-to-door to raise awareness and grow their shopping brand. How fast they achieve this depends on their budget and time available to their shopping.

The research report on, " A Study on Shopping Behaviour of Women – A Special Reference to Palani" Is To Study How women shopping behaviour can leverage medias to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their shopping and raise their awareness as successfully as women's shopping behaviour. The report also discloses the influence of women's shopping behaviour.

Keywords: Women shopping behaviour, identify the buying behaviour of the women and determinants of buying behaviour of women.

1. INTRODUCTION

The goods and services are marketed to consumers such as individuals who intend to consume or benefit from the purchased products for personal use and to the business groups. Marketers today understand that marketing is highly competitive, transitional and consumer oriented and they are keen to understand their consumers and are committed to serving them. Successful marketing strategy begins with an understanding of the market consisting of customers with different lifestyles, background, and income levels for the goods or services. With the advent of new technology, improving maturity in thinking and living habits of people, the expanding horizons of marketing, the intensifying competition in satisfying consumers with a myriad of products and services and the raising levels of standard of living, altogether constitute a new era of marketing. To succeed in a dynamic and increasingly sophisticated marketing environment where individuals and businesses are faced with more and more choices, marketers have an urgent need to learn and anticipate whatever they can do better for their consumers. Men and women approach shopping with different motives, perspectives, rationales, and considerations. There is a decade worth of scientific research on this subject, which shows that there are observable differences in how men and women behave as shoppers. It's clear, men and women think differently about shopping and will approach the act of shopping in different ways.

2. WOMEN CONSUMERS SHOPPING BEHAVIOUR

Women are great influencers when it comes to buying decision of the family. No doubt that when it comes to individual buying, women are the sole decision makers in the decision. Most often we think why women take longer duration in buying as compared to men or why they buy things that according to us are not required at that time.

SHOPPING BEHAVIOUR Women think differently from men. Firstly why? The answer is because there are biological, neurological, and behavioural variations between the brains of men and women. These differences in turn make an impact on their buying behaviour. For example, there are more brain cells in men than in women but there are more fibre connections between brain cells in women than in men. Hence a brain of woman would tap all her senses and connect and share information at more levels than man. In this way, in marketing perspective, they look at a bigger picture and are either deeply connected to a brand or stay disconnected at all levels. At the same time, they also require more time to reach a buying decision than men. Men have larger brains as compared to women who have relatively smaller sized brains. Hence, while thinking, men have only one side of the brain (left hemisphere) active while women left and right hemispheres active. Thereby, men tend to have a more linear thinking whereas women have a holistic thinking and they are better at integrating things to arrive at a decision. Women are more in touch with their feelings because their emotions are distributed in the left and right hemisphere of the brain while men have their emotions concentrated in right hemisphere.

3. OBJECTIVES OF THE STUDY

- 1) To find out the information seeking behaviour of the women consumers.
- 2) To identify the buying behaviour of the women consumers.
- 3) To locate the determinants of buying behaviour of women consumers.

4. REVIEW OF LITERATURE

According to **Kurtz and Boone (2006)**, “Consumer behaviour is the outcome of both individual and environmental influences.” As a result, understanding of consumer behaviour, which leads to purchase, is essential. The term consumer behaviour is a subset of human behaviour. On the other, it does not mean that all human behaviour is oriented towards consumption. Considering this, understanding the consumer’s behaviour is an essential task. Gaining a thorough, in-depth consumer understanding helps to ensure that the right products are marketed to the right consumers in the right way (**Kotler and Keller, 2009**). Gender has a central role in consumer behaviour because of the differences between men and women about expectation want, need, lifestyle choices reflect their consumption behaviours (**Akturan, 2009**).

5. RESEARCH TYPE

Exploratory research is initial research conducted to clarify and define the nature of a problem which does not provide conclusive evidence and hence subsequent research expected. The purpose of the study is to understand the phenomenon of women shopping behaviour.

6. METHODOLOGY

The primary data required for this study were collected through questionnaires. Questions related to the objectives included after reviewing the previous literature on the shopping behaviour of women. The primary data for the study was collected in the year 2023(Jan) which was further updated with current data and then analyzed. The secondary data was collected from articles in newspapers and journals, books and related websites.

7. RESULT AND DISCUSSION

Table .1.AGE OF THE RESPONDENTS

AGE	NO.OF WOMEN CONSUMER	PERCENTAGE (%)
21-30 years	33	33
31-40 years	27	27
41-50 years	28	28
Above 50 years	12	12
Total	100	100

Source: Primary Data

Table 1 shows the classification of Women Consumers on the basis of age. Of the total 100 Women Consumer's, 33% Women Consumers belong to the age group between 21-30 years, 27% Women Consumers belong to the age group of 31-40 years and 28 Women Consumers belong to the age group of 41-50 years and the remaining 29 (12%) Women Consumers belong to the age group of above 50 years.

TABLE.2.EDUCATIONAL QUALIFICATION

EDUCATIONALQUALIFICATION	NO.OF WOMEN CONSUMER	PERCENTAGE (%)
Illiterate	6	6
Up to 10 th std	17	17
SSLC	15	15
HSC	8	8
UG	17	17
PG	19	19
Diploma	7	7
Professional	11	11
Total	100	100

Source: Primary Data

Table 2 shows the classification of Women Consumers on the basis of their educational qualification. Out of the total 100 Women Consumers, 6% Women Consumers are illiterate, 17% Women Consumers belong to the educational qualification of up to 10th Std, 15% Women Consumers have completed SSLC, 8% Women Consumers have completed HSC, 17% Women Consumers are Under Graduates, 19% Women Consumers are Post Graduates, 7% Women Consumers are diploma holders and 11% Women Consumers belong to the educational qualification of professional.

Table .3.MONTHLY FAMILY INCOME

FAMILY INCOME	NO.OF WOMEN CONSUMER	PERCENTAGE (%)
Up to Rs.10,000	27	27
Rs.10,001-Rs.25,000	44	44
Rs.25,001-Rs.40,000	19	19
Above Rs.40,000	10	10
Total	100	100

Source: Primary Data

Table 3 shows the classification of Women Consumers on the basis of their family's monthly income. Out of the total 100 Women Consumers, 27% Women Consumers belong to the family income of up to Rs.10,000, 44% Women Consumers belong to the family income of Rs.10,001- Rs. 25,000, 19% Women Consumers belong to the family income of Rs.25,001-Rs.40,000, 10% Women Consumers belong to the family income of above Rs.40,000.

Table .4.OCCUPATIONAL STATUS

OCCUPATION	NO. OF WOMEN CONSUMERS	PERCENTAGE
Agriculture	15	15
Profession	33	33
Business	12	12
Employee	16	16
Housewife	14	14
Retired	4	14
Student	4	4
Others	2	2
Total	100	100.0

Source: Primary Data

Table.4 presents the occupational status of the women consumers. Occupational pattern of the women consumers reveals that, out of 100 women consumers selected for the study, the many of them 4% are unemployed because they are students. 16% of them are employers, 33% of them are professionals, 15% of the women consumers are agriculturists, 14% of the women consumers are house wives, 12% women consumers run their own business, 4% women consumers are retired persons and 2 % women consumers are engaged in other jobs.

Table 5. TIME OF PURCHASE OF DURABLES

TIME OF PURCHASE	NO.OF WOMEN CONSUMERS	PERCENTAGE (%)
When it is necessary	36	36
During festival times	18	18
During good promotional offers	28	28
During family functions	18	18
Total	100	100

Source: Primary Data

Table 5 shows the classification of women consumers on the basis of Time of purchase. Out of the total 100 women consumers, 36% women consumers When it is necessary, 18% women consumers take up During festival times, 28% women consumers During good promotional offers, 18% women consumers During family functions to purchase.

Table 6. PLACE OF PURCHASE

PLACE OF PURCHASE	NO.OFWOMEN CONSUMERS	PERCENTAGE (%)
Retail shops	19	19
Departmental stores	57	57
Online purchase	24	24
Total	100	100

Source: Primary Data

Table 6 shows the classification of women consumers on the basis of Place of purchase. Out of the total 100 women consumer's 19% women consumers are Retail shops, 57% women consumers are Departmental stores and 24% women consumers are Online purchase.

Table .7. MEDHOD OF DECISION MAKING BEFORE BUYING

MEDHOD OF DECISION MAKING BEFORE BUYING	NO.OF WOMEN CONSUMERS	PERCENTAGE (%)
Personal observation	46	46
Discuss with friends	15	15
Advice from relatives	25	25
Refer with media	14	14
Total	100	100

Source: Primary Data

Table 7 shows the classification of women consumers on the basis of method of decision making before buying. Out of the total 100 women consumers, 46% women consumers Personal observation, 15% women consumers Discuss with friends, 25% women consumers Advice from relatives, 14% women consumers Refer with media.

Table 8. PROBLEMS FACED BY WOMEN CONSUMERS

PROBLEMS FACED BY WOMEN CONSUMERS	NO.OF WOMEN CONSUMERS					PERCENTAGE (%)
	SA	A	N	DA	SDA	
Delay in delivery	44%	37%	12%	5%	2%	100
Unavailability of varieties	18%	40%	24%	13%	5%	100
Lack of after sales service	18%	33%	31%	11%	7%	100
No flexibility in price	19%	24%	25%	21%	11%	100
Absence of supervision of salesmen	20%	32%	21%	14%	13%	100
Inconvenient location	14%	32%	29%	16%	9%	100
Lack of parking facility	22%	31%	23%	16%	8%	100
Absence of door delivery	16%	36%	23%	17%	8%	100
Delay in billing/ in cash counter	13%	35%	25%	17%	10%	100
Non reporting of free offers to the customers	17%	30%	23%	15%	15%	100

Source: Primary Data

Table 8 shows the classification of women consumers on the basis of problem faced by women consumers. Out of the total 100 women consumers, 44% women consumers strongly agree that problem faced to Delay in delivery, 40% of the women consumers agree that Unavailability of varieties, 33% of the women consumers agree that Lack of after sales service, 25% of the women consumers are neutral about that No flexibility in price, 32% of the women consumers agree that Absence of supervision of salesmen, 32% of the women consumers are Inconvenient location, 35% of the women consumers agree that Delay in billing/ in cash counter.

Hence it is found that, though there are few agreements on the negative content about the problem faced by women consumers, majority of the home makers have strong agreement on the positive problem faced in the women consumers their purchase decisions.

CONCLUSION

Every marketer aims to succeed in his business but many of them fails since they are not clear with the strategy. Knowing the socio economic background of consumers before product planning helps the marketer to deliver his product in a better way. The needs and desires of women consumers are different because the economic condition and the environment surrounds him are also different. Analysis of socio economic profile of consumers is necessary for market segmentation and target marketing. The Medias focused to be a major role player I taking the happenings of the world to back and every business equally has a major role in introducing the products available in the market to the consumers. It generates awareness about the products and helps the geographically diversified group of people to equip their knowledge on the availability of the products. Hence the product study has been concentrated in knowing the impact of shopping behavior of the women consumers and on the whole it has been concluded that, in the era of technological developments, Medias still captures a renewed place and acts as the best medium of communicator to a large group of varied persons spread geographically and educate them in all means and especially this study revealed that they have a positive impact on their shopping behavior of the women consumers.

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