



STUDY ON ROLE OF WOMEN IN FAMILY PURCHASE DECISION IN ULHASNAGAR

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Abstract

Consumer studies are an ongoing process. Due to shift in the society the focus is equally on the women consumers also. Women consumers are the buzz word and their behaviors and preferences are tracked by the marketers. The success of the market or the failure depends on the purchase behaviour of consumers. Women are taking the lead roles as of today than the yester years. This is due to the outcome of education, employment, etc. Present, women are taking the lead in purchase decisions too.

Here an attempt is made to study the role of women in the family purchase decisions. The study is limited to Ulhasnagar as it's a sub urban area near Mumbai the shift will have its own dramatic angle to study on.

Keywords: Women Empowerment, Women In Purchase Decision .

Introduction

Decision making is the process of concluding or making a judgment about some issue or matter making a choice between two or more alternatives or part of the transformation process of inputs to outputs. A family or household is considered to be the basic decision making unit as regards purchases. A household comprises of individuals living singly or together with others in a residential unit and a family is two or more people living together who are related by blood or marriage. A family is therefore a category of a household.

In this study the family is considered a crucial decision making unit as the interaction and influence between family members are likely to be greater and more significant than those within the other smaller groups, such as friends or colleagues. According to Cart Wright, "Influence has been defined as something that is inferred when one person acts in such a way as to change the behaviour of another in some intended manner". Thus influence involves actions by family members that make a difference during the decision making process.

Research Methodology

The study was conducted using primary and secondary sources. For primary source the information was collected from women who are housewives. The sample size was 50 and the sampling technique was simple random sampling method. The women were selected from the middle class families. i.e. Where the family income is in the range of Rs.3 Lakhs to Rs 10Lakhs per annum. The study was limited to Ulhasnagar city only.

Review of Literature

Singh (2002) highlighted that at home decisions regarding purchases and investment are taken jointly by both husband and wife. In the matter of making adjustments like looking after the house, cooking, cleaning and caring for children are largely the responsibility of women.

Thomson (2003) A family purchasing is defined as, 'One in which all family members were involved in the decision-making process or consumption of the purchased item or service' Factors in family purchase decisions. A family purchasing is defined as, 'One in which all family members were involved in the decision-making process or consumption of the purchased item or service'.

Su Chenting et al., (2003) are of the opinion that spousal decision behaviour is key to understanding how families reach, purchase decisions. Spousal decision behaviour is affected by prior decision experiences and this forms the basis of future interactions. The results indicate that (i) both husband and wife tend not to reciprocate coercion in a discrete purchase decision, (ii) both husband and wife tend not to use strong means of influence across decisions consistently, and (iii) both husband and wife's post decision evaluations tend to affect subsequent decision behaviour.

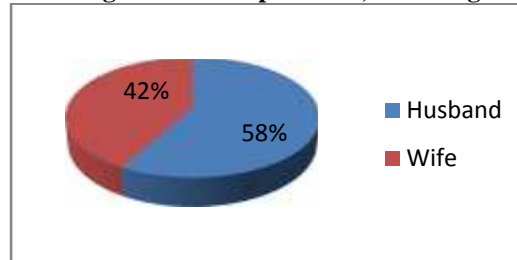
Mitchel (2004) in his study, "family purchase decision dynamics" showed that unlike individual marketing, family marketing is characterized by selling to couples who make major family decision in concert to maintain harmony and mutual support over time.

Chennai (2005) conducted a study on consumer behaviour with reference to value orientation and role of family in India. The study found that the Indian consumers have a high degree of orientation towards traditional values, and family advice is considered to be very important in the decision related to purchases.

Result and Discussion

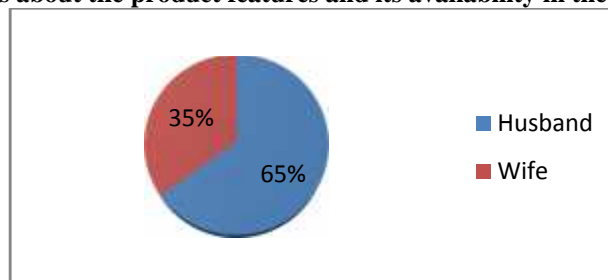
The age group of the respondents was in the range of 25 to 45 years of age. The initial conversation was built up by the researcher with the respondent in order to extract the proper information. The researcher conversed in the regional language in order to make the respondent more comfortable and give fair response for the research. These women were asked various questions and following are there responses.

When asked who brings the idea of purchase, following was the response.



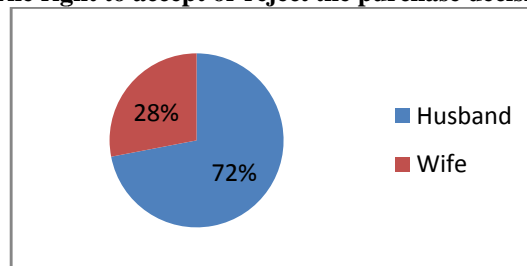
It is evident from the above chart that 42% of the sample accepted that they bring the idea of purchase. The score here is somewhere in the similar lines of husband as well as wife, the gap between two's score isn't that major.

Knows about the product features and its availability in the market



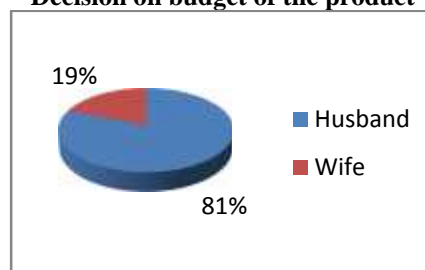
It is evident that 65% of the respondents said it's the husband who knows the product and market availability.

The right to accept or reject the purchase decision

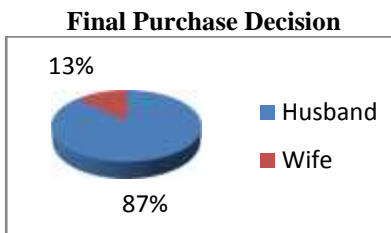


Here 72% of the respondents said that it is the husband who has the right to accept or reject the purchase decision. Respondents feel that husband have vision and has got the right to accept or reject the purchase decision in majority of the cases.

Decision on budget of the product



81% of the respondents said that it is the husband who decides the budget for the product. On further discussion on this majority of the respondents were of the opinion that since husband are the bread earners of the family the decision is left up to them.



87% of the respondents said it's the husband who takes the final decision of purchase and finalizing the deal. It is said that finalizing the deal and making bigger purchases is the job of male counterparts of the family.

Conclusion

Although the times have changed but certain practices are still traditional. The power of decision making comes with income. In this research women are housewives i.e. they do not have any income source so as their situation in case of purchase decisions. They do not have much say in the same.

Women were found to be taking decisions relating to FMCG goods, apparels etc. however when it comes on consumer durables, investments etc it's the men who take the charge of decisions.

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