

ROLE OF INDIAN WOMEN IN CONSUMER BUYING BEHAVIOR

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INTRODUCTION

All business aim to make profit by increasing the sale at a remunerative price policy. When one manufactures good quality wide spread. Advertising is one of the major tools companies use to define as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”. It involves the use of such media as following: magazine and newspaper space, motion pictures, outdoor (posters, skywriting, signs etc.), direct mail, novelties (calendars, blotters etc.) radio and television cards (car, bus etc.) catalogues, directories and references, programmes and memos and circulars”.

WHAT IS ADVERTISING?

It means two things. As a macro concept, it stands for the industry of advertising. As a micro concept, it implies a managerial function of sending the message about the product, service or the firm to the intended members of the society. It is a mass communication process of persuading the prospects to buy the products or service with increased satisfaction to the consumer and profits to the sponsors.

Meaning of advertisement

‘Advertisement’ has its origin from the word ‘advertise’ meaning to turn to. Advertising is a paid form of publicity and is non-personal, directed at a mass audience.

Advertisement has been defined as under:

According to *American Marketing Association*, “Advertising is any paid form of non-personal communication of ideas, goods or services by business identified in the advertising message intended to lead to a sale immediately or eventually.”

According to *Wheeler*, “Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy.”

According to *Wood*, “Advertising is causing to know, to remember, to do.”

According to *Richard Buskirk*, “Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor.”

According to *William J. Stanton*, “Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly-sponsored message regarding a product, service or idea. This message as called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor.”

CONSUMER BEHAVIOUR

Consumer behavior is defined variedly. The Dictionary of Marketing and Advertising defines consumer behavior as “observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on.”

According to *Ostrow & Smith's* Dictionary of Marketing, the term consume behavior referst “the actions of consumer in the market place and the underling motives for those actions. Marketers expect that by understanding what causes consumes to buy particular goods and services they will be able to determine which products are needed in the market place, whichare obsolete, and how best to present the goods to the consumer.”

According to *Loudon and Della Bitta*, Consumer behavior is “the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services.”

For *Schiffman and Kanuck*, the term ‘consumer behavior’ refers to “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” and the study of consumer behavior is the study of how individuals make decisions to spend their available resources – like time, money, effort – on consumption related items.”

CONSUMER PROTECTION

Consumer Protection is the protection of consumers against all the ills he can not foresee or determine accurately and guidance in getting his money’s worth. Today, there is a hue and cry in the advertising and sales-promotion which victimize the consumers by making them to buy more than what they need, forcing them to pay unreasonably high prices, bending them to go in for the merchandise of poor quality, making them to buy the goods by impulse than reason, making them to believe in false and unscrupulous advertising messages. There are two ways of Consumer Protection-

1. Self Protection
2. Legal Protection

THE ROLE OF INDIAN WOMEN IN CONSUMER BUYING BEHAVIOUR

Gone are the days when “Indian women” were the stereotype household ones-the circumference being their family and their home. Today’s women are “the women of substance”. Together with her sharing and caring job, she displays the hidden ambition in her ambit to the world-her real caliber comes to force. To carry on with this, she searches information and selects the best to strike a big deal. The process, that is catering to her interest, is a dominate role player in her decision-making. The same is applicable when she is in a “Buying Role”.

The buying process is a complex phenomenon involving not a few but a large number of inputs; it's processing, the outcomes together with the exogenous variables and the environmental factors. The Indian woman here is no new to this job and her presence and role is a crucial aspect in family purchase decision-making.

Rising literacy and education level and increasing number of working women have caught the eyes of the marketers as they are not only designing their products to suit their needs but also designing their marketing strategies taking into account the role of woman is actively involved in every type of family purchase decision in a way or other.

In the era of shifting paradigms, we find majority of decision-making being transferred on her shoulders and it is "she" who enjoys a role of importance.

Source: INDIAN MANAGEMENT, DECEMBER 1999.

Table 1.1 Purchase decision in different product categories

S. No.	Product Category	Decision-maker		
		Husband	Wife	Both
1.	Eatables	34	4	62
2.	Automobiles	54	46	0
3.	Household items	45	3	52
4.	Luxury items	74	29	6
5.	Insurance policy(life)	23	73	4
6.	Education of children	80	14	6

METHODOLOGY

The buying behavior is not concise up to the level of buying but has, in itself, the whole decision-making from getting informed, selecting among the lot, and finally the formal buying. The whole decision process is susceptible to intrusions from one or more participants but it is again product specific. As the above table illustrates the major decision stakes in percentage in different categories.

It is seen that woman, in the role of a wife, dominates in decisions regarding buying of eatables and household items. She has an equal contribution in purchase decisions of automobiles, luxury items and education of children.

Here, the decision is a chariot with two wheels; the wheel being a husband and a wife, both the wheels got to move in the same direction to proceed further. It is only in life insurance and related policies where the wife plays a subdued role probably due to avoidance of fear apple. This portrays a big role for women in purchase decision-making.

CONCLUSION

At last it can be concluded that there is strong correlation between advertisement and consumers.

Advertisement does have the effect on consumer and influences the business and standard of life.

Some where the advertisements are true and compatible to the product or services. Sometimes they miss guide and sale to match with promises to consumers. However establishment of consumer forums, in all suitable hierarchy to protects the interests at and rights of consumer.

Above all importance of advertisement cannot be ignored because it is a leading means of standard of living and growth of business.

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