

The Perception of Women Consumers on Buying Behaviour with Reference to Vellore District of Tamil Nadu, India

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ABSTRACT

This paper portrays the perception of buying behaviour, factors of product preferences and product switch-over among women consumers in Vellore district of Tamil Nadu. To conduct this study, 300 respondents from 20 village blocks of Vellore district were selected using stratified random sampling as the technique and descriptive sampling as the design. The study came out with interesting results and conclusions. It was found that more than half of the respondents were purchasing the product without a bill. It was also found that the respondents who repaired their product in the authorized service centre during warranty period did not continue the same after the warranty period and preferred nearby repair shops. It was further found that more than half of the respondents were checking expiry date and quality standards while purchasing a product. The study's scope was limited to women consumers at Vellore district. It could be used for further research in other aspects such as gender comparison in Vellore district and comparison with other districts of Tamil Nadu and other states of India. It was suggested that there is still a necessity to upgrade the standard of the people in many aspects like education, occupation and level of income, which shall help them to compete with the neighboring cities on living standards.

KEYWORDS

Buying Behaviour • Product Preference • Product Switch-over • Vellore District • Women Consumers.

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1. INTRODUCTION

Popular cultures, emerging trends and seasonality have provided unparalleled opportunities for consumers to pick and choose between different products and services to satisfy their needs and to express their individuality. There was a time in not too distant a past when the consumer buying behaviour was limited by budgetary constraints and their buying seemed to have a small impact on their daily life. The income, access to information and competition empowered the consumers to demand the market to meet more of their expectations. Current consumption patterns have changed and evolved among the consumers, who are keenly aware of market trends and the information for them is easily accessible through different information channels such as newspaper, television and internet.

The researchers and marketers have presented their views on consumer buying behaviour in numerous ways and those studies are dynamic, constantly changing and evolving over the time. However, such studies are limited to specific periods of time, products and people. Therefore, a few products have become successful in a particular period and/ or in a particular region. Marketing efforts are focused on consumers' consumption of products, services, activities and ideas. It is important to know how the consumer reacts towards price, features and advertisements for different products' in order to ensure a strong competitive advantage. The manner in which a consumer buys is also extremely important to the marketers and it is related to the understanding of the set of decisions such as when, what, why, how often and how much a consumer makes over the time (Hoyer 2004).

The Indian marketing is passing through a phase of change and also through a period of major growth. The tastes, lifestyles and preferences of the upper class have dropped down and become the standard for all classes of

the consumers. The middle class consumers purchase something latest in the market, which speaks out their affluence. A consumer can have an instant gratification on purchasing a luxury product to improve his/her social status.

Women assume multifaceted roles such as homemaker, employer, business and professional women. In these positions, there is a gradual evolution in the status of women and they become the subjects of marketing study. Women are accounted for almost all the domestic purchases, including health care to have up to her role in the family as the homemaker. Homemaker is an authentic buyer of food for the family (Nimkar, 1976). Home makers take independent decision in all the areas of food buying except financial aspect. Women are considered as care givers, as they are engaged in buying things that provide sustenance for her home. Although it is frequently played down, it is clear that women have a great deal of influence in the economy as consumers. Women are living under a good deal of pressure and they must find the ways to nourish their families on a limited budget.

The Indian urban woman is considered as a dynamic partner in her family. She is the deciding factor and a purchasing agent in the family. She has acquired a place in the society by virtue of her education and employment. The need and benefits of women consumers are realized by the Indian manufacturers and hence they try to communicate and convince her through all feasible media. They plan the marketing strategy to attract this segment by satisfying their needs and to retain them.

Women consumers are very much involved in marketing conversation and form an important segment in the Indian market. Young women, especially college going students and housewives, are under homogeneous market segment. The population of women consumers is a growing segment in the consumer market. There are two major components of a feasible market segment, money and interest; however, the availability of the information about these segments and the attention received from the marketers are limited.

This study is conducted in Vellore district because Vellore is found as the third most populous among 32 districts of Tamil Nadu. Vellore district has a total population of 39,28,106 as of the 2011 provisional census, which is roughly equal to the nation of Liberia and Oregon of United States. Vellore city, the headquarters of Vellore district, has 3 revenue divisions, 9 taluks, 20 blocks and 743 panchayat villages including Vellore city. It is also acting as a hub that connects the states of Karnataka and Andhra Pradesh. Through this study, the perception of buying behaviour among women consumers in Vellore district has been evaluated and interesting results, suggestions and conclusions are brought out.

2. LITERATURE REVIEW

Every person in an economy is playing a role as buyer at one point of a life time. The purpose of an individual buyer, who is purchasing provisions for his / her home, shall differ from a buyer, who is purchasing raw materials for manufacturing a product. They differ on socio-economic status, shopping behaviour and their personal characteristics (Ogenyi Ejye Omar, 1996). The buying behaviour of women is different from men because they are found to be obsessed with the products like apparel and cosmetics. For instance, an exploration is made by Namita Rajput (2012) on the Indian female consumers buying behaviour to understand the key factors of branded clothing which are influenced the female consumers' involvement towards stylish branded clothing. The author noticed that there is a complete awareness of branded apparels amongst females and their shopping behaviour reflected to buy these products occasionally. It is observed that price and income levels are significant, but it is further found that status, durability, and celebrity endorsement are insignificant; hence, it is ignored by apparel retailers in their efforts to tap and capture the market. A similar study is conducted by Avinash Kapoor and Chinmaya Kulshrestha (2008) in the cities of Jaipur in Rajasthan State and Gurgaon in the state of Haryana to know the effect of perception on female consumer buying behaviour in urban India and the role of fashion involvement of affluent female consumers and their apparel purchase behaviour are also examined. Price and quality are found as vital factors on product purchase. But this study showed that women consumers are not consuming the product or availing the service which has higher price and better quality. Another study is conducted and the factors are examined which are associated with the buying behaviour of young female students of fashion apparel in Denmark cities namely Aarhus, Copenhagen, Aalborg, and Herning by Sajid M Tamboli (2008). Their purchasing criteria are based on the price, comfort, good design and good quality. The brand is not considered as an important factor for buying clothes, rather, it is found that the uniqueness in the design is a prime motivation for students and they had self confidence in their own sense of style. But, when Kishor N Choudhary and Santosh S Dandwate (2011) examined the women consumers buying behaviour and the factors influencing the selection and usage of particular product in Nanded city, Maharashtra State, their study stated that the majority of women consumers is well aware of different brands and characteristics of durable products, which are available in the market and they prefer authorized dealers to purchase those durables. Cost consciousness, quality consciousness and awareness of consumer product lead to changes in women environment with the help of their

increasing education level and the growth in media has also contributed to their development.

An investigation is undertaken by Pinni Vasantha Lakshmi (2011) about the relationship between purchasing involvement, influence of women in the family and purchase decision making of durable goods in Chennai city of Tamil Nadu State. Consumer durables like television, refrigerator and washing machine are chosen for the study. The author assessed eight key purchasing involvement factors of women such as prudence, shrewdness, price consciousness, hassle-free nature, coolness, triviality, apathy and brand insignificance. Based on these involvement personalities, it is found that women are more knowledgeable in many of those areas which increased their involvement in the family purchase decision making process on durables. The consumer preferences for brand extensions in the Indian market are determined by Nanjundaraj Prem Anand (2012) and showed that, there is a significant difference between users and non users of brand extensions based on the following four factors namely, cognitive mechanism, quality of the parent brand, price of the extended brand and parent brand associations.

Another important area where the women play a huge role is spending on food and food products. A case study is conducted by Elizabeth Mawson and Andrew Fearn (1997) on organizational buyer behaviour at restaurant chains in United Kingdom. It is said by the food service sector that around forty percent of overall household spending is made on food and the percentage grows. Not only food, even the FMCGs (Fast-Moving Consumer Goods) and non-durable goods such as soft drinks, toiletries, and grocery items also reflect heterogeneous buying characteristics among women consumers. This is accessed by Alireza Miremadi and Elham Faghani (2012) in the Iranian market where reinforcement, antidandruff, attractive packaging and shiny are found as the most important characteristics to influence the consumer buying approach in the Iranian market. However, the price, sustainability and quality are considered as the major reason for buying branded shampoo. There is a significant association between gender and education, which influenced the buying behaviour of domestic and international brand of FMCG market in Iran.

Similarly, preference of brand is explored by Anandan C et al (2007) and they found that quality is the major driver to prefer a particular brand in washing soaps in the rural market. Their study resulted with the significant relationship between the age of the respondent and the factors influencing the customer's brand preferences. Further, there is no significant relationship between the income of the respondent and the factors influencing the customer's brand preferences. They found that high price range and non-availability of products are the important reasons for dissatisfaction of

the rural consumers.

Women consumers are attracted towards the products where celebrities like cine actors and cricketers endorse that product. Say for example, Amitabh Bachchan, Indian cine star for Cadbury's diary milk. To know the impact of celebrity endorsement on consumer buying behaviour and brand building, Dinesh Kumar Gupta (2007) conducted a study and explained that the celebrity endorsement increased the consumer attractiveness for product and brought magic to brand and made them more appealing and successful but, the marketer has to take care of all the aspects while using celebrity endorsee that, whether the personality and image of celebrity matches or not, whether celebrity endorsee has deep diffusion among the masses or not and whether they are considered as a credible source or not.

The reviews stated above clearly justified the buying behaviour of women consumer on preferring a product. All the reviews have their own origin but, the focus is on the buying behaviour and brand preference on different products and services. Though there are studies conducted in consumer buying behavior, Vellore district is selected to conduct the study, where this sort of study is not conducted in Vellore district before and consequently considered as a special feature when compared to other reviews.

2.1. OBJECTIVES OF THE STUDY

- 1) To study the socio-economic status of women consumers in Vellore district.
- 2) To examine the perception of buying behaviour among women consumers.
- 3) To explore the factors of product preferences and product switchover.

2.2. LIMITATION OF THE STUDY

A comprehensive study of the women consumers is needed with an intensive or an in depth studies about the real situations and the factors which give rise to each and every dimension. All the information extracted from the respondents' is complicated; even though the researcher guaranteed that the information will be used only for research and academic purpose. It is also guaranteed that the risk factors would not be asked at all. This stretched the time of interview. Though they are very co-operative, they expected each question should be described for the purpose of the study behind and that made the study a time consuming process.

2.3. PROBLEM STATEMENT

Women consumers are highly involved in the market and

form an important segment of the Indian market. The population of women consumers is a growing segment in the market. An Indian woman is an active partner of her family in all purchase decisions. Indian manufacturers realized her patronage and hence communicate and try to convince her through all possible media. Marketers and manufacturers understand the interest and needs of women to recognize them as a beneficial consumer segment and have started developing concepts and to create products based on women centric. Women, though play a strong role in the market as an entrepreneur, buyer and consumer, they are facing barriers on cultural, social, personal and psychological means. Consumerism is a social and economic command based on the systematic formation of a desire to buy goods and services in a better way. But, that is not the situation faced by women, especially in rural regions. They are in the position to make a careful decision in all aspects which shall lead to lack of self-satisfaction because their decisions mostly support and satisfy their family members and society and not in person. So, even if the marketers and manufacturers recognize women as a beneficial consumer segment, the actual benefit did not reach that sector. Therefore, this study is towards the women consumers at Vellore district, who shop for their households with a buying behaviour pattern and the analysis is done for product preferences and product switch-over.

3. MATERIALS AND METHODS

- (a) Sources of data: Primary data are collected by using structured questionnaire/interview schedule. Reviews are referred from articles and e-journals.
- (b) Research design: Descriptive research design is considered as appropriate because it portrays various characteristics and attitudes precisely.
- (c) Pre - Testing: Pre – Testing is done on 40 respondents for consistency and clarity of the tool.
- (d) Sample procedure: Vellore district consists of 20 village blocks, from which, the sample of 17 respondents are selected from each block by stratified random sampling technique.
- (e) Data collection: In total, 342 questionnaires are distributed, out of which, 300 samples are finally selected from Vellore district. In the remaining, 20 questionnaires are with incomplete information and 22 questionnaires were not returned back.
- (f) Framework of analysis

To analyze the collected primary data, various statistical tools and techniques are used. The application of these tools and techniques are identified on the basis of the objectives framed for the project. The tools and techniques applied are

Simple percentage method, Weightage percentage method and Cross tabulations.

3.1. SOCIO-ECONOMIC STATUS OF WOMEN CONSUMERS IN VELLORE DISTRICT

A mixture of sociological and economic total measures of the person's work experience as an individual or a family, based on multiple factors can be called as socio-economic

TABLE 1: Socio Economic status of women consumers in Vellore district

Characteristics	No. of respondents	%	
1. Age	21-25 years	91	30.3
	26-30 years	43	14.3
	31-35 years	33	11
	36-40 years	40	13.3
	41-45 years	45	15
	46-50 years	24	8
	Above 50 years	24	8
2. Educational Qualification	Illiterate	44	14.7
	Primary education	29	9.7
	Secondary	38	12.7
	Higher secondary	31	10.3
	Degree	79	26.3
	Post Graduate and above	79	26.3
3. Occupation	Employed (in Government/private/public sector)	148	49.3
	Unemployed	132	44
	Business	8	2.7
	Professional	12	4
4. Monthly income of the Respondents' Family (Rs-Rupees, Unit of Indian Currency)	Up to Rs. 5,000	97	32.3
	Rs. 5001-10,000	53	17.7
	Rs. 10,001-15,000	57	19
	Rs. 15,001-20,000	37	12.3
	Rs. 20,001-25,000	15	5
Above Rs.25,000	41	13.7	
5. Area of residence	Rural	120	40
	Semi-urban	76	25.3
	Urban	104	34.7

SOURCE: Primary data

status. This study took the most relevant socio-economic status based on market segmentation such as age, educational qualification, occupation, family's income and area of respondents' residence are evaluated through simple percentage method by which the information of the women consumers based on socio economic status gets revealed.

The above table explains that 30.3 percent respondents belong to 21-25 years of age. The level of educational qualification attained by the respondents in the study clearly shows that 26.3 percent of them have studied up to Post Graduate level. Occupation details explain that 49.3 percent of the respondents are employed. Income states that 32.3 percent of the respondents' monthly income up to Rs. 5,000 and 40.0 percent of the respondents reside in rural areas.

3.2. PERCEPTION OF BUYING BEHAVIOUR AMONG-WOMEN CONSUMERS IN VELLORE DISTRICT

Every buyer's perception in the market for buying a product differs from the others. Women consumers in Vellore district are heterogeneous in their behaviour on buying a product. So, they are asked questions through a questionnaire/ interview schedule, matching their buying behavioral pattern.

The above table depicts the factors that 58.0 percent of the respondents never buy the product with bill, while a few (8.3 percent) of them care of getting bills all the times. 55.0 percent of the respondents bargain sometimes with shopkeepers, 35.0 percent of them always bargain and only 10 percent of them never bargain with shopkeepers. 88.7 percent of the respondents prefer cash purchases and remaining 11.3 percent prefer credit purchases. 87.7 percent of the respondents prefer authorized service centres to avail services during the warranty period and remaining 12.3 percent prefer nearby shops for repair. 51.7 percent of the respondents prefer authorized service centre for service

TABLE 2: Perception of buying behaviour among women consumers in Vellore district

Questions asked to respondents on buying behaviour perception	Respondents	%
1. Will you buy the product with bill?	Always?	25 8.3
	Sometimes?	101 33.7
	Never?	174 58.0
2. Will you bargain with the shopkeeper on the price of the product?	Always?	105 35.0
	Sometimes?	165 55.0
	Never?	30 10.0
3. What is your purchase mode?	Cash purchase	266 88.7
	Credit purchase	34 11.3
4. Which place do you prefer for the Service during the warranty period?	Authorized service centre	263 87.7
	Nearby repair rectifying shop	37 12.3
5. Which place preferred for Service after the warranty period?	Authorized service centre	155 51.7
	Nearby repair rectifying shop	145 48.3
6. Will you check the quality standards while purchasing a product?	Always?	156 52.0
	Sometimes?	98 32.7
	Never?	46 15.3
7. Will you check the expiry date in the product purchased?	Always?	194 64.6
	Sometimes?	74 24.7
	Never?	32 10.7
8. Your buying behavior is mostly influenced by:	Parents	69 23.0
	Spouse	100 33.3
	Children	67 22.3
	Friends	27 9.0
	Neighbours	9 3.0
	Myself	28 9.3

SOURCE: Primary data

even after the warranty period and the remaining 48.3 percent prefer the nearby repair shop to repair their product. 52 percent of the respondents are always checking the quality standards like ISI (Indian Standards Institute), a quality mark for Indian products, Agmark, an agriculture certification mark for agricultural products and Hallmark, an official mark indicating the standard of purity of Gold and Silver, while buying the products and 15.3 percent never check the quality standards. 64.6 percent of the respondents are always checking the expiry date while buying a product and only 10.7 percent never check the expiry date. 33.3 percent of the respondents' buying behaviour is mostly influenced by their spouse followed by parents (23 percent) and children (22.3 percent).

3.3. RESPONDENTS' PREFERENCE ON CHOOSING A PRODUCT FOR PURCHASE

To purchase a product, an individual depends on many factors and is influenced by many factors. Here, based on the buying behavior, a few important factors like brand, quality, price, discount, and free gifts are selected and ranked by weighted method. Through this method, it is possible to know the respondents' preference for each factor and which factor is considered as more significant as well.

The above table depicts the factors preferred by the women consumers to choose a product to purchase. Weightage method is used to find out the most preferred factor chosen to purchase a product. The results revealed that maximum number of respondents preferred quality as their choice for purchasing a product followed by brand, price, free gifts and discount.

3.4. PRODUCT SWITCH-OVER

An instance, or an act of changing from one product to another can be called as product switch-over. A consumer switch-over from an existing product to the new one due to many reasons like desire of brand switching, increase in existing product's price, defect in the existing product, non-availability of after sales service and no warranty for existing product. These reasons are considered as factors that lead to product switchover. These factors are ranked to know the reasons for switching over to another product.

From the above table, it has been revealed that defect on the existing product is considered as the most influencing factor to switchover from an existing product followed by increase in the price of existing product, brand switch over desire, no service after sales and no warranty for existing product.

3.5. RESULTS AND DISCUSSIONS

Women consumers in Vellore district are found to be a diversified group from another region because of their response to the questions. 58 percent of the respondents replied that they buy the product/ service without bill because they are not aware of the risk behind the purchase without the bill. If the product purchased contains any defect; if that product has caused any physical damage to the consumer, the aggrieved party cannot sue without the bill. More than half of the respondents said that they sometimes bargain the price on purchasing a product because the women, especially Indian home makers, bargain with the seller to save the money given by their spouse and they

TABLE 3: Ranking the factors based on product preferences

		Factors ranked by respondents							
		I	II	III	IV	V	Wgt*	Wgt%**	Rank ¹
Factors based on product preferences	Brand	66	110	74	42	8	716	18.39	II
	Price	55	75	106	42	22	201	20.57	III
	Quality	171	76	30	15	8	513	13.17	I
	Discount	61	56	40	63	80	945	24.27	V
	Free Gifts	64	60	45	55	76	919	23.60	IV
Total							3894	100.00	

SOURCE: Primary Data

* Wgt – Weightage

** Wgt % - Weightage Percentage

¹ Ranks were found out by weightage method where lowest weightage % is considered as highest rank and vice versa.

Wgt for brand = $(66 \times 1) + (110 \times 2) + (74 \times 3) + (42 \times 4) + (8 \times 5) = 716$.

Wgt % for brand = $(\text{Total of brand Wgt} \div \text{Grand Total of Wgt}) \times 100 = (716 \div 3894) \times 100 = 18.39 \%$

The above method is followed to other factors

were anxious of credit purchases because of paying interest to the credit. So, 88.7 percent of the respondents replied that they most prefer cash purchases. When they are compared to their family's monthly income, up to Rs.5000 income ranged respondents replied cash purchases as the most preferred mode of purchase and there is also a significant difference between mode of purchase and the level of income of the respondents. Nowadays, almost all the manufacturers put their service centres in all the areas of the country to provide genuine service. For example, Nokia priority cares for mobile phone services. Nearly 88 percent of the respondents said that they avail service in an authorized service centre. This response is related to the service during warranty period and they are also found to be living in urban area. The same question is asked on availing service in the authorized service centre after the warranty period and the percentage of respondents reduced to 51.7 percent.

While coming to quality standards, 52 percent of the respondents replied that they always check the quality standards while purchasing a product and 15.3 percent respondents never checks the quality standards while purchasing a product. It is further found that 64.7 percent of the respondents always checking the expiry date/ best use before date while purchasing a product and there are still 10.7 respondents who never check the expiry date/best use before date while purchasing a product.

Among influencing factors, spouse is found to be the most influencing factor in the buying behaviour of the respondents followed by parents and children. It is further found that respondents of 21-25 years are mostly influenced

by their parents on purchasing a product and 26-30 years are influenced by their spouse. Mostly people who are more than 46 years are influenced by their friends and neighbours. It is found that there is a significant difference between the factors influenced and age of the respondents.

The respondents considered quality as the most preferred factor, followed by brand and price where availability of discount is considered as least factor as it is not available to the sellers to sell the product at a discount all the time except during festival days. Many respondents replied the defect of the product as the prime reason or a factor that influence them to switch over from the existing product. No warranty for an existing product is considered as the least factor on influencing buying behaviour.

3.6. SUGGESTIONS

The suggestions are based on the results extracted from the study. It is found that the consumers are falsely tempted by the merchants/ service providers to get the product/ services without bill to avoid cost of taxes on them. This affects both the public and the government, i.e., the consumer cannot avail any warranty benefits and the Government will lose indirect tax revenue. It is noticed that more than half of the respondents said that they sometimes bargain on price while purchasing a product. So it is clearly shown that there is no standard price for many products. The people, who have no bargaining nature, pay more than the actual price and hence get exploited when compared to the people who bargain. Appropriate authorities should take steps to standardize the price of the products. The percentage of respondents

TABLE 4: Ranking the factors influencing the respondents to switch over the product

		Factors ranked by respondents							
		I	II	III	IV	V	Wgt*	Wgt%**	Rank ¹
Factors influencing the respondents to switch over the product	Desire of Brand Switching	65	75	93	41	26	788	19.6	II
	Increase in existing product's Price	73	99	74	36	18	727	17.58	III
	Defect on Product	134	76	38	35	17	625	15.11	I
	No service after sales	50	55	64	58	73	949	22.95	V
	No warranty for existing product	37	46	45	78	94	1046	25.30	IV
Total							4135	100.00	

SOURCE: Primary Data

* Wgt – Weightage

** Wgt % - Weightage Percentage

¹ Ranks were found out by weightage method where lowest weightage % is considered as highest rank and vice versa.

Wgt for desire of brand switching = $(65 \times 1) + (75 \times 2) + (93 \times 3) + (41 \times 4) + (26 \times 5) = 788$.

Wgt % for desire of brand switching = $(\text{Total of desire of brand switching Wgt} \div \text{Grand Total of Wgt}) \times 100 = (788 \div 4135) \times 100 = 19.06 \%$

The above method is followed to other factors

who availed after sales services has decreased. The authorized service centre is not used for service which may lead to replacement of sub-standard spare parts. It is better if they continue their service in the authorized service centre after warranty period. It is found that more than half of the respondents look for products with quality standards. The rest of them must also ensure whether the product is registered with the standards. It is recommended that shopkeepers can avoid selling the expired product to the customers because, still, some people are not looking at the expiry date of the product while purchasing, which may cause serious health problems and even death on consumption of the expired products. Buying behaviour is mostly influenced by their spouse and parents. Self decision making is only up to ten percent among the women consumers on buying behaviour and they should come up with their own decision to avoid negative influences.

4. CONCLUSION

The present Indian economy has no difference in living standards of different class of people in different regions. Even the not so wealthy consumers are able to purchase something new, which exhibit their position in the wealthy tradition. An instant delight is gained by a consumer by purchasing an expensive item to improve his/ her social status. As it is found that the Vellore district is getting changed due to multiple influencing factors, where the people, mostly prefer cash purchases; they approach the authorized service centres at maximum in case of defect in the product, checking the quality standards for purchasing a product and expiry date as well.

Though there is a development in the buying behaviour of the women consumers in Vellore district, there are some factors which still need to nurture, so that there is a chance of competing with nearby cities on the basis of living standards of the people. It is also found that there is still a necessity to upgrade the standard of the people in many aspects like education, occupation, level of income, especially in case of women living in Vellore district.

5. SCOPE FOR FURTHER RESEARCH

As the present study's scope is limited to women consumers at Vellore district, this project could be taken as a model for further research in other aspects by comparing men with women, comparison between men within in Vellore district; with districts of Tamil Nadu and other states of India.

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ANNEXURE A

QUESTIONNAIRE/ INTERVIEW SCHEDULE

I. Socio-Economic Status:

1. Age

a) 21-25 years	
b) 26-30 years	
c) 31-35 years	
d) 36-40 years	
e) 41-45 years	
f) 46-50 years	
g) Above 50 years	

2. Educational Qualification:

a) Illiterate	
b) Primary education	
c) Secondary	
d) Higher secondary	
e) Degree	
f) Post Graduation and above	

3. Occupation

a) Employed (in Government/ private/public sector)	
b) Unemployed	
c) Business	
d) Professional	

4. Monthly income of the family:

(Rs – Rupees, Unit of Indian Currency)

a) Up to Rs. 5,000	
b) Rs. 5001-10,000	
c) Rs. 10,001-15,000	
d) Rs. 15,001-20,000	
e) Rs. 20,001-25,000	
f) Above Rs.25,000	

5. Area of residence:

a) Rural	
b) Semi-urban	
c) Urban	

II. Buying Behaviour perception

6. Will you buy the product with bill?

a) Always	
b) Sometimes	
c) Never	

7. Will you bargain with the shopkeeper on price of the product?

a) Always	
b) Sometimes	
c) Never	

8. What is your purchase mode?

a) Cash purchase	
b) Credit purchase	

9. Which place do you prefer for Service during the warranty period?

a) Authorized service centre	
b) Nearby repair rectifying shop	

10. Which place preferred for Service after the warranty period?

a) Authorized service centre	
b) Nearby repair rectifying shop	

11. Will you check the standards like ISI/ Hallmark/ Agmark while purchasing a product?

a) Always	
b) Sometimes	
c) Never	

12. Will you check the expiry date in the product purchased?

a) Always	
b) Sometimes	
c) Never	

13. Your buying behaviour is mostly influenced by:

a) Parents	
b) Spouse	
c) Children	
d) Friends	
e) Neighbours	
f) Myself	

II. Buying Behaviour perception

14. Rank your order of preference in choosing a product.

Criteria	Rank
a) Brand	
b) Price	
c) Quality	
d) Discount	
e) Free gifts	

15. Rank the factors that will make you to switch over from existing product.

Criteria	Rank
a) Desire of Brand Switching	
b) Increase in existing product's Price	
c) Defect on Product	
d) No service after sales	
e) No warranty for existing product	