

**An Analytical Study of Consumer' Buying Behaviour: With Special Reference to Female Student****Astha Joshi****Research Scholar,****IIPS, DAVV.****ABSTRACT**

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The influence of female consumers is great and it will continue to grow. This is why it is important for companies to create a business strategy that includes marketing to women. The study is mainly focused on garment sector and is aimed at helping businessmen to get a better understanding of the Indore female youth market place thus enabling them to embark on selected strategies to effectively reach the Female Market in Indore.

*The present study reveals the impact of Price, Quality, Appearance, Brand value, Sales and Promotion, Latest trend in market, comfortability and location on female buying behavior. It was conducted using 150 respondents belonging to Indore aging between 18-20 and 21-23. The study concluded that while purchasing a garment female consumers are influenced by price of the garment followed by quality, brand value, sales promotions, comfortability and latest trends.*

**KEYWORDS:** *Buying Behavior, Brand Value, Business Strategy*

**INTRODUCTION**

*The study of consumer behavior provides us with reasons why consumers differ from one another in buying and using products and services. This receives stimuli from the environment and the specifics of the marketing strategies of different products and services, and responds to these stimuli in terms of either buying or not buying product. In between the stage of receiving the stimuli and responding to it, the consumer goes through the process of making.*

*Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior is affected by many uncontrollable factors. Culture is one factor that influences behavior. Simply culture is defined as their attitudes and beliefs they learn about their religion and culture, which helps them to develop these opinions, attitudes and beliefs. These factors will influence their purchase behavior however other factors like groups of Friends or people they look up to may influence their choices of purchasing a particular product or service. The economical environment also has an impact on consumers' buying behavior and characters have an influence on buying decision.*

*Themselves and purchases via online or mail order again has an impact on the types of purchases made.*

*The study of consumer behavior dwells from various themes the important once are: -*

- *Buying motive*
- *Buying roles*
- *Major factors influencing buying behavior*
- *Working towards enhancing customer satisfaction*
- *The six stages in consumer buying process*

**Female Student's Buying Behaviour-**

*Female students comprise an increasing number of product and service purchases, and the numbers continue to rise. Research has shown that women now make the majority of purchases in industries that are not traditionally considered "female friendly". Successful businesses recognize that this growing market segment and spend the time and effort necessary to create marketing plan that focus on the female consumer. It is this business strategy that leads to the success of many companies.*

*Another important aspect of marketing to women business strategy is determining where she prefers to shop. Research on female shopping trends indicates that in the United States women do the majority of online shopping (Learned). Businesses can use this to their advantage by focusing their online marketing toward the female buyer. Female students often require a different product design than male consumers. One important step in creating a business strategy that includes marketing to women requires determining what drives female buying behavior. Women tend to lean toward practicality when making purchases. Some of the things women deal with are-*

**Pattern:** *Women don't just focus on a point. They are more likely to understand and appreciate the initial idea that gives way to a short moment in time.*

**Authenticity:** *Women are likely to dive deeper before buying any thing.*

**Quality:** *Not just quantity (size). For women, what seem is not always better. A steady build will get you farther than one impulsive response.*

**Price:** *For women it is not all about price of the product. They are not running for the discount due to which they get some special offers.*

**Brand:** *It is extremely important that male marketers realize that there are differences between men and women. Not only do they act differently, they think very differently.*

*Understanding a female's buying process is crucial when you are in a sales situation.*

**Give her enough time** – *if a woman says “she needs to think about it,” she is not saying no. Women complain that men move in too soon for the close. If she's not ready to buy, ask her “do you have any questions or concerns I haven't addressed?” to see if she is missing crucial information, then let her go do her processing and set up another appointment. She will appreciate this!*

**Make an emotional connection-** *Ask her questions, find out everything you can about her situation, her concerns, the people her decision will affect. By asking questions and really listening to her answers, you are building trust – the most important emotion in a sale to a woman.*

## **REVIEW OF LITERATURE –**

In a study by A. Abdul Brosekhan and Dr. C. Muthu Velayutham on “**Consumer Buying Behaviour – A Literature Review**” it is revealed that the study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques and transdisciplinary perspectives to understand the nature of purchase and consumption behaviour. This wider view attempts to study consumer behaviour in the light of rapidly evolving lifestyles, values, priorities, and social contexts. Various theories on consumer

research were not tested empirically until the middle twentieth century. The distinctly practical emphasis awaited development of the field of marketing in the business curriculum. In particular the buying process of consumer behaviour is of more importance to marketing practitioners than the consumption process. From a practitioner's perspective consumer research is pertinent so as to enable him to understand changing consumer needs, wants, and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer the dynamic nature of consumer behaviour implies rapid product development, changing communications, and distribution strategies in order to be more effective.

A study on **"Factors influencing consumer behavior"** by Pinki Rani states that Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

According to Chris Dickey, in a recent article **"Brand vs. Discounts – Guys, For Women, It Is NOT All About Price"**, it is the year for retailers to rethink pricing, discounts strategy and start rebuilding their brand value. He states: **"Today many retailers find that their most immediate issue is working their way back out of discount-driven brand-price erosion."**

This really shouldn't be a surprise to anyone. Learning that consumers were seeking lower prices, many marketers hastily responded with what they "assumed" that meant to women. Companies simply offered discounts, coupons and slashed pricing with little regard to their brand, but more importantly with little understanding of women. As a result, companies have devalued their brands and will now have to spend a great deal of money to restore it.

They weren't hearing what women were truly seeking – a friend or a partner who would empathize with them through the stressful and challenging recession. I am not suggesting that reduced pricing is not part of the solution, but brand value must be communicated consistently and how the savings are

delivered creates the fine line between compromising your brand and winning the short-term purchase as well as the long-term trust and loyalty of women.

A January 2009 “**Marketing Week**” study conducted by HPI about the effects of the Recession on women, revealed:

1. Brands need to communicate they are on women’s side
2. Brands need to balance messages with both optimism and empathy
3. If you’re a premium brand you can’t suddenly claim to be cheap, but you can make sure they understand the value you offer in terms of the quality of the brand.

### **OBJECTIVE**

- *To study the buying behavior of female for garments in Indore*
- *To study the factors affecting female buying behavior.*
- *To study the impact of age on purchase decision*

### **HYPOTHESES**

- $H_01$  = Age is independent of the preference for purchasing a product (garment).
- $H_02$  = Age is independent of the place from where garments are purchased.
- $H_03$  = Age is independent of the factors influencing the purchase of a product (garment).

### **RESEARCH METHODOLOGY**

*This study of consumer’ buying behavior with reference to female students in Indore is based on the Exploratory. Exploratory research is designed to provide a background to familiarize and to provide a background to just explore the general subject. It also increases familiarity of the researcher with the subject.*

**Sample–**

The study includes a sample of 150 female students across Indore. The population is heterogeneous and includes female students of Indore aging between 18-20 and 21-23.

**Data Collection–**

*Data collection is basically made from two sources primary data and secondary data.*

*As primary data is more effective in conducting any research so primary data was gathered with the purpose to fulfill the objective of the study. For that questionnaires were prepared and samples were taken from female students in Indore. Secondary information is collected by the various sites available on internet, magazines, books etc. Primary data is collected through questionnaires.*

**DATA ANALYSIS AND INTERPRETATION**

**1) Null hypotheses ( $H_0$ ) = Age is independent of the preference for purchasing a product (garment).**

Alternative hypotheses ( $H_1$ ) = Age is dependent on the preference for purchasing a product (garment).

**Table No. 1**

| Age   | Quality | Brand | Price | Total |
|-------|---------|-------|-------|-------|
| 18-20 | 9       | 15    | 35    | 69    |
| 21-23 | 9       | 27    | 55    | 91    |
| Total | 18      | 45    | 90    | 150   |

The calculated value i.e. 2.945 is less than the critical values i.e. 5.991 which states that null hypotheses is accepted, thus age is independent of the preference for purchasing a product. **As per the analysis the female students in Indore between the age group 18-20 and 21-23 pay more weightage to PRICE while purchasing a garment (product).**

**2) Null hypotheses= Age is independent of the place from where garments are purchased.**

Alternative hypotheses= Age is dependent on the place from where garments are purchased.

**Table No. 2**

| Age   | Retail Outlet | Local Shops | Malls | Total |
|-------|---------------|-------------|-------|-------|
| 18-20 | 23            | 10          | 27    | 60    |
| 21-23 | 31            | 16          | 43    | 90    |
| Total | 54            | 20          | 70    | 150   |

The calculated value i.e. 0.2363 is less than the critical values i.e. 5.991 which states that null hypotheses is accepted, thus age is independent of the place from where garments are purchased.

**According to the analysis the female students in Indore of age group 18-20 and 21-23 prefer purchasing a garment form "MALLS".**

**3) Null hypotheses = Age is independent of the factors influencing the purchase of a product (garment).**

Alternative hypotheses= Age is dependent on the factors influencing the purchase of a product (garment).

**Table No. 3**

| Age   | Price | Quality | Appearances | Utility | Total |
|-------|-------|---------|-------------|---------|-------|
| 18-20 | 6     | 20      | 15          | 21      | 62    |
| 21-23 | 6     | 42      | 15          | 24      | 88    |
| Total | 12    | 63      | 30          | 45      | 150   |

The various factors which affect purchase decision are Price, Quality, Appearance, brand value, sales and promotion, latest trend in market, comfortability and location. Among which Price, Quality, Appearance are most important factors. The calculated value i.e. 4.227 is less than the critical values i.e. 7.815 which states that null hypotheses is accepted, thus age is independent of the factors influencing the purchase of a product (garment). **According to the analysis the female students in Indore in the age group of 18-20 are influenced by utility of the garment where as the age group of 21-23 is influenced by quality of a garment while purchasing it.**

## CONCLUSION

The Indian consumer spending has increased from USD 133.60 in 1992-93 to USD 350.74 in 2002-03, a compound annual growth of 10.13% at current prices while the compound annual growth rate in total consumer spending has been around 12% a year over the past decade, there have been sharp ups and downs. Consumer expenditure has been intended with the annual GDP growth.

The influence of female consumers is great and it will continue to grow. This is why it is important for companies to create a business strategy that includes marketing to women. Creating a marketing plan that focuses on the female consumer is an important step that will lead to business success.

The research implies that while purchasing a garment female consumers are influenced by price of the garment followed by quality, brand value, sales promotions, comfortability and latest trends. According to the analysis the female students in Indore of age group 18-20 and 21-23 prefer purchasing a garment form "MALLS"

According to **Philip Kotler** Female Consumers are becoming "**Queen of the Market**" that is the companies are focusing more on the study of female's buying behaviour. It will be useful for the companies entering into Garment sectors focusing on female segment. It will help the companies carrying out research on female consumer requirements. This can also help the companies in garment sector to know about the taste and preferences of females.

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