Curiosity or inquisitiveness is a common trait among human beings. As a matter of fact it has led man to acquire knowledge about different aspects of the society. Research is the effort made to achieve desired knowledge. The origin of research is curiosity and in common parlance it refers to a search for knowledge. Research is a scientific and systematic search for pertinent information on a specific topic. It is an activity for solving problem, which adds new knowledge, contributes to the development of theory and provides evidence to test generalization.

C. William Emory defines research as, "any organised inquiry carried out to provide information for the solution of a problem."\(^1\)

According to C.R. Kothari, "Inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research."\(^2\)

Broadly speaking, the term research refers to the organised method of enunciating the problem, formulating hypothesis, collecting, organising and evaluating data, making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. The main objective of research is to find out the truth which is hidden and which has not been discovered as yet. Its purpose is to discover answers to questions through the application of scientific procedures.
Research methodology is a systematic way to solve the research problem. It represents a range of steps that researchers adopt in studying their research problem. Research methodology seeks answers of the following: Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted and why particular technique of analysing data has been used. In research methodology, researcher has to develop various tests, calculations of mean, mode, median, standard deviation, chi-square etc. It is necessary for a researcher to know the research methodology depending upon the nature of the problem. After having an appropriate methodology, a researcher can go through the entire research work successfully.

A. REVIEW OF LITERATURE

Review of literature is the study of already established knowledge pertaining to the area that enables the researcher to perceive clearly what is already lighted up in that area and what still remains enveloped in darkness. It is an important aspect which guides the researcher in identifying the gap in the related field of knowledge.

Consumer behaviour has been the area of interest of the researchers. Numbers of studies by eminent scholars have been carried out on the consumer behaviour. As such, the scanning of literature on various aspects of marketing and consumer behaviour was undertaken,
Professor Neelamegham (1969)\(^3\) of Delhi University conducted a study on “Consumer behaviour regarding marketing of manmade fibre fabrics in Delhi”. Prof. Neelamegham has covered various aspects of consumer behaviour in his study viz., buying process of consumers, their shopping habits, their brand awareness, consumer preferences and liking for manmade fibre fabrics as against other competing fabrics.

A study has been conducted by Roberts (1981)\(^4\) on "Women’s changing role – a consumer behaviour perspective". According to him four major factors are evident in demographic data which have potential for causing important changes in women’s consumer behaviour. They are delayed age of marriage, the decreasing fertility rate, women’s employment and women headed families. The factors have both individual and interactive effects. The study also points out that products and services are sought both to implement the lifestyle choices and to reflect them.

Linda (1983)\(^5\) in her study on "The changing patterns in consumer behaviour engendered by the changing status of women" found that the changes in the employment behaviour and lifestyles have affected consumer behaviour. The working wives have gained more equality with their husbands in decision making. They shop at convenience stores rather than supermarkets. Working women are interested in goods and services which complement their cosmopolitan lifestyle and challenge them intellectually.
Jacintha (1999)\(^6\) has conducted a study of "Women consumer awareness and their food buying practices." This study throws light on awareness of women consumers and covers various aspects regarding food products viz., women consumer preferences and liking for food products; their buying process and motives.

Gupta and Verma (2000)\(^7\) in their study, "We, not me who will buy" examined the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment is the major factor influencing family decision making. In the purchase decision, husbands tend to concern themselves with relatively important and functional product attributes like price while wives concentrate on relatively minor aesthetic product attributes like colour.

Venkateswarlu and Rao (2000)\(^8\) in their study, "Women as consumer" have focused on tracing and identifying the elements in women consumer decision-making. The researcher has studied 200 urban working women belonging to different occupation, educational and income groups. Study observed television as a major source of information for 65.5% consumers while group force affects 50% respondents. The study also opined that the role of women in decision
making for consumer non-durables is high and in the case of durables both husband and wife decide together.

**Satya (2002)** conducted a study regarding "Role of the family in consumers purchase decision making with special reference to the Khasis in Shillong". In his study Mr. Satya concluded that the members of a family assume specific role in their purchase decisions. A family’s decision making style is often influenced by its lifestyle, roles and cultural factor.

**Kumar (2003)** in his study, "A study of the consumer behaviour with reference to selected products" revealed that the majority of consumers are highly enlightened and are concerned about quality of the products. He also revealed that the consumers uniformly, both in urban and rural areas, desire to have quality of the products at reasonable price and trust more the advice of the retailers.

**Shainesh (2004)** suggests in his study, "Understanding buying behaviour" that buying behaviour in a business market is characterized by long cycle times, group decision making, participants from different functional areas and changing roles of the participants during the buying cycle. The high levels of market and technological uncertainty of services causes complexity in the buying process. Despite all this, marketers have been remarkably remiss in not looking at women as a separate segment.
Kubendran and Vanniarajan (2005)\textsuperscript{12} in their study on "Comparative analysis of rural and urban consumers on milk consumption" revealed that with a constant increase in disposable income of the middle class, the scope of marketing of milk becomes wider. According to the study the demand for milk and milk products depends on consumers' willingness and capacity to buy. Since the consumers are not homogeneous, the consumption pattern of milk like – quantum of purchase, mode of purchase, source of purchase, brand preference etc. are changing from consumer to consumer. The socio-economic profile of the consumers viz., income status, occupational position, educational level, age and region are the major determinants of the consumption pattern of milk.

Jatana (2007)\textsuperscript{13} conducted a research work on “Consumer behaviour in dairy industry”. In his study, Mr. Jatana has covered various aspects of consumer behaviour viz., consumer preferences and liking for dairy products; buying process of consumers; their shopping habits and buying motives.

A study conducted by Saravanan (2010)\textsuperscript{14} about the "Consumer behavior of women with reference to durable goods in Coimbatore city in Tamil Nadu" reveals that women play a major role in taking purchase decisions for non-durables. The study also finds that working women shop when the need arises and housewives shop weekly. The factors which influence the buying patterns of women include education,
interaction and involvement with other family members, quality and budget.

**Vani, Babu and Panchanatham (2010)**\(^{15}\) in their study, "Toothpaste brands – a study of consumer behaviour in Bangalore city" found that while purchasing toothpaste the consumers are influenced by parents, friends, spouse and kids. This study further revealed that product attributes such as healthy tooth and gums, long lasting freshness, prevention of tooth decay, whiteness, use of natural herbs and good foam are analysed by the consumer for deciding a toothpaste brand.

**Subramanian (2011)**\(^{16}\) examines in his study "Buying behaviour of the new aged Indian women" in the city of Chennai with respect to the age, marital status, occupation, professional status factors, etc. to identify the decision maker and the influencer for the purchase made by the women. A sample of 200 women from the few distinct geographical areas of the Chennai city was collected. According to this study women’s value perception is multi-faceted and they are more quality oriented.

**Migliani (2011)**\(^{17}\) in "Indian women's buying behaviour and their values for the market" observed that Indian women are dominating the market by making their presence in every purchase decision. The study finds that the Indian woman, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy her wants. Her criteria for family purchases have been modified by her increased exposure to new ideas and information. Now she is playing a new role as
a facilitator. Previously, the Indian women concentrated on purchases that based on family needs and wants. Her only personal indulgences were items of clothing and adornment. Now she is regularly moving to Malls for shopping, takes her decision herself and has freedom to buy and bargain. She also takes interest in advertisements on TV, magazines and newspaper for discount offers and new schemes on the commodity.

A study has been conducted by Sundari and Sakthivel (2011)\textsuperscript{18} about "Brand loyalty's influence on women's buying behaviour with special reference to personal care products" to analyze brand loyalty and its effect on purchase decision among 350 women towards personal care products in Chennai city. Findings of the study suggest that Meera and Sunsilk shampoo, Spinz talc, Liril and Mysore Sandal soap and Pepsodent toothpaste have high brand loyalty among women consumers. While purchasing personal care products the factors which influence high brand loyal women consumers are ingredients of the product, how well the product serves the purpose, innovative features, manufacturer’s reputation and whether the product is medically tested. Women with low loyalty consider primary benefits viz., price, quality and quantity while purchasing personal care products.

Agarwal, Kumar and Gupta (2012)\textsuperscript{19} in their study, "Exploration of critical success factors and consumer buying behaviour and customer acceptability for detergent brand selection in NCR" found that the consumers are mostly brand loyal in their purchase of detergents and do
not change their brand easily. The reason behind changing their previous brand was lack of special features such as usage with the rough water, better cleaning factor etc. The study also shows that price is the most important factor in selecting a detergent powder followed by brand image and suggestion by friends / family members.

Modi (2012)\textsuperscript{20} in his study "Spousal role in family purchase decision making process" argued that the decision-making roles are distributed among both the spouses of the family. The role of each spouse has varied at the different stages of the decision-making process. According to this study in past men have traditionally been associated with the functional roles and the wife in the emotional and social role. But in the present scenario their roles have been refined in the modern family set up. The spouses generally make joint decisions in the purchase of the household products. Each spouse has their own influence on the purchase decision-making process.

The purchase behaviour of women consumers has been highlighted by Ramesh (2012)\textsuperscript{21} in his study titled "Consumer purchasing behaviour relating to household articles." According to the study the changing role of women from housewife to earning member has successfully exhausted the attention of both national and international marketers and retailers. The study also pointed out that purchasing behaviour of women consists of both physical and mental activities. The physical activities involve visiting a shop, examining the product, selecting products and eating /
drinking outside. Mental activities, on the other hand, involve deliberations on formation of attitudes, perceiving communication material and learning to prefer a particular brand of product.

**Gopal (2013)**\(^{22}\) in her study "Comparative study on the consumer behaviour of working women and homemakers for the ready to eat food products in Salem city" found that educational qualification is important factor which creates a difference in the attitude of the homemakers and working women. Hence manufacturers and marketers should educate the consumers about the products, its availability, nutritional value and other health benefits.

**Ghosh and Ghosh (2013)**\(^{23}\) in their article on "Consumer buying behaviour in relation to consumption of tea – a study of Pune city" revealed that factors like popularity of particular tea brand, colour, aroma, price and brand loyalty influence the tea consumption behaviour of a consumer. A consumer depends totally on these factors for choosing a specific brand of his / her need.

**Shiva Kumar (2014)**\(^{24}\) conducted a study on "Brand preference and buying decision – a study with reference to organised Indian edible oil brands". He observed that consumers of 26 to 35 age groups are shopping for their preferred oil brands. The findings of the study suggest that brand image, price, health consciousness and quality of a particular brand are the most important factors influencing decision making
regarding edible oil. It is also observed that consumers are showing interest in sales promotional schemes and offers.

**Katiyar and Katiyar (2014)** in their study on "An empirical study of Indian consumer buying behaviour of FMCG products (with special reference of bathing soap)" attempt to cover the various factors that influence the buying decision of consumers who plan to purchase or use bath soap. They observed that consumers now look at their soap products to deliver not only skin cleansing, but also moisturizing, deodorizing and exfoliating attributes.

The review of the above mentioned studies helped the researcher in problem identification and in understanding the problem properly. However, on the other hand, these studies have not covered all the aspects of consumer behaviour. In most of these studies, only a specific product was covered. In depth analysis of consumer behaviour of working women was not undertaken in these studies. A comprehensive study of the consumer behaviour of working women taking non-durable products has not been conducted so far.

**B. THE RESEARCH DESIGN**

Research design is a plan of activities to be taken up by the researcher during the course of the study. It is the conceptual structure within which research is conducted. The research design tells us what observations to make, how to make them and how to analyse the
quantitative representation of the observations\textsuperscript{26}. Preparation of the research design is the first step in the process of research. Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design\textsuperscript{27}.

In the research design various steps are envisaged such as identification of the problem, designing the methods of data collection, fixing the size of the sample, collection of relevant data, processing and analysing the data and drawing inferences. The hypothesis is tested and useful suggestions are made on the basis of the inferences drawn from the analysis of facts. Thus, a research design decides the total outline of research work. It provides direction to the researcher so that they may attain the research design objectives with minimum efforts, money and time.

(a) **Identification of the Problem**

Selection of a research problem is the prime task for a researcher. Without a problem there is blind groping in the dark\textsuperscript{28}. A researcher cannot design his research work without the identification of research problem. What type of information will be required and which method of data collection will be applicable for the research work, are dependent upon the nature of the research problem.

For the identification of the problem the survey of literature on marketing and consumer behaviour was undertaken. Further to specify
the problem the researcher consulted some practising marketing executives and managers who are within easy reach of the researcher. Before finalisation of the topic the researcher consulted some of the professors who are engaged in research and teaching in the area of marketing in the Universities and MBA institutions.

Human behaviour is complex, hence it is difficult to understand the behaviour of working women consumers. The variation in working women’s behaviour occurs because each working woman consumer is a separate individual with a unique personality. Psychological, personal, social and cultural factors exert influence on behavioural pattern of working women. When there is change in these factors, the purchasing pattern of working women consumers may change over a period of time. Considering the consumer behaviour of working women as interesting, complex and unpredictable, the present study is undertaken.

Most of the theories of consumer behaviour are based on the studies conducted with the buyers. In these studies women consumers were focused in general. Hence, to understand the peculiarities of the woman consumer and to construct her buying profile, she has to be studied in relation to her environment, her culture and tradition, her educational and economic status and her level of exposure. Therefore, the object of the proposed study is to study the woman consumer in relation to her internal and external environment.
The total female population of Rajasthan is 3.30 crore. Among them 1.16 crore (35.12%) are working in the various positions and in diversified areas. The working women of government and private sector were considered for the study. The success and failure of particular segment of the market depend on the purchase behaviour of working women consumers. The research problem in the present study is to procure the data from the working women to explain why they significantly vary in terms of perception, motives, attitudes, learning, personality, beliefs, income, education, lifestyle, family life cycle, type of family, reference group, sub-culture and social class. Therefore, the study of “Consumer Behaviour of Working Women in Rajasthan” is beneficial for appropriate segmentation of the market. It identifies the meaningful variables upon which to segment market.

Products consumed by working women are very large in number. Because of the limitations regarding time, money and resources all the non-durable products could not be included in the study. Hence, selected non-durable products viz., soap, detergent powder, toothpaste, body lotion, hair oil, perfume and deodorant, edible oil, tea and milk were considered suitable. The study is conducted to analyse the factors influencing the purchase behaviour of working women consumers regarding selected non-durable products.
(b) Planning the Final Investigation

The planning of final investigation involves formulation of the hypothesis, determining the type and sources of data, preparation of the form for collecting data, planning the sample, collecting the data, classifying the data, tabulation, analysis and interpretation and preparation of the research report.

(c) Formulation of Hypothesis

Hypothesis is a tentative supposition that the researcher seeks to investigate. Formulation of hypothesis helps the researcher to go ahead for the investigation of research problem. According to G.A. Lundberg, “A hypothesis is tentative generalization, the validity of which remains to be tested. In its most elementary stage, the hypothesis may be any hunch, guess or imaginative idea, which becomes the basis for action for investigation.” Hypothesis gives definite direction to the survey. Use of a hypothesis prevents a probe in the darkness and indiscriminate gathering of masses of data. Thus, formulation of the hypothesis is very decisive and the success or failure of research work depends upon it to a very large extent. After identifying the research problem and keeping in view the universe the following questions were considered:

i. Is there any difference in the behavioural pattern of the government and the private sector working women?
ii. What factors affect the behavioural pattern of the government and private sector working women and what is their preference distribution?

iii. Can uniform marketing strategies be adopted for working women serving in both government and private sector?

On the basis of the above questions and different theories of consumer behaviour, the following hypothesis was framed:

“The working women consumers of government and private sector in Rajasthan give equal importance to all the behavioural factors.”

(d) Types and Sources of Data

Data refers to the relevant information which serves as a basis for study and analysis. It is the facts or information which is used for qualifying, rejecting or supporting the hypothesis, formulated for the research work. The data are of two types: (i) primary data and (ii) secondary data.

Primary Data

Primary data are collected for the first time for a specific purpose and are usually very reliable and dependable. The first hand information collected afresh which happens to be original in nature is known as primary data. Primary data is not a published source of data. It has to be
gathered / created by the researcher for the project in hand. In the present study the primary data was collected through a questionnaire / schedule and personal observations were also made.

*Secondary Data*

Secondary data means data which have already been collected and analysed by someone else for a different purpose and which have already been passed through statistical process. Sources of secondary data include government publications, reports of research institutions, publication of institutions and councils, publication of international organisations, newspapers, magazines, journals and books. In the current study information regarding the female population of the state and women working in various institutions was collected through secondary data i.e. census report of Rajasthan, annual reports, statistical abstracts, hand books and bulletins. Internet was also used to seek information regarding non-durable products.

*(e) The Survey Instrument*

The study is based on the survey technique. In the present study the structured questionnaire was considered appropriate for primary data collection. A questionnaire is a formalised set of questions for eliciting information. It is a printed form that contains the questions to be asked as well as instructions and provision for answers. Structured questionnaire facilitates the work of tabulation at the time of analysis.
The questionnaire was used as a schedule as well due to the following reasons:

55 (11%) respondents were below secondary level. These respondents could not fill up the questionnaire themselves.

Some of the respondents might be confused about the correct meaning of the terminology used in the questionnaire. Thus, it becomes necessary to clarify the meaning of such words to get the correct response from the respondents at the time of investigation.

The questionnaire was used as a schedule because the questionnaire was in English and many of the respondents were conversant with Hindi only.

Some female respondents have time constraints due to their household and occupational obligations, hence terminology of questions was personally explained to them.

The questionnaire consisted of open and close ended questions. In open-ended questions, the respondents were free to reply as per their choice. On the other hand, in close-ended questions, respondents choose one response from two or more pre-determined response possibilities. The questionnaire was divided into three parts. The first part comprised of the questions to elicit background information viz., name, division in which the respondent resides, address, age, type of institution, length of
service, educational qualification, annual income and occupation. In the second part of questionnaire, the respondents were asked to put a tick mark on the name of the brand of selected nine products used by them. The third part of the questionnaire was divided into three sub-parts, viz., psychological factors, personal factors and social-cultural factors. In this part respondents were asked to mention the importance of these factors in making purchase decision regarding selected nine non-durable products. The respondents had to choose one response from the four pre-determined responses possibilities.

After the framing of the questionnaire it was pre-tested on 20 woman employees working in Jaipur city (10 respondents from the government sector and 10 respondents from the private sector). These were selected on convenience basis. Some omissions were pointed out and some important and relevant suggestions were also made by them. After the pilot study for pre-testing, the questionnaire was further modified and finalised taking all these points into consideration.

The questionnaire was sent to the respondents personally and through friends and e-mail. The researcher personally visited Jaipur, Ajmer and Jodhpur division and conducted the questionnaire personally. Questionnaire in Bharatpur, Bikaner, Kota and Udaipur division were sent by courier services and e-mail.
(f) The Sample Size

There are two methods used in survey viz., the census and the sample. In the census method investigation is done for the entire population. Hence, each unit of the population is contacted and information is sought from him. When the population is large and scattered, it is neither practicable nor possible to approach each respondent and collect information. That is why the sampling method is generally used. Sampling is a technique of selecting a small representative group from the total population.

There are two methods of sampling, the first is probability sampling and the second is non-probability sampling. In probability sampling each unit has equal probability of being picked up and samples from population are selected according to the law of chance. In non-probability sampling, required numbers of sample units are drawn purposively or haphazardly (convenience) and each unit do not have equal probability to be selected.

The researcher had opted for convenience sampling keeping in view availability and accessibility of the units and the limitations of time and money resources. Therefore, the working women, whenever and wherever easily available, were contacted to fill up the questionnaire.

The women working in government and private sector institutions formed the universe. For the study 500 working women (250 from the
government sector and 250 from the private sector) were selected from the seven divisions of the state viz., Ajmer, Bharatpur, Bikaner, Jaipur, Jodhpur, Kota and Udaipur. The division-wise classification of respondents is as follow:

**TABLE II-1**
Division-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Division</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>1.</td>
<td>Ajmer</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>2.</td>
<td>Bharatpur</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>3.</td>
<td>Bikaner</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>4.</td>
<td>Jaipur</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>5.</td>
<td>Jodhpur</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>6.</td>
<td>Kota</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>7.</td>
<td>Udaipur</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>

Jaipur division ranks first in population among the seven divisions of the state. Hence, 80 respondents were selected from this division. In the remaining six divisions, 70 respondents were selected from each division.
When the respondents were contacted the emphasis was to make the respondents feel free and relaxed. Informal discussions were also used for obtaining in-depth information as well as establishing rapport with the respondents. These informal discussions provided insight in revealing some relevant facts.

(g) Collection of Data

The collection of data refers to a purposive and systematic gathering of information relevant to the study. The method of collection of data depends mainly upon the nature, purpose and the scope of inquiry on the one hand and the availability of resources and time on the other. As mentioned earlier, the researcher adopted the questionnaire method to get information from the respondents. The questionnaires were administered personally by the researcher. The questionnaires were also sent and received through courier, friends and email.

Primary data was collected by the researcher through meeting the respondents at their residence and visiting their official premises. The secondary data was collected from the published reports of corporate firms, government agencies, newspaper, magazines, journals and other publications.

Besides, observation and interview techniques were also adopted. The purchasing pattern of females was observed personally by the researcher to obtain their first hand knowledge. The behavioural pattern
of salesmen, owner of the shops and various brands available in the stores were deeply studied. Besides, it was also attempted to gather knowledge of the difficulties faced by the females in purchasing non-durable products.

(h) Classification of Data

After the collection of required data, editing and coding was done. Editing of data is a process of examining the collected raw data to detect errors and omissions and to correct them. In the present study there was a little scope for editing; yet to make sure about the correctness of the data collected through questionnaire, they were edited to detect errors and omissions. While editing it was seen that the data were:

(i) as accurate as possible;
(ii) consistent with other facts secured;
(iii) uniformly entered;
(iv) as complete as possible;
(v) acceptable for tabulation; and
(vi) arranged to facilitate tabulation.

Coding was used to make classification and tabulation work easy and dividing data according to categories. It refers to the process of assigning numerals or other symbols to answers so that responses can be put into a limited number of categories or classes. The classification of data was done after the editing and coding of data. Classification is the process of arranging the data into groups or classes according to their
similarities of attributes. The main object of classification, therefore, is to eliminate unwanted observations, to bring out the similarities and dissimilarities of data, to present the data in a comprehensible manner and to enable quick comparisons and finally to enable the researcher to draw the inferences\(^3\).  

The collected data were categorised and classified according to the class intervals. In all, there were seven classification factors on the basis of division, age, type of institution, length of service, educational qualification, annual income and occupation. The length of service was classified in exclusive class interval in which the upper limit of class interval was excluded from the concerned class interval. The length of service was classified into six class intervals viz., below 5 years, 5 to 10 years, 10 to 15 years, 15 to 20 years, 20 to 25 years and 25 years and above. The annual income of respondents was grouped in five categories viz., upto 1 lakh, 100001 to 400000, 400001 to 800000, 800001 to 1200000, and 1200001 and above. The inclusive class interval was used for forming annual income groups.

(i) Tabulation of Data

Tabulation refers to orderly arrangement of data in rows and columns. It facilitates comparison and provides a base for statistical computations. A table permits the observation of the whole data at a glance. Simple and some complex tables were prepared by the researcher. For the purpose of in depth analysis detailed tabulation was formed. The
responses about intensity of importance of behavioural factors viz., psychological, personal and social-cultural factors regarding nine products were transcribed on nine large paper sheets and then tally bars were used. The tabulation was done with hand although help of laptop was taken wherever it became necessary. Percentage was calculated and multiplied by arbitrarily assigned weights.

(j) Respondents' Profile

Respondents' profile gives a comparative view of the respondents on the basis of the classification question. The profile of respondents is shown in the following tables:

**TABLE II-2**

Age-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Youth (Upto 35 years)</td>
<td>102</td>
<td>139</td>
</tr>
<tr>
<td>(ii)</td>
<td>Middle Age (36 to 50 years)</td>
<td>90</td>
<td>75</td>
</tr>
<tr>
<td>(iii)</td>
<td>Upper Middle Age (above 50 years)</td>
<td>58</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>
TABLE II-3
Education-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Below Secondary Level</td>
<td>19</td>
<td>36</td>
</tr>
<tr>
<td>(ii)</td>
<td>Upto Secondary / Senior Secondary</td>
<td>69</td>
<td>25</td>
</tr>
<tr>
<td>(iii)</td>
<td>Upto Graduation</td>
<td>74</td>
<td>102</td>
</tr>
<tr>
<td>(iv)</td>
<td>Post Graduation and above</td>
<td>71</td>
<td>49</td>
</tr>
<tr>
<td>(v)</td>
<td>Professional Education</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>(vi)</td>
<td>Others</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>

TABLE II-4
Occupation-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Executives</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>(ii)</td>
<td>Professionals</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>(iii)</td>
<td>Professors</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>(iv)</td>
<td>Teachers</td>
<td>65</td>
<td>77</td>
</tr>
<tr>
<td>(v)</td>
<td>Clerks</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td>(vi)</td>
<td>Nurses</td>
<td>33</td>
<td>68</td>
</tr>
<tr>
<td>(vii)</td>
<td>Others</td>
<td>49</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>
### TABLE II-5
Income-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Upto Rs. 1 lakh</td>
<td>29</td>
<td>65</td>
</tr>
<tr>
<td>(ii)</td>
<td>Rs. 100001 to Rs. 400000</td>
<td>88</td>
<td>101</td>
</tr>
<tr>
<td>(iii)</td>
<td>Rs. 400001 to Rs. 800000</td>
<td>105</td>
<td>72</td>
</tr>
<tr>
<td>(iv)</td>
<td>Rs. 800001 to Rs. 1200000</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>(v)</td>
<td>Rs. 1200001 and above</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>

### TABLE II-6
Family Life Cycle Stage-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Bachelors</td>
<td>32</td>
<td>60</td>
</tr>
<tr>
<td>(ii)</td>
<td>Newly Married Couples</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>(iii)</td>
<td>Full Nest I</td>
<td>95</td>
<td>73</td>
</tr>
<tr>
<td>(iv)</td>
<td>Full Nest II</td>
<td>66</td>
<td>85</td>
</tr>
<tr>
<td>(v)</td>
<td>Empty Nest</td>
<td>23</td>
<td>14</td>
</tr>
<tr>
<td>(vi)</td>
<td>Older Singles</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>
TABLE II-7
Type of Family-wise Classification of Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Nuclear Family</td>
<td>169</td>
<td>188</td>
</tr>
<tr>
<td>(ii)</td>
<td>Joint Family</td>
<td>64</td>
<td>51</td>
</tr>
<tr>
<td>(iii)</td>
<td>Single Parent Family</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>

TABLE II-8
Social Class-Wise Classification of Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Government Sector</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(i)</td>
<td>Upper Class</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>(ii)</td>
<td>Middle Class</td>
<td>215</td>
<td>183</td>
</tr>
<tr>
<td>(iii)</td>
<td>Lower Class</td>
<td>29</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>
After collecting and tabulating, the data were processed for analysis and interpretation. Analysis of data relates to seeing the data in the light of the hypothesis. According to Wilkinson and Bhandarkar, "analysis of data involves a number of closely related operations that are performed with the purpose of summarizing the collected data and organising these in such a manner that they will yield answer to the suggested hypothesis or questions, if no such hypothesis was initiated."33 Through analysis important hidden characteristics of data are revealed and valid generalisations are drawn. The hypothesis was tested with the help of chi-square test. The chi-square was calculated by using the following formula:

\[
\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}
\]

Where:

\(O_{ij}\) = Observed frequency of the cell in \(i^{th}\) row and \(j^{th}\) column.

\(E_{ij}\) = Expected frequency of the cell in \(i^{th}\) row and \(j^{th}\) column.

Interpretation refers to the task of drawing inferences from the collected facts after an analytical study.34 On the basis of analysis and interpretation of data conclusions was drawn.
(I) Preparation of the Report

The research report is of technical nature with logical arrangement of the chapters. A detailed report of the study was prepared. Its handwritten manuscript was typed, checked and retyped. The preliminary pages of the report include the title, preface, note of supervisor and table of contents. There are six chapters in the text. Chapter I consists of introduction and Chapter II deals with research methodology. Chapter III deals with the study of the role of psychological factors. Chapter IV contains the study of the role of personal factors. In chapter V, study of the role of the social and cultural factors has been made. In chapter VI, findings of the study have been summarised and suggestions for improvement have been made. Finally, appendices were prepared.

C. DIFFICULTIES FACED BY THE RESEARCHER

1. Rajasthan with a total geographical area of 3.42 lakh sq.km. is the largest state in the country. Due to geographical distances amongst the seven divisions of the state - Ajmer, Bharatpur, Bikaner, Jaipur, Jodhpur, Kota and Udaipur, contacting the respondents and getting the questionnaire filled was not only a laborious task, it also involved excessive expenses and took up a lot of time.

2. Most of the respondents were not enthusiastic to answer the questions. They considered the questionnaire as a product survey. Various companies conducted product / market survey to create
demand for their product, enhance selling and introduce the product to the public. Only on explaining the importance and objectives of the research and questionnaire, the respondents agreed to express their views.

3. The respondents' views on how much importance they gave to psychological, personal and social-cultural factors were taken while purchasing the selected nine consumable products. Working women were unaware of psychological factors like perception, motives, attitude, learning, personality and beliefs. They had to be explained about the psychological factors. As they were unaware about these factors, most of the respondents categorised them as ‘not important at all’.

4. In comparison to house-wives or non-working women, working women lack time and are busier. They have to bear dual responsibility of home and office and coordinate between both these responsibilities. Hence, it was not easy to contact them. Due to family limitation, they are unable to spare time at home. Consequently, they had to be contacted repeatedly. A few respondents could not fill up the questionnaire, so other new respondents had to be contacted instead.
REFERENCES


32. Sandhu, A.N. and Singh, Amarjeet, op. cit., p. 35.


34. Kothari, C.R., op. cit., p. 344.