ABSTRACT

India has the world’s largest number of professionally qualified and also more working women. The Indian women are socially, politically and economically gained more attention and prominence only after the economy has liberalized which provided them ample work opportunities inside and outside the country in the recent past. Along with this, the Indian family system has undergone a dramatic change resulting in more and more nuclear families in the urban cities, nowadays. This change in the family systems has given an opportunity to work outside and actively participate in major family purchase decision. This changing role of women from housewife to home manager, earning member has been successfully exhausted the attention of both national and international marketers and retailers.

The purchasing behaviour of women consists of both physical and mental activities.

An understanding of purchase behaviour of women is an essential aspect as it reflects the influence of brands, buyer & customer influence on the purchase of a particular brand, promotional and communication mix and purchase motivation, etc. The success of particular segment of the market or the failure of the same depends on the purchase behaviour of women consumers. The main point for developing successful marketing strategy is a clear understanding of the women consumers mind before, during and after a purchase. As all women consumers are not alike and their shopping patterns and preferences are constantly changing, they prefer varieties of products which reflect their own needs, personalities and lifestyles.

To solve the problems of women consumers and marketers, there must be continuous studies in the field of Women Consumer Behaviour. Hence this
study is undertaken to provide solutions to solve the problems of women consumers and marketers taking into account the household durables.

After the study the conclusion is that women consumers of all categories of age, educational level, occupation, income and family size differ significantly in the selection of purchase outlets, promotional offers and article evaluation process with respect to microwave oven, refrigerator and washing machine.

It is concluded that there exists two types of consumers of durables in the market. They are classified as strong and weak consumers based on their awareness of the attributes of durable products. The attributes of the product are considered indispensable tool to materialize the purchase of durables.

Consumers buy the durables like microwave oven, refrigerator and washing machine based on the compulsion of family members or their own needs. If a durable is useful for the whole family, then the family members dominate the purchase.

The demographic variables of the consumers are not deeply associated to their attribute awareness of the product. The years of possession of durables give the consumers an excellent knowledge of the product.

Brand loyalty is not sufficiently found among the consumers of durables. They expect good satisfaction from the brand they purchase. They have inclination to change the brand to acquire more benefits from the product.

They collect maximum information of the product from various sources. They do not prolong the time of purchase of durables if they get positive and optimistic information about the product. Price of the product forces the consumers to measure a proportional benefit of the product, purchased.