PREFACE

Consumer behaviour is a multidimensional and dynamic concept. ‘Knowing Consumers’ and understanding consumer behaviour is not simple. The study of consumer behaviour is beneficial for acquiring efficient views of marketing resources, for appropriate segmentation of the market, for effective product planning and for efficient execution of advertising and sales promotion policies.

In the arena of consumer behaviour, working women are a large and growing market segment. Approximately 35.12 per cent women in Rajasthan are working. This represents a market of over 11.6 million individuals. They shop less frequently, spend less time shopping and are likely to shop during evening hours and on weekends. Some studies have been undertaken regarding consumption behaviour of working women but comparative and comprehensive study of the behavioural pattern of working women serving in government and private sector is still an unexplored area. Hence, the present study was undertaken to serve this purpose.

The entire study is divided into six chapters. The first chapter is introductory. It explains the concept, significance, determinants and models of consumer behaviour. The empirical investigation in the study for collection of primary data has been undertaken through a research methodology which has been described in the second chapter. The third chapter highlights the importance of psychological factors in buying
decisions for selected nine non-durable products. The fourth chapter includes the study of the role of personal factors. In it the respondents’ views regarding the intensity of importance of personal factors in buying decisions are analyzed in detail. The fifth chapter incorporates the influence of social and cultural factors in buying behaviour of working women. This chapter is also assigned to test the hypothesis and the subsequent interpretation. The sixth chapter comprises of the summary of findings, suggestions for marketers and limitations of the study. Subsequently, it suggests topics on which further research work can be undertaken by the prospective researchers.

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