

## **The Role of Women in Purchasing Consumer Durable Products: A Study on Decision-Making Behaviour**

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### **Abstract**

Consumer durable products have become an essential part of modern households, and women play a significant role in purchasing decisions related to these products. The present study examines the factors influencing women's decision-making behaviour while purchasing consumer durable goods and measures the level of their involvement in purchase decisions. The study is based on primary data collected from 200 housewives through a structured questionnaire using a 5-point Likert scale. Mean score analysis, percentage analysis, ranking method, and correlation analysis were used for data analysis. The findings reveal that product quality is the most influential factor affecting women's purchasing decisions, followed by price and brand image. The study also found that a majority of women exhibit a high level of decision-making behaviour in purchasing consumer durable products. Correlation analysis indicates a significant relationship between influencing factors and women's decision-making behaviour. The study concludes that women actively participate in household purchase decisions and their role in consumer durable purchases has become increasingly important.

### **Keywords**

Women Consumers, Consumer Durable Products, Decision-Making Behaviour, Purchasing Behaviour, Consumer Preferences

### **Introduction**

Consumer durable products such as refrigerators, televisions, washing machines, microwave ovens, and air conditioners have become an integral part of modern households. The rapid growth of industrialization, urbanization, and technological advancement has significantly increased the demand for durable goods among consumers. Changing lifestyles, improved standards of living, and increased disposable income have also influenced consumer preferences towards branded and technologically advanced products. Consumer decision-making behaviour refers to the process through which consumers identify their needs, search for information, evaluate alternatives, and make purchase decisions. According to Philip Kotler and Gary Armstrong (2018), consumer buying behaviour is influenced by cultural, social, personal, and psychological factors that shape consumer attitudes and purchasing patterns.

Women play an important role in household purchasing decisions because they are directly involved in managing family requirements and household activities. The increasing

participation of women in education, employment, and economic activities has strengthened their influence on purchasing decisions related to consumer durable products. David Loudon and Albert Della Bitta (2017) stated that consumers evaluate factors such as product quality, price, brand reputation, and product features before making purchase decisions. In addition, the availability of information through digital platforms has transformed the purchasing behaviour of consumers. Researchers observed that women consumers increasingly depended on online reviews, comparison websites, and advertisements to gather product-related information and compare available alternatives in the market.

The expansion of e-commerce platforms and digital marketing strategies has further changed consumer buying behaviour in the durable goods market. Consumers today prefer products that offer quality, durability, energy efficiency, warranty, and after-sales services. According to Solomon Michael (2019), consumer behaviour is strongly affected by lifestyle changes, technological development, and social influence. Similarly, Blackwell, Miniard, and Engel (2018) emphasized that consumer decision-making is a complex process influenced by motivation, perception, learning, and external environmental factors. Therefore, understanding women's decision-making behaviour towards consumer durable products is essential for marketers, manufacturers, and retailers to formulate effective marketing strategies, improve customer satisfaction, and enhance market competitiveness

### **Review of Empirical Studies**

Several studies have examined the factors influencing consumer buying behaviour towards consumer durable products. Balan and Ramasamy (2012) found that product durability, price, and brand reputation significantly affect purchase decisions among women consumers, while family members and reference groups also influence buying decisions. Sivakumar and Rajasekar (2013) observed that product quality and price are the major determinants of consumer behaviour towards durable goods, and women consumers actively compare product features before purchasing. Kumar and Joseph (2014) reported that women play a significant role in household purchasing decisions related to home appliances and electronic products, with family income and brand image strongly influencing their behaviour. Rani (2015) further revealed that durability, warranty, and after-sales service are important determinants of consumer preference, while advertisements help create product awareness among consumers.

Patel and Patel (2016) investigated factors affecting consumer buying behaviour and concluded that consumers give high importance to product quality and price while purchasing durable products. The study also highlighted the influence of social factors and promotional activities on buying decisions. Nair and Pillai (2016) found that quality, energy efficiency, and after-sales service are the most influential factors affecting women consumers' preferences towards electronic durable products. Sharma and Jain (2017) reported that women increasingly participate independently in purchasing decisions related to consumer durable goods, and online reviews and information search behaviour significantly influence their decisions. Mehta and Sharma (2018) also observed that promotional offers, advertisements, finance schemes,

and brand trust positively affect consumer perception and purchase satisfaction towards durable products.

Arora and Singh (2019) concluded that social media advertisements and online reviews significantly influence product awareness and brand preference in the consumer durable market. Thomas and Mary (2021) identified product quality, warranty, technological features, and customer reviews as the major determinants of purchase decisions among women consumers. Overall, the empirical studies indicate that factors such as product quality, price, brand image, warranty, after-sales service, promotional activities, digital marketing, and social influence play a significant role in shaping women's purchasing behaviour towards consumer durable products.

### **Objectives of the Study**

1. To identify the factors influencing women's decision-making behaviour while purchasing consumer durable goods.
2. To measure the level of women's decision-making behaviour in purchasing consumer durable products.
3. To analyse the relationship between influencing factors and women's decision-making behaviour in purchasing consumer durable products.

### **Hypothesis**

H<sub>0</sub> : There is no significant relationship between influencing factors and women's decision-making behaviour in purchasing consumer durable products.

### **Materials and Methods**

The present study is descriptive in nature and is based on primary data. Data were collected from 200 housewives from Thrissur district using a structured questionnaire. A convenience sampling technique was used for selecting respondents. The questionnaire consisted of statements related to influencing factors and decision-making behaviour measured using a 5-point Likert scale ranging from strongly disagree to strongly agree. The data were analysed using percentage analysis, mean score analysis, ranking method, and correlation analysis. The study focused on consumer durable products such as refrigerators, washing machines, televisions, mixer grinders, microwave ovens, and air conditioners.

### **Results and Discussion**

Objective 1: To identify the factors influencing women's decision-making behaviour while purchasing consumer durable goods.

**Table 1**

**Mean Score and Ranking of Influencing Factors**

<b>Influencing Factors</b>	<b>Mean Score</b>	<b>Rank</b>
Product Quality	4.52	1
Price	4.34	2
Brand Image	4.18	3
Discounts and Offers	4.05	4
Family Influence	3.86	5
Online Reviews	3.74	6
Advertisement	3.58	7

The table shows the factors influencing women's decision-making behaviour while purchasing consumer durable products. Among the various factors, product quality secured the highest mean score of 4.52 and ranked first, indicating that quality is the most important factor considered by women respondents. Price ranked second with a mean score of 4.34, followed by brand image with a mean score of 4.18. Advertisement received the lowest mean score of 3.58, showing comparatively less influence on purchasing decisions.

Objective 2: To measure the level of women's decision-making behaviour in purchasing consumer durable products.

Decision-making behaviour was measured using 10 statements on a 5-point Likert scale. The minimum possible score was 10 and the maximum possible score was 50. The total score range was divided into three equal intervals to classify respondents into low, moderate, and high levels of decision-making behaviour.

**Table 2**  
**Level of Women’s Decision-Making Behaviour**

Level of Decision-Making Behaviour	Number of Respondents	Percentage of Responses (%)
Low	24	12
Moderate	70	35
High	106	53
<b>Total</b>	<b>200</b>	<b>100</b>

The above table indicates the level of women’s decision-making behaviour in purchasing consumer durable products. A majority of the respondents (53%) exhibited a high level of decision-making behaviour. About 35% of respondents showed a moderate level of decision-making behaviour, while only 12% had a low level of decision-making behaviour. This indicates that most women actively participate in purchasing decisions related to consumer durable products.

Objective 3: To analyse the relationship between influencing factors and women’s decision-making behaviour in purchasing consumer durable products.

**Table 3**

**Correlation Analysis Between Influencing Factors and Decision-Making Behaviour**

Influencing Factors	Correlation with Decision-Making Behaviour (r)	P-value	Result
Product Quality	0.72	<0.001	Significant
Price	0.65	0.001	Significant
Brand Image	0.58	0.003	Significant
Online Reviews	0.46	0.012	Significant
Advertisement	0.31	0.041	Significant

The correlation analysis reveals a positive relationship between influencing factors and women’s decision-making behaviour in purchasing consumer durable products. Product quality showed a strong positive correlation with decision-making behaviour ( $r = 0.72$ ), followed by price ( $r = 0.65$ ) and brand image ( $r = 0.58$ ). The advertisement showed a comparatively weaker relationship ( $r = 0.31$ ). Since all p-values are less than 0.05, the relationships are statistically significant, and the null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between influencing factors and women’s decision-making behaviour in purchasing consumer durable products.

**Table 4**

**Consumer Durable Products Purchased by Respondents**

**Consumer Durable Products Number of Respondents Percentage of Responses (%)**

Refrigerator	52	26
Washing Machine	36	18
Television	42	21
Mixer Grinder	48	24
Microwave Oven	4	2
Air Conditioner	18	9
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows the consumer durable products purchased by the respondents. Among the various products, refrigerators were the most commonly purchased consumer durable product, accounting for 26% of the respondents. Mixer grinders constituted 24%, followed by televisions with 21%. Washing machines accounted for 18% of purchases, while air conditioners represented 9%. Microwave ovens were the least purchased product category, accounting for only 2% of the respondents. The findings indicate that essential household and daily-use consumer durable products are highly preferred among women respondents.

**Findings of the Study**

1. Product quality is the most influential factor affecting women's purchasing decisions.
2. Price and brand image also significantly influence women's purchase behaviour.
3. Most women respondents exhibit a high level of decision-making behaviour.
4. Product quality has a strong positive relationship with women's decision-making behaviour.
5. Refrigerators and mixer grinders are the most preferred consumer durable products among respondents.

**Conclusion**

Women play an important role in purchasing consumer durable products and actively participate in household buying decisions. The study found that product quality, price, and brand image are the major factors influencing women's decision-making behaviour. Most respondents demonstrated a high level of involvement in purchasing decisions, indicating

increasing consumer awareness and independent decision-making among women. The correlation analysis confirmed a significant relationship between influencing factors and women's purchasing behaviour. Therefore, marketers and manufacturers should understand women consumers' preferences and expectations while designing marketing strategies for consumer durable products.

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