

## A STUDY ON WOMEN CONSUMER ATTITUDE OF PURCHASING CAR

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### ABSTRACT

*In today's competitive world, every company has to study consumer purchasing power and behaviours prior to develop a marketing plan for their product. This enables the marketer to understand who constitute the market, what and why the market buys, who participate in and influences the buying process, and how, when and where consumer buy. But such knowledge is critical for marketers since having a strong understanding of buyer behaviour will help shed light on what is important to the customer and also suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be of interest to customers. Buyer behaviour is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. Contemporary approaches to business emphasize the importance of adopting a consumer focus. Marketing, in particular, begins and ends with the consumer from determining his or her needs to ensure post-purchase satisfaction.*

*The economic status of the modern women has been greatly influenced by the rapidly changing environment they live in are exposed to, their education background and the commercial opportunities that are available to them. The combination of more employment opportunities for women had a large impact of the consumption habits of women*

### OBJECTIVE OF THE STUDY

1. To analyze purchasing pattern of women consumers
2. To find of attitude of women consumer towards purchasing of car
3. To find out the factor influencing the women consumer in decision making

**Key words:** Economic, post purchase satisfaction, competition, modern.

### INTRODUCTION

The economic status of the modern women, have been greatly influenced by the rapidly changing environment they live in are exposed to, their education background and the commercial opportunities that are available to them. The combination of more employment opportunities for women had a large impact of the consumption habits of women

### CONSUMER BEHAVIOUR

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

- Behaviour occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

- Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal
- Consumer behaviour involves services and ideas as well as tangible products.
- The impact of consumer behaviour on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

## FACTORS INFLUENCE CONSUMER PURCHASE BEHAVIOUR

People buy different products from different brands to satisfy their needs. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristic. Although marketers cannot control such factors, they must give attention to them.

**Culture:** Culture is the set of basic value, perception, wants and behaviors learned by a member of society from family and other institution. Culture is the most basic cause of a person's wants and behavior. Every group or society has a cultural influence on buying behavior may vary greatly from country to country, or even neighborhood to neighborhood.

**Subculture:** Each culture contains smaller subcultures. Subculture is a group of people with shared value system based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions

### Social Class

Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interest, and behaviors. Social class is not determined by single factor, but is measure as combination of occupation, income, education, wealth, and other variables. Social classes show distinct product and brand preferences in areas such as clothing, home, furnishing, leisure activity, and automobiles.

### Social Factor

A consumer's behavior also is influenced by social factors, such as the consumer's groups, family, and social roles and status.

**Groups:** A consumer's behavior is influenced by many small groups. A group can be defined as two or more people who interact to accomplish individual or mutual goals. Groups that have direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct or indirect points of comparison or reference in forming a consumer's attitudes or behavior

**Family:** Family member can strongly influence consumer's behavior. Husband- wife involvement varies widely by product category and by stage in the buying process.

**Roles and status:** The consumer's position in each group can be defined in terms of both role and status. A role consists of the activities people expected to perform according to persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

**Personal Factor**

A consumer's decision also are influenced by personal characteristics such as the consumer's age and life cycle stage, occupation, economic situation, lifestyle, personality and self concept

**Age and life cycle stage:** People change the goods and services they buy over their lifetimes. Taste in food. Clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of family life cycle. Traditional family life cycle stages include young singles and married couples with children. Sony recently overhauled its marketing approach in order to target products services to consumers based on their life stages.

**Occupation:** A consumer's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits.

**Economic situation:** A consumer's economic situation will affect product choice. If economic indicator point to recession, marketers can take steps to redesign, reposition, and price their products closely.

**Lifestyle:** People coming from the same subculture, social class, and occupation may have quite different lifestyles. Lifestyle is a consumer's pattern of living as expressed in his or her psychographics. It involves consumer's activities, interest and opinions. When used carefully, the lifestyle concept can help the marketer changing consumer values and how they affect buying behavior.

**Personality and self-concept:** Each consumer's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting response to one's own environment. For example, coffee marketer have discovered that heavy coffee drinker tend to be high on sociability. Thus Starbucks and other coffee houses create environments in which people can relax and socialize over a cup of steaming coffee.

**Psychological Factor**

A consumer's buying choices are further influenced by four major psychological factors:

**Motivation:** A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

**Perception:** A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Perception is the process by which people select, organize, and interpret information to form meaningful picture of the world.

**Learning:** When people act, they learn. Learning describes change in individual's behavior arising from experience.

**Beliefs and Attitudes:** Through doing and learning, people acquire beliefs and attitudes. A belief is a descriptive thought that a person has about something. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior. Attitude describes a person's relatively consistent evaluation, feelings and tendencies towards an object or idea.

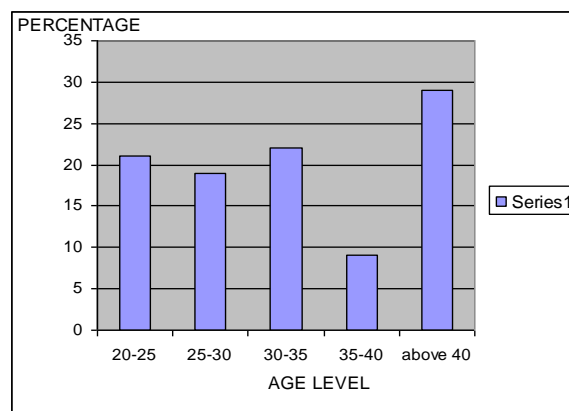
## BUYING BEHAVIOUR OF WOMEN

The rapid rise in employment among women a far greater proportion of women are employed in less well-paid sectors, but women are making inroads in the higher echelons of business and as entrepreneurs. Of greater long-term significance is the gradual rise in women's wealth. Disparity remains as far as rates of pay for women are concerned, but Key Note has identified trends and report findings that support the view that women are gaining a far greater share of the assets as a result of a wide range of factors — most notably, early financial independence. The women have to set up independently and acquire their own assets at a young age. Key markets reviewed for this report show the following key trends: a more cautious pattern of consumer spending in the light of the recent corrections in interest rates and the housing market, and a consequent reluctance to spend on 'big-ticket' items; and major alterations in patterns of distribution, e.g. the growing dominance of the supermarket retailers and increasing parity in patterns of demand between the sexes, which is paralleled by the rise of Internet retailing.

## DATA ANALYSIS AND INTERPRETATION

### 1.1 AGE

S.No	Age	Respondents	Percentage
1	20-25	42	21
2	25-30	38	19
3	30-35	44	22
4	35-40	18	9
5	Above 40	58	29
	Total	200	100



**Inference:** From the above table it is inferred that, 21 percent belongs to the age group of 20-25 years, 19 percent belongs to the age group of 25-30 year, 22 percent belongs to the age group of 30-35 year, 9 percent belongs to the age group of 35-40 and 29 percent belongs to the age group above 40 years

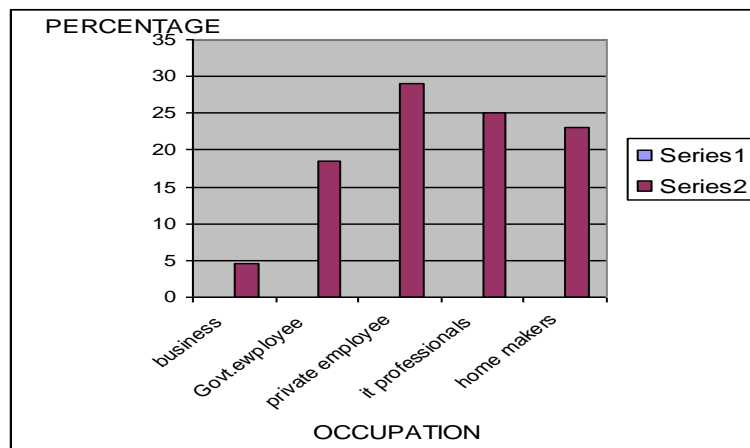
### 1.2. MARITAL STATUS

S.No	Marital status	respondents	Percentage
1	Single	60	30
2	Married	140	70
	Total	200	100

**Inference:** From the above table it is inferred that, 30 percent of the Respondents are single and 70 Percent of the Respondents are married people.

### 1.3 OCCUPATION

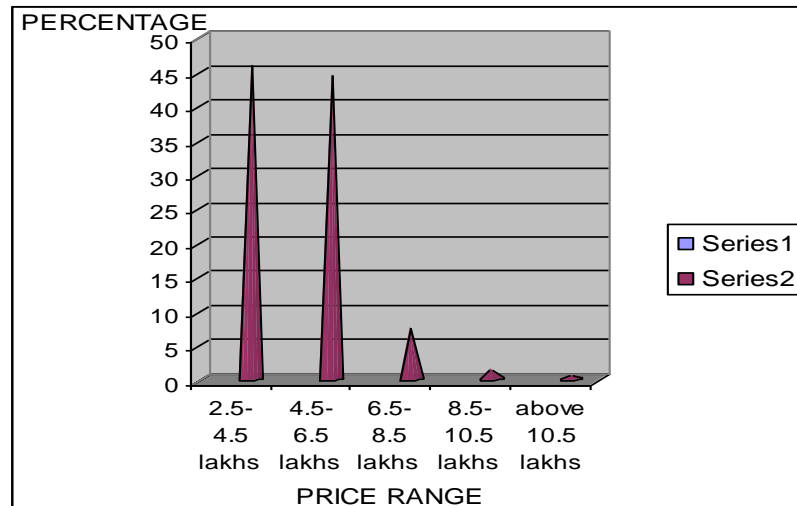
S.No	Occupation	respondents	Percentage
1	Business	9	4.5
2	Govt.employee	37	18.5
3	Private employee	58	29
4	It professionals	50	25
5	Homemaker	46	23
	Total	200	100



**Inference:** From the above table it is inferred that, 4.5 percent of respondents are business women, 18.5 percent are government employee, 29percent are private employee, and 25 percent are it professionals and 23 percent are homemakers

### 1.4 PREFERABLE PRICE RANGE

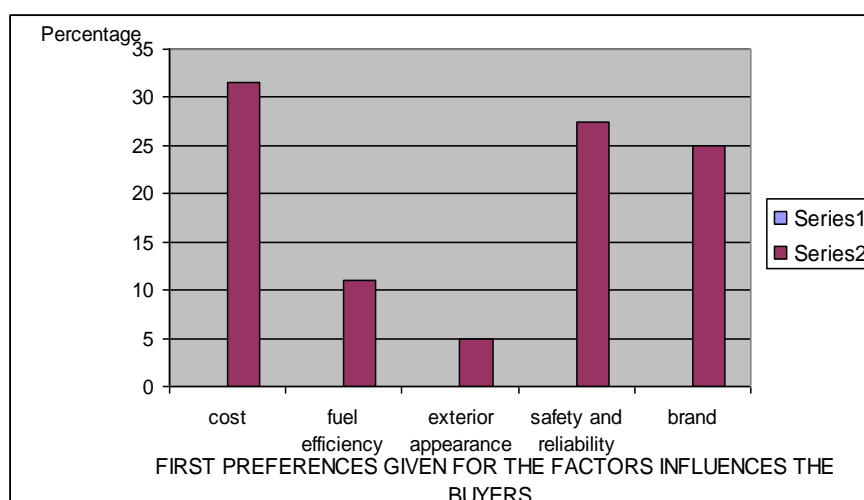
S.No	Preferable price range	respondents	Percentage
1	2.5 –4.5 Lakhs	92	46
2	4.5-6.5 Lakhs	89	44.5
3	6.5-8.5 Lakhs	15	7.5
4	8.5-10.5 Lakhs	3	1.5
5	Above10.5 Lakhs	1	0.5
	Total	200	100



**Inference:** From the above table it is inferred that, 46 percent of respondents prefer cars between 2.5-4.5 Lakhs, 44.5 percent prefer cars between 4.5-6.5, 7.5 percent prefer cars between 6.5-8.5, 1.5 percent prefer car between 8.5-10.5 Lakhs and 0.5 percent prefer cars above 10.5 Lakhs.

### 1.5 FIRST PREFERENCE TO INFLUENCE THE CHOICE OF PURCHASING CAR

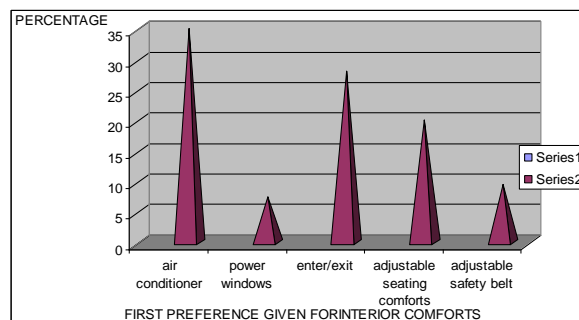
S.No	Factors influence choice of buying	respondents	Percentage
1	cost	63	31.5
2	Fuel efficiency	22	11
3	Exterior appearance	10	5
4	Safety and reliability	55	27.5
5	Brand	50	25
	Total no. of respondents	200	100



**Inference :** From the above table it is inferred that, 31.5 percent give first preference for cost, 11 percent give first preference for fuel efficiency, 5 percent give first preference for exterior appearance, 27.5 percent give first preference for safety and reliability and 25 percent give first preference for brand

## 1.6 FIRST PREFERENCE ON INTERIOR COMFORTS

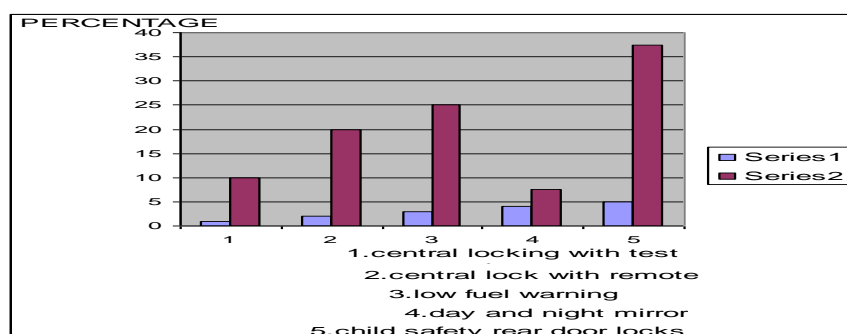
S.No	Interior comforts	respondents	Percentage
1	Air conditioner	70	35
2	Power window	15	7.5
3	Enter/exit	56	28
4	Adjustable seating comforts	40	20
5	Adjustable safety belt	19	9.5
	Total no. of respondents	200	100



**Inference:** From the above table it is inferred that, 35 percent of the respondents give first preference to air conditioners. 7.5 percent give first preference to power windows, 28 percent give first preference to enter/exit, 20 percent give first preference to adjustable seating comforts and 9.5 percent give first preference to adjustable safety belt

## 1.7 SAFTETY MEASURES

S.No	Types of safety measures	respondents	Percentage
1	Central locking with test alarm	20	10
2	Central locking with remote	40	20
3	Low fuel warning lamp	50	25
4	Day and night mirror	15	7.5
5	Child safety rear door locks	75	37.5
	respondents	200	100

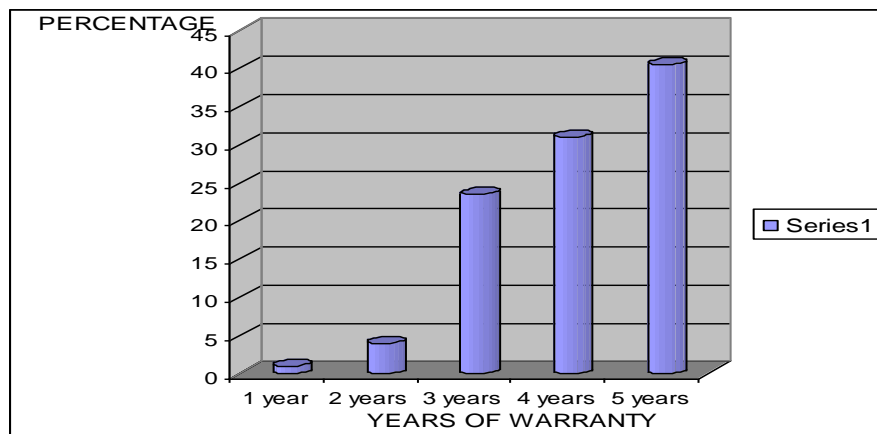




**Inference:** From the above table it is inferred that, 10 percent of respondents would like to have central locking with test alarm as a safety measure, 20 percent would like to have central locking with remote, and 25 percent would like to have low fuel warning lamp, 7.5 percent would like to have day and night mirror and 37.5 percent would like to have child safety rear door lock.

### 1.8 WARRANTY EXPECTED

S.No	Warranty expected	respondents	Percentage
1	1 year	2	1
2	2 year	8	4
3	3 year	47	23.5
4	4 year	62	31
5	5 year	81	40.5
	Total	200	100



**Inference:** From the above table it is inferred that, 1 percent of respondents expect 1 year of warranty, 4 percent are expect 2 years , 23.5percent expect 3 years, 31 percent expect 4 years and 40.5 percent expect 5 years.

### FINDINGS CONCLUSION & SUGGESTIONS

#### FINDINGS:

- 21 percent belongs to the age group of 20-25 years, 19 percent belongs to the age group of 25-30 year, 22 percent belongs to the age group of 30-35 year, 9 percent belongs to the age group of 35-40 and 29 percent belongs to the age group above 40 years.
- 30 percent of the Respondents are single and 70 Percent of the Respondents are married people
- 4.5 percent of respondents are business women, 18.5 percent are government employee, 29 percent are private employee, and 25 percent are it professionals and 23 percent are homemakers
- 46 percent of respondents prefer cars between 2.5-4.5 lakhs, 44.5 percent prefer cars between 4.5-6.5, 7.5 percent prefer cars between 6.5-8.5, 1.5 percent prefer car between 8.5-10.5 lakhs and 0.5 percent prefer cars above 10.5 lakhs



5. 31.5 percent give first preference for cost, 11 percent give first preference for fuel efficiency, 5 percent give first preference for exterior appearance, 27.5 percent give first preference for safety and reliability and 25 percent give first preference for brand.

6. 10 percent of respondents would like to have central locking with test alarm as a safety measure, 20 percent would like to have central locking with remote, and 25 percent would like to have low fuel warning lamp, 7.5 percent would like to have day and night mirror and 37.5 percent would like to have child safety rear door lock.

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## CONCLUSION

Women prefer to purchase car as the life style of the people changing. Age, Educational Qualification, marital status are playing vital role in purchasing decision of Car by women. Very important factor is financial soundness of the women as they are employed and earning capacity is increasing they preferring to use car for mean of transportation.

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