

**ROLE OF WOMEN IN FAMILY PURCHASE DECISIONS –  
A STUDY WITH REFERENCE TO DURABLE PRODUCTS  
IN CHENNAI CITY**

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*By*

**MONICA.K**

*Under the Supervision and Guidance of*

**Dr. B. VIJAYAKUMAR**

**Assistant Professor & Research Supervisor**



**PG & RESEARCH DEPARTMENT OF COMMERCE**

**D. G. VAISHNAV COLLEGE**

**CHENNAI – 600 106**

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## **CHAPTER - 6**

### **SUMMARY OF FINDINGS, SUGGESTIONS, AND CONCLUSION**

#### **6.1 INTRODUCTION**

This chapter, which was organized by the researcher presents the findings of the study. The summary of findings is generated from the primary data collected from the women respondents in Chennai city and also this chapter justifies the hypothesis framed at the beginning of the study. The researcher with the help of the analysis has given suggestions to the women consumers, dealers and manufacturers and also scope for the future study also framed. The study finally gives a conclusion on women consumers in family purchase decisions pertaining to durables.

#### **6.2 MAJOR FINDINGS OF THE STUDY**

##### **6.2.1 Demographic Details of The Respondents**

- The demographic data are the personal information of the respondents which helped the researcher to find more about the women consumers. The age of the women respondents shows that 35.8% of women consumers are between the age group of 36-45 years, whereas only 4.9% fall under the age category of less than 25 years. The marital status of the women consumers presented that 58. 2% of the respondents are unmarried. It shows that 85.8% of the women consumers live under the nuclear type of family.
  
- The education level of the respondents shows that 39.6% are undergraduates and 37.5% are postgraduates/professionals. The analysis revealed that 31.9% of the women consumers are government employees and 25.6% of the women consumers are professionals and the monthly income of the family represented that 46.1% of the respondents fall under the income group Rs.30, 001-40,000.

- From the study, it is ascertained that 62.8% of the women respondents do not participate in the family decisions, whereas only 36.8% of the respondents participate in the family discussions. The study shows that 90.2% of the respondents family does not shop durable products regularly. The shopping experience of the respondents exposed that 30.6% have experience of 10-20 years and 33% have above 20 years of experience. 39.8% of the Women consumers have a shopping experience of less than two times in a month and 37% of the women consumers have the shopping experience of 2-5 times in a month.

### **6.2.2 Women Customer Perception on Their Purchase Decision Styles**

- The study implies that the women consumers strongly agreed that their family members consult them before purchasing the durable products, voluntarily involved in the discussion, explaining of recently arrived products and well educated to communicate to others in the family and they disagreed with the price bargaining involved in the discussion.
- From the study it can be reported that the women consumers strongly agreed that they purchase the product which is well known to their family, gives importance to the energy-saving products, and more advertised products are their usual choice, There are aware of product knowledge and purchase the product regularly which they like.
- The respondents of the study moderately agree that they shop quickly buying the first product brand which seems good enough to themselves and their family members, they strongly agree for purchasing a product with their family is one of the enjoyable activities of their life. Expensive products/brands are usually the best, switching over to the different models of durable products and they think rationally.
- The analysis revealed that the respondents of the study strongly agree that their standards and expectations for the products they buy are very high. When it comes to purchasing products they try to get the very best or perfect choice

which suits their family. They purchase the products which last for the long term benefit of their family and they expect offers from the product and higher years of warranty.

- The study declares that women consumers strongly agree to buy the best quality of the product. The higher the price, the better it's quality. Hypermarkets, department and specialty stores offer the best products and the consumers do not care about the price and they think that the quality of the product should serve its purpose.
- Once the women consumers find a brand they like, they stick to it. They choose different brands for purchasing different durables products with the consultation of the family. If their favorite brand is not available, they will search for the same in another shop and neither agree nor disagree with regular purchases from the same store.
- It is found that women in the family neither agree nor disagree to the purchase of the newest style products, Fashionable attractive styling, and user-friendly design is important to them and they strongly agree that to get varieties, they shop at different stores and choose different models and keep updating to the current trends and technologies.
- The women consumers disagree to try new options available in the market and neither agree nor disagree that they find fun to buy something new and exciting. They take enough time to choose the right product and they strongly agree that shopping as an enjoyable activity.
- Further, the analysis revealed that the respondent does not agree for looking product carefully to find the best value for the money. They usually compare the different brands and their prices before choosing the final product. They are conscious about the economic condition of the family while shopping, they always buy products that are useful and are of reasonable price. The consumers strongly agreed that during the promotional offers, the product price is increased and discounts are given to attract them.

- The study disclosed that the respondents neither agree nor disagree that they carefully watch the money they spend, plan shopping very carefully by collecting information, consulting, etc. to make the best possible and strongly agree to that usually by without any hesitation and plans their shopping carefully.
- The T-test analysis finally reveals but the women consumer strongly disagrees that they feel confused with many brands and disagreed that more they learn about the product it is hard to choose the best. All the information they get on different products confuses and it's hard to find the risk involved while purchasing and they neither agree nor disagree that sometimes it is hard to choose from which store to shop.
- The study reported that the respondents strongly agree that the product has to be perfect and also zero product defect is important to them. They neither agree nor disagree to recommend the products to everyone. Satisfaction plays an important role in the joint decision-making process and they are satisfied by purchasing the products which give discounts, sale, and offer.

### **6.2.3 Perceptual Difference among Women Consumers of Durable Products.**

- The superlative women consumers strongly agree with the participation, lifestyle, product need, quality consciousness, price consciousness, confused by over choice. They moderately agreed for brand consciousness, fashion consciousness, recreational and shopping consciousness, impulsive consciousness, customer satisfaction and disagree for product awareness and after-sales service.
- The Conservative women consumers strongly agreed for brand consciousness, after-sales service, customer satisfaction. They moderately agree for participation, product awareness, product in need and strongly disagreed with lifestyle, quality consciousness, fashion consciousness, recreational and shopping consciousness, price consciousness, and impulsive or carelessness.

- The refined women consumers strongly agree for product awareness, recreational and shopping consciousness, fashion consciousness, impulsive or carelessness. They moderately agree for lifestyle, quality consciousness, price consciousness, after-sales service and they disagreed with participation, product need, brand consciousness, confused by over choice and customer satisfaction.
- The frequency of the cluster shows that 32.456% are superlative women consumers, 34.210% are conservative women consumers and 33.333% are refined women consumers.

#### **6.2.4 Association between Women Consumer Behavior and Their Demographic Background Findings**

- It is ascertained that the refined women consumers represent the age group 36-45 years has the highest value of 40% and there is an association between women consumer behavior towards the family purchase decision and their age group.
- It is inferred that the conservative women consumers who are unmarried have the highest value of 62.10% and therefore there is a deep association between women consumer behavior towards the family purchase decision and their marital status.
- It can be concluded that the refined women consumers who live under the nuclear family has the maximum of 91.60% and therefrom, there is an association between women consumer behavior towards the family purchase decision and their family time.
- It is exposed that superlative women consumers who have a greater value of 69.70% do not participate regularly in the family discussion. Thus, there is an association between women consumer behavior towards the family purchase decision and their participation in the family discussion.

- It is presented that superlative women consumers who are undergraduates have a value of 68.60%. So, there is a deep association between women consumer behavior towards the family purchase decision and their educational qualification.
- In the case of women consumer behavior and their income group, the conservative women consumers who represent the income group Rs.30,001-40,000 has the highest value of 44.60%. There is an association between women consumer behavior towards the family purchase decision and their income group.
- The study exhibits that refined women consumers who are government employees have a maximum value of 33.20%. Therefore, there is a deep association between women consumer behavior towards the family purchase decision and their occupation.
- The association analysis further revealed that superlative women consumers whose families do not shop durable products regularly have the highest value of 88.10%. Therefore, there is an association between women consumer behavior towards the family purchase decision and their regularity of shopping by their family on durable products.
- It is presented that conservative women consumers of 35.40% have the shopping experience of about 20 years. Thus, there is a deep association between women consumer behavior towards the family purchase decision and their shopping experience.
- Finally, it is disclosed that a maximum of 42.20% of superlative women consumers has gone less than two times for shopping in a month. So there is a deep association between women consumer behavior towards the family purchase decision and their frequency of shopping.

### **6.2.5 Perception of Women Consumers on Their Satisfaction Level**

- The influence of age on the factors of purchase decision making styles and customer satisfaction reveals that the women consumers who are above 55 years of age are quality conscious, brand conscious, price conscious and strongly agree for the lifestyle, product need. The women consumers who are between 36-45 years of age strongly agree for recreational and impulsive or carelessness.
- It was found that there is an influence of marital status on the factors of purchase decision making styles and customer satisfaction. The respondents who are unmarried strongly agreed for participation, product awareness, product need, quality conscious, impulsiveness and married respondent strongly agree for lifestyle, fashion conscious and confused by over choice.
- The ANOVA further revealed that the consumer who lives under the nuclear family strongly agrees for product awareness, product need, quality consciousness, recreational and shopping and the consumers who live as a joint family strongly agree for participation, confused by over choice and customer satisfaction. Thus, there is an influence of a family type on the factors of purchase decision making styles on customer satisfaction.
- The study reported that women consumers strongly agree that they neither participate nor does not participate in the family discussion on their participation. They do not participate in the family discussion for their product needs.
- The majority of the women respondents who are undergraduates strongly agree that they are quality conscious, brand conscious, confused by over choice, participative and product need, therefore there is an influence of educational qualification on the factors of purchase decision making styles and customer satisfaction.

- The women consumers under the income group of Rs.30,001-40,000 strongly agree for their participation and brand consciousness and the women consumers under the income group above Rs.40,000 strongly agree for their impulsiveness.
- The influence of occupation on the factors of purchase decision making styles and customer satisfaction exposed that the majority of the respondents who are self-employed strongly agree for their participation, lifestyle, fashion consciousness, recreational and shopping consciousness, price consciousness and confused by over choice.
- It is ascertained that the women consumers and their family who does not shop durable products regularly strongly agree for product awareness, lifestyle, quality consciousness, impulsiveness, and the women consumers and their family who shops durable products regularly strongly agree in customer satisfaction and brand consciousness. Hence this shows that there is an influence of regularity of shopping on the factors of purchase decision making styles and customer satisfaction.

#### **6.2.6 Influence of Women in Decision Making Styles on Customer Satisfaction**

- It shows that women's participation in family purchase decision making mainly aims at getting satisfaction on price bargaining. When the women participate in the discussion on purchasing the durable products they mainly concentrate on price satisfaction by purchasing the product at a cheap price.
- It is concluded that women consumers consciousness and quality are mainly focusing on the performance of durable products. Even though women consumers have recreational shopping in their psychology, they do not care less when they purchase durable products at a high price.
- It can be concluded that women's participation in the family decision of purchasing durable products depends upon the women's awareness about the product as well as their needs in their day to day life. Simultaneously, the

brands of durable products are influencing the woman to check for offers and discounts for the durable products they purchase. In particular, the impulsive behavior of women in the family and the confusion created by the marketer during the purchase of durable products depends upon the offers and discounts influencing the consumers.

- The study revealed that the participation of women in the family purchase decision of durable products depends upon color and the attractiveness of durable products. Lifestyle perception of family women and their quality consciousness and fashion consciousness are found to influence the women consumers to prefer the color of the product. The availability of many colors of durable products confuses women consumers when they involve in the family purchase decisions.
- It is concluded that the voluntary participation of women in the family purchase decision, their product awareness, their brand consciousness, their fashion consciousness, recreational and shopping, price consciousness, their careless purchase and they are confused by over choice mainly focus on the latest model of durable products in the marketing arena.
- The power consumption awareness of women consumers became popular among them, when they participate in their family purchase decisions, lifestyle, background, awareness on product needs, meticulous quality consciousness, preferring the particular brand demanding a cheaper price and recreational shopping.
- The after-sales service is considered as one of the criteria for the determination of consumer satisfaction. It depends upon their participation in the family purchase decisions, their product awareness, existing lifestyle, productivity, quality consciousness, brand consciousness, recreational and shopping habits and their careless purchase.
- It can be concluded that the women consumers are able to realize the satisfaction of their payment mode because of their product awareness,

existing lifestyle, immediate need for the product with quality, caring for a brand, Price and the carelessness of the purchase.

- It is also found that EMI satisfaction for durable products of women consumers emanated from their full participation in their family decision making, personal awareness of the product, appropriate product needs and quality of the products they purchase.
- It is concluded that the consumers always expect transparent information through attractive salesman and are influenced by their lifestyle, product needs, quality consciousness, and impulsive purchases.
- It can be concluded that women consumers are able to realize the present stage of acquiring the product because of their participation in the family discussions, attractive lifestyle, awareness on product needs, quality consciousness, fashion consciousness, impulsive or careless purchase and they are totally confused by the many choices available in the durable market.
- It is found that the brand reputation of durable products is influenced by women consumers direct participation. Their existing lifestyle product, need awareness, conscious towards a particular brand and demanding fashions and product availability are the important factors influencing the brand reputation.

### **6.3 SUGGESTIONS**

#### **6.3.1 Suggestion for Women Consumers**

- ★ The analysis shows that women respondents who hold PG / professional degree in the family are the sole decider to take the decision regarding the purchase of durables. Thus, it is suggested that the joint family decision always gives the best output. The women consumers should participate in discussions with the family members while purchasing any durable products.
- ★ The study infers that the majority of the women respondents are attracted to the media and advertisement when they plan to purchase durable products. So,

the women consumers must be careful about misleading advertisements that are shared through the media.

- ★ According to the study only a few customers share their ideas with others after purchasing the durable products. Therefore the review of the product can be shared with friends, colleagues, and relatives. The product can also be recommended for the benefit of others.
- ★ The study reported that women consumers prefer a durable product with high technological features and don't give much importance to the price fixed. Hence, it is suggested that the women consumers should keep their family income in their mind before choosing any durable and they should choose the best product which suits their family.
- ★ The analysis revealed that women customers are unaware of the detail information of durable products. Therefore, it is suggested that before purchasing the durable, the women consumers should get the knowledge or information about durable products and then should start the process of purchasing.

### **6.3.2 Suggestion for Dealers**

- ★ The analysis reports that woman consumers are dissatisfied with the after-sales service offered by dealers and marketers. Hence, after selling the products to the customers the dealers and the marketers must make sure that after-sales service should be done perfectly with good quality.
- ★ The study shows that the respondents feel that service charges are high. Thus the cost of the service should be at a reasonable price and AMC (annual maintenance contract) validity can be extended from 2 years to 3 years.
- ★ The analysis revealed that many women consumers purchase the durables on seasonal occasion. Therefore the dealers can sell the products with offer and

discounts during seasonal times. The product has to be perfect and defect free while selling on such kind of occasions.

- ★ The dealers and marketers are suggested to maintain a friendly relationship with customers so that they could have a good rapport between them during and after the purchase of the product.
- ★ The study infers that the majority of the women respondents get confused with different brands available in the store so the dealers should give clear and detailed information on the products and can explain the different brands and the inbuilt features of durable products to the customers.

### **6.3.3 Suggestion for the Manufacturers**

- ★ The analysis revealed that a younger age group of women expects new models and interested in purchasing green durable. Therefore, manufacturers can produce environment-friendly durables and must keep on updating the models of the durables according to the current trend.
- ★ The study revealed that women consumers strongly agree that they are conscious of their economic condition of the family. Therefore, the price factor must be taken into consideration and the manufacturers should produce products at a reasonable price.
- ★ From the study, it is clearly shown that customers expect good quality products from the manufacturers and hence they select MNC (Multinational Companies) product than Indian products. Thus, the study suggests the manufacturers to produce good quality of durable and also Indian companies should concentrate more on quality factors.
- ★ From the study, the researchers suggest that the warranty period of the durable should be increased more than 5 years or at least up to 10 years.

- \* The study suggested that when advertising the durable products, there should not be any false information regarding the product and advertisement should be in good form to the customers.

#### **6.4 CONCLUSION**

In the study, the researcher has identified 11 consumer decision-making style factors and the researchers found that women consumers participate in the family discussion which helps to choose the best durable products. When they get involved in the discussions they get to know about the product knowledge and product need. They combinedly choose the durables according to their lifestyle. Every woman consumer is price conscious and quality conscious. Branded products generally serve women at their best. Basically, women are always fashion conscious and they like to go shopping and finds it as a recreational habit. They also get confused by more number of durable products available in the market and few women are careless about the products.

From the present study, we can understand that women consumers choose the place of purchase, according to the offer and discounts are given. They are comfortable with installment purchase and the factors they consider before making the purchase decision is the price, features, durability, model, etc. with the increased income level of the family, the living standard, the decision making styles, the purchase pattern, shopping and purchasing habits have changed incredibly. Nowadays, most of the women are aware of the information of durable products and also the risk involved in it.

Globalization, Privatisation, Liberalisation, and Modernization erased the barriers between the countries which resulted to fill the Indian market with abound number of models and varieties of brands of global durable products. With the help of technological improvement and scientific advancement made the consumers know the updated information about the various brands of durable products. They get to know the information of durable products through television, newspapers, internet, friends, colleagues, relations, etc. This makes the consumers be quality conscious, brand conscious, fashion conscious and price conscious. They also agree that they carelessly

purchase the product and they are confused with different brands available in the Indian market.

Ultimately, all consumers expect satisfaction from the products they have purchased. Customer satisfaction is very important to any manufacturer or dealer. Customer satisfaction plays a crucial role in the field of marketing. Generally, women consumers give importance to their fashionable lifestyle. They search for unique designs and models when purchasing to their families. They expect a positive response from the family members when they are satisfied with the product. They purchase from the market or dealers and they try to recommend the product to their colleagues, friends, and relatives. Satisfaction is not only regarding purchasing products but also post-purchase behavior is important. Therefore, women consumers expect more after-sale services from dealers and manufacturers. The post-purchase behavior of women consumers on products and services can have huge implications.

Thus, a marketer or manufacturer needs to provide updated information to a woman buyer as she can communicate easily with others. Women as a consumer, in general, set their priorities according to their needs and the people in her circle. The marketer has to look out whether the customer is satisfied or dissatisfied. Due to dissatisfaction, a lot of customers have disappeared and the marketer suffers losses. To avoid this, the marketer has to keenly watch for causes of dissatisfaction and also should retain the satisfied customers.

## **6.5 SCOPE FOR FURTHER RESEARCH**

The present research paved a way for the dynamic future research on the following titles.

- A comparative study can be undertaken concerning women consumers in rural and urban areas.
- A similar study can be done on with the adolescent age group.
- A similar study can be undertaken in other districts and other metropolitan cities.