



EVALUATION OF BEHAVIOUR OF CONSUMERS WHILE PURCHASING GIFT

A Comparative study between FeMale and Male Consumers

BY

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Abstract : Giving Gifts to our family, Friends and other persons in various occasion is universal practice in almost every country and culture. Every year billions of Money are spend in different occasion for giving Gifts. Gifts can help in building interpersonal relationship and also encourage happiness of giver and receiver. But selection of appropriate gift is also important. Man and women both are basically different in nature while behaving in social relations so as tendency of choosing and giving gifts by male and female are naturally different. Some studies says that Women are more effectively select the gifts then that of men. So in this study our motive is to find out the gift behavior of male and female consumers at Raipur city. This study is a comparative analysis between the behavior of man and women while purchasing a gift in different occasions. And also a further study of the research paper written by the researcher herself named "Evaluation of behavior of female consumer while purchasing a Gift "This study shows that while choosing gift mostly women take their family in to consideration, they usually choose products which will be useful for the gift receiver. They also consider place from where they are going to purchase gift and price as per their budget, occasion, and importance of gift receiver. They like decorative packing material while gifting a product. While the male consumer prefer to give cash amount as gift as they consider that it is more useful then the products. While purchasing a product they are more brand oriented and choose product useful product in daily routine and according to budget.

Index terms : Female Consumers, Male Consumers, purchasing habits , Gift purchaser, Gift Items, Gift behavior.

Introduction

Consumer behavior (CB) is very important subject for Producers, Distributers and marketers of any Product because it enables them to understand and predict the buying behavior of consumers in the market place. it is an analysis of , what consumers buy from the market or online and why they buy the particular product , when, where and how they decide to spent money on a particular product and buy it, and how often they buy it, consume it & dispose of it.

"The study about Behavior of Consumer is the most important in business education because the purpose of a business is to build and save customers." (Levitt)

Consumers are formed and sustained through marketing strategies and the excellence of marketing strategies be governed by knowing, serving, and influencing consumers. We can say that, the success of a business is to achieve organizational objectives, which can be done by satisfying consumers. The knowledge & information about consumers is essential for developing successful marketing strategies because it challenges the marketers to think about and analyze the relationship between the consumers & sellers. The study of consumers helps firms and organizations to develop their marketing strategies by understanding issues such as

1. How a person consider, and select between different alternatives available for him from different brands, products etc.
2. How a person's beliefs, family, peer groups, media influenced him or her while purchasing a product.
3. How Consumers behave while making purchasing decisions, or think before purchasing a product.
4. How knowledge and information about market influences decisions of purchasing of any product.
5. How Consumer motivation to purchase a particular one between products available in market.
6. How Consumer's behavior helps Producers to improve their marketing approaches and to run their marketing operations more effectively.

Consumer:

The word Consumer of often used in commerce, Marketing, economics or management to refer the end user of a product. A person how makes choice of preference before bying a product according to his or her use, habit, Interest, satisfaction or importance.

A consumer could be a person who intends to order, or use purchased goods, products, or services primarily for private, social, family, household, and similar needs, indirectly associated with entrepreneurial or business activities.

Behaviour:

The word "behaviour" means the way people interact with (behave toward) each other.

Behavior is an action, reaction, conduct or manner of an individual to react towards others action. Good behaviour is about being polite and thoughtful to people. It's the sort of behaviour that society expects from others. it can be influenced by physiological, psychological, social, cultural and environmental Issues.

Definition of Consumer Behaviour-

1. In line with Engel, Blackwell, and Mansard, 'consumer behaviour is that the Actions and decision processes of individuals who purchase goods and services for private Consumption.

2. In step with Louden and Bitta, 'consumer behaviour is that the decision process And physical activity, which individuals engage in when evaluating, acquiring, Using or doing away with goods and services. (Scope and Relevance of Consumer Behaviour Studies, n.d.)

Gifts-

"A gift is an item given to someone without any expectation of payment or anything in return." (jones, 2021)

Gift is

- An expression of love or friendship.
- An expression of gratitude for a gift received
- Sharing of one's wealth which shows the affection between the giver and receiver.

Process of giving Gifts : All over the world giving gifts to family members, Friends, relatives, and social community occasionally is a wonderful tradition. Gifts are going to exchange in almost every occasions and festival whether people belongs to any community, they usually gift so many different things to their beloved ones. It shows the love caring and open-heartedness of gift giver. But how to select right gift for right person is also an important issue before the purchasers of the gifts. People generally marks important events of life of their loved ones like birthdays, Anniversaries etc. They maintain interpersonal relationship by giving gifts to others. They choose gifts according to their relationship and occasion for which they are going to purchase a gift.

Gift purchasing behavior :

Gift selecting is a process followed by a person according to his or her habit, relationship with the receiver, interest area and budget for the gift. Both male and female consumers used to select the gifts. let us see some similarities and dissimilarities between the gift selecting and giving behavior of male and female consumers.

Table 1 : Similarities and Dissimilarities between Male and Female consumers while purchasing Gifts

S. No	Similarities	Dissimilarities
1.	Relationship and occasion for giving gift is important for both man and women. They purchase gifts according to closeness of relatives, friends and family members.	While making a decision to purchase a gift the approach of a man is practical while the approach of a women is emotional.
2.	Men and women both used to purchase the gift according to the interest and habits.	Utility is the important point for man while purchasing gift while attractiveness is more important for women.
3.	Men and women both likes surprises and different ways of presentation while giving and receiving gifts.	Man usually purchase gift in an unplanned manner where as women usually purchase gifts in a planned manner after visiting physical stores personally.
4.	Man and women both likes to take cultural and social values while giving and receiving gifts.	Functionality of product is important for man while purchasing a gift while thoughtfulness is important for women.

Research Methodology :**Statement of Problem :**

The problem of the study is “EVALUATION OF BEHAVIOUR OF CONSUMERS WHILE PURCHASING GIFT A Comparative study between Male and Female Consumer.”

Purpose of The Study: it is a comparative study of gift purchasing behavior of male and female consumers. It is a further study research paper “Evaluation of behavior of female consumer while purchasing a Gift ” conducted by the researcher.

Objectives:

1. To find out to whom Male/Female most preferably give gifts on different occasions.
2. To identify what kind of gifts are preferred by Male/Female consumers.
3. To find out the most preferred factor while buying gifts.
4. To find out the most preferred price range for gifts among Male/Female consumers.
5. To find out how Male/Females prefer shops to buy gifts.
6. To find out age group and income-wise gift preference by the Male/Female consumers.

Population Consumers

All the Male/Female consumers who prefer to give gifts in Raipur City constitute the population for the purpose of the study.

Sample and sampling Method: The Researcher has selected a convenient sampling method to identify the sample Respondent for the purpose of the study. In total 150 male and 150 Female, respondents from the different colonies of Raipur City have been sampled who prefer to give gifts.

Sources of Data: Data for the study was collected both from primary and secondary sources. The major source of Data was primary. For the secondary data, various published documents, different newspapers, magazines, journals, websites had been consulted.

Data Collection: The data was collected with the help of a Questionnaire. The Questionnaire has been divided into 2 parts: part 1 consists of questions on demographic information and part 2 contains specific questions related to the topic of research. Questionnaire includes 9 questions. we contact 150 male respondent from which only 135 respond to our questionnaire,

Limitations: The study is limited to the Raipur city of Chhattisgarh state in India. The major limitation in this study are as follows:

The gift behavior of consumers are influenced by so many factors while this study includes only few factors so the results can be generalize by taking the factors taking into consideration for research.

- 1.The time, place, and respondents may vary the results of the study.
- 2.The convenient sampling method was used for the collection of data from the respondents.
3. 135 Male and 150 Female are taken as sample size for collecting the data.

Data Analysis and Interpretation

Part-1: Demographic Information : The first part of of the questionnaire is about demographic information of the respondents.

1 : Age of the Respondent ?

Table No.2 Age of Respondents

Age of Respondents	Female		Male	
	Frequency	Percent	Frequency	Percent
Below 30 year	92	61%	74	55%
Between 30 to 40 year	21	14%	29	21%
Between 40 to 50 year	24	16%	25	19%
Above 50 year	13	9 %	7	5%
Total	150	100%	135	100%

Interpretation:

From the analysis of the above table, it is found that in Female Consumers 61% of the respondents are of below 30 years in age, followed by age group of 30-40 years (14%), 40-50 years (16%), and above 50 years (9%) respectively where as in Male Consumers 55% of the respondents are of below 30 years in age, followed by age group of 30-40 years (21%), 40-50 years (19%), and above 50 years (5%) respectively.

2.Merital Status of Respondents:

Table NO.3: Marital status of Respondents

Marital Status	Female		Male	
	Frequency	Percent	Frequency	Percent
Unmarried	60	40%	42	31%
Married	90	60%	93	69%
Total	150	100%	135	100%

Interpretation:

It was found that in the above table majority of the Female and Male respondents are married .

3.Working Status of Respondents.

Table No. 4: Working Status

Working Status	Female		Male	
	Frequency	Percent	Frequency	Percent
Working	95	63%	128	95%
Non Working	55	37%	06	5%
Total	150	100%	135	100%

It was found that the percentage of working status of male respondents are high then that of Female respondents. Non working Female consumers are mostly Home Makers.

4. **Educational Qualification of Respondent:**

Table NO. 5: Educational Qualification

Qualification	Female		Male	
	Frequency	Percent	Frequency	Percent
Professionally Qualified	17	11%	28	20%
Post Graduate	54	36%	53	39%
Graduate	60	40%	39	29%
Under Graduate	19	13%	15	12%
Total	150	100%	135	100%

Interpretation:

The majority of the Female respondents are Graduate (40%), followed by postgraduate (36%), undergraduate (13%), and professionally qualified (11%) respectively where as in Male respondents are Post Graduate (39%), followed by graduate (29%), professionally qualified (20 %), and undergraduate (12%) respectively.

5.Nature of the Family

Table No.6: Nature of the Family

Nature of Family	Female		Male	
	Frequency	Percent	Frequency	Percent
Joint family	84	56%	90	67 %
Nuclear family	66	44%	45	33%
Total	150	100%	135	100%

Interpretation:

It was found that the above table that the majority of the Male and Female respondents are living in joint family

6. Annual Income of the Family**Table No.7: Annual Family Income**

Annual Family Income	Female		Male	
	Frequency	Percent	Frequency	Percent
Below Rs.4,00,000	46	31%	40	30%
Between Rs.4,00,000/- to Rs.8,00,000/-	44	29%	45	33%
Between Rs.8,00,000/- to Rs.12,00,000/-	40	27%	40	30%
Above Rs. 12,00,000/-	20	13%	10	7%
Total	150	100%	135	100%

Part II Gift giving behavior : The second Part of the questionnaire is related to the tendency of giving gift by the respondents. The questions are as follows.

Question 1: Would you like to give gifts ?

Table No.8: Tendency to Give Gifts

Tendency	Female		Male	
	Frequency	Percent	Frequency	Percent
Yes	130	87%	102	76%
No	5	3%	8	6%
Some Times	15	10%	25	18%
Total	150	100%	135	100%

Interpretation: It was found that the majority of respondents in Female and Male consumers both who prefers to give gifts regularly or occasionally. There are a few who doesn't prefer to give gifts.

Question 2: To whom would you prefer to give gifts ?

Table No.9 : Preference to Give Gifts

Preference	Female		Male	
	Frequency	Percent	Frequency	Percent
Family	74	49%	64	47%
Friends	20	13%	25	19%
Relatives	16	11%	19	14%
Colleagues	4	3%	3	2%
All	36	24%	24	18%
Total	150	100%	135	100%

Interpretation:

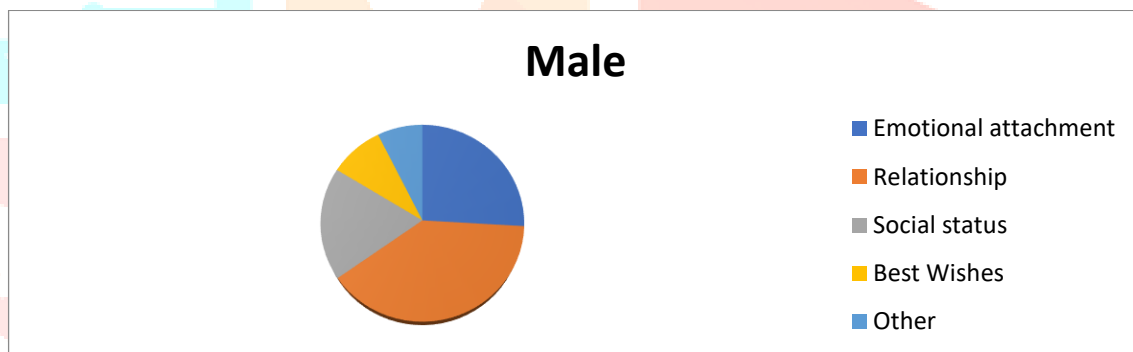
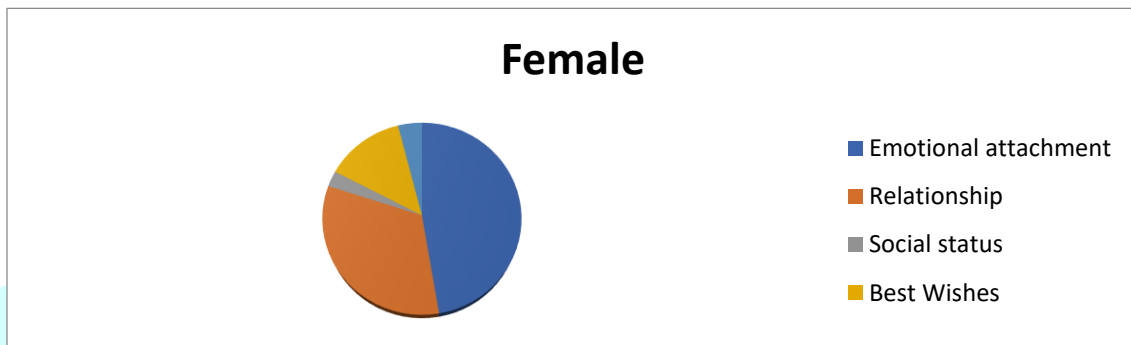
It was found that the majority of both Female and male respondents will prefer to give gifts to family, friends, relatives and colleagues respectively .

Question 3 : why you prefer to gift to others ?

There are some psychological criteria which encourages peoples to gift their beloved ones like Emotional attachment, Relationship, social status, best wishes in special occasion like Marriage, Birthday, Anniversary etc. these are the preferences in criteria of gifting by the respondents.

Table No.10: Gift Giving Criteria

Gift Giving Criteria	Female		Male	
	Frequency	Percent	Frequency	Percent
Emotional attachment	71	47%	35	26%
Relationship	49	33%	53	39%
Social status	4	3%	25	19%
Best Wishes	20	13%	12	9%
Other	6	4%	10	7%
Total	150	100%	135	100%

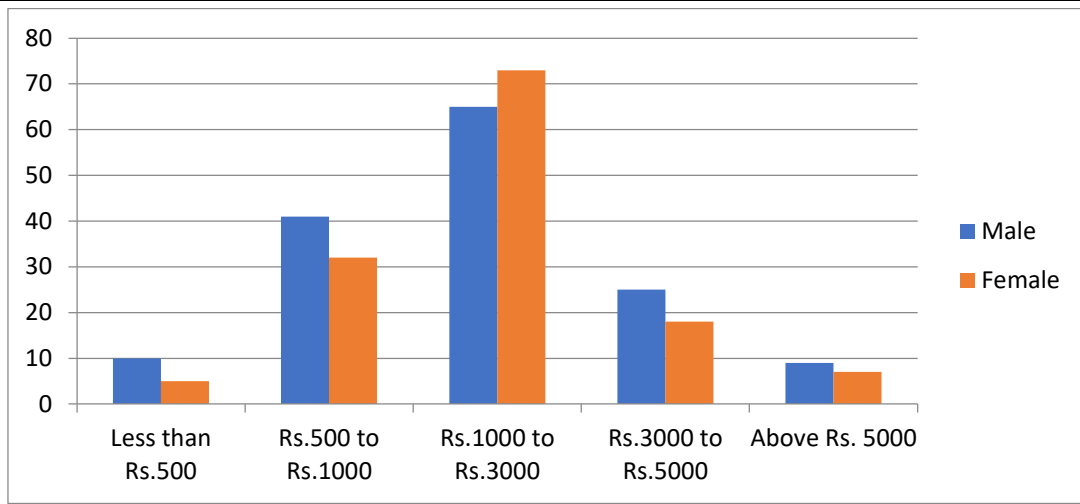


Interpretation : Female Consumers mostly give gifts because of Emotional attachment whereas male consumers gives gifts for relationships.

Question 4 :How much amount you used to purchase a gift or prefer to gift cash ?

Table NO.11: Money Spend On Gifts

Money spent on Gifts	Female		Male	
	Frequency	Percent	Frequency	Percent
Less than Rs.500	10	7%	5	4%
Rs.500 to Rs.1000	41	27%	32	24%
Rs.1000 to Rs.3000	65	43%	73	54%
Rs.3000 to Rs.5000	25	17%	18	13%
Above Rs. 5000	9	6%	7	5%
Total	150	100%	135	100%



Interpretation:

Majority of the Female and Male respondents have spent on gifts Rs.1000 to Rs.3000, after words Rs.500 to Rs.1000 and Rs.3000 to 5000 respectively.

Question 5: What type of Product would you like to prefer while purchasing a gift ?

Table No.12 : Types of Gifts

Products	Female		Male	
	Frequency	Percent	Frequency	Percent
Household products	47	31%	20	15%
Electronic Item	38	25%	15	11%
Decorative Items	33	19%	45	33%
Clothes	15	10%	21	16%
Jewelry	7	5%	5	3%
Best wishes gifts	6	4%	6	4%
Others (cash)	4	3%	23	17%
Total	150	100%	135	100%

Interpretation :

The first preference of the female respondents are Household Product whereas first preference of male respondent is decorative items.

Question 6. What is your Choice of preference to purchase a gift ?

Table No.13: Place to Purchase Gifts

Place	Female		Male	
	Frequency	Percent	Frequency	Percent
Gift Gallery	34	23%	48	36%
Shopping malls	15	10%	37	27%
Individual shops	68	45%	31	23%
Internet	28	19%	12	9%
Others	5	3%	7	5%
Total	150	100%	135	100%

Interpretation:

The majority of the Female respondent will most likely purchase gifts from individual shops where as the first preference of Male respondents are, gift galleries. Shopping Mall, Internet and other mode of purchasing Gifts are not much more popular among these respondents.

Question 7: How you select a particular shop for purchasing a product to gift.

Table No.14: Basis for Selection of Shop to Buy Gift

Basis for Selection of Shop	Female		Male	
	Frequency	Percent	Frequency	Percent
Experience	72	48%	58	43%
Recommendation	18	12%	10	7%
Variety	42	28%	30	22%
Types of gifts	7	5%	25	19%
Popularity	5	3%	10	7%
Others	6	4%	2	1%
Total	150	100%	135	100%

Interpretation:

Among the 150 respondents ,majority of the Female and Male respondents will prefer to purchase gift on the basis of past experience, followed variety of gifts then recommendation, types of gifts, others, and popularity.

Question 8: Do you think Packing material is also important while purchasing gifts.

All the Female and Male respondents are clearly in support to pack the gift before giving it to any person.

Question 9 :How you select the packing material to rap gift ?

Table No 15 :Selection Of Packing Material

Selection of Packing material	Female		Male	
	Frequency	Percent	Frequency	Percent
Self chosen	93	62%	95	
Suggested by shopkeeper	57	38%	40	
Total	150	100%	135	100%

Interpretation:

Most of the Female and male respondents preferred self chosen packing material rather than shopkeepers suggestion.

Question 10 : What type of packing you prefer to pack gift?

Table No 16 : Type of Packing

Type of Packing	Female		Male	
	Frequency	Percent	Frequency	Percent
Normal Packing	69	46%	95	70%
Decorative packing	81	54%	40	30%
Total	150	100%	135	100%

Interpretation:

From the 150 female respondent majority 81 liked decorative packing style whereas from 153 male respondent majority 95 choose normal packing

Findings, Limitations and Suggestions:**Findings**

- It was found that the majority of Female and Male respondents will prefer to give gifts. It shows that the gift giving is in regular practice of the respondent and there is no basic difference between the behavior of Female and Male Consumers.
- Family plays most important role in gift giving behavior as It was found that the majority of the female and male respondents will prefer to give gifts to family where as friends are in next choice. relatives, colleagues comes after respectively. Hence there is no basic difference between the behavior of Female and male consumers.

- Majority of Female respondent used to purchase gifts on the basis of emotional attachment where as majority of Male respondent used to purchase gifts on the basis of relationship. Gifts due to Best Wishes, social status, and other are same in nature.
- It was found that majority of the Female respondents mostly preferred Household Items followed by the preferences electronic Items, Decorative Items, Cloths, Jewelry, Best Wishes Items and other mostly cash money. Whereas the first preference of Male respondents are decorative items second one is Cash followed by cloth, House hold products, electronic items, best wishes items and jewelry. It shows that women used to purchase those product as a gift which are useful in daily life use and can give comfort to the user of the product so that user can feel attached with the person who give gift to them where as men prefer to gift decorative items which feels the receiver that they are special to them. Here the basic difference is the gift of cash man prefer mostly at second number rather than other product.
- It was found that majority of the respondents will consider the most important factors usage, Relationship, occasion, price, and other respectively. While purchasing gift women always consider use of gift purchased with the price of the gift. If the gift is not useful women do not want to purchase this type of gift whereas Men consider relationship utmost while purchasing the gift.
- Most of the respondent use decorative packing for the gifts.

Suggestions

Some suggestions for the future researchers and Marketers are as follows :

To future Researchers:

- Further study can be done with a large sample size of Consumers.
- Further research may include the factors which have not been included in this study.
- Further research may replicate the same study in another city, with a different population.
- Further Study can be conducted as comparative Study

To the Marketers:

- They should try to create awareness among the consumers regarding the different types of gifts for various occasions.
- They can make available gifts as per the preference of consumers and while understanding consumers' mindsets they may try to pull them to buy gifts while adopting suitable marketing strategies.

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