

A Study on the Purchasing Behaviour of Male and Female Consumers in Kannur District

Mrs. Greeshma A., M.Com, NET,

Assistant professor, Mahatma Gandhi College, Kannur university-kerala.

Abstract

The modern marketing management tries to solve the basic problem of consumers in the area of consumption. To survive in the market, a firm has to constantly innovating and understand the latest consumers needs and tastes. It will be extremely useful in exploiting marketing opportunities and meeting the challenges that the Indian market offers. Today consumers give more importance on environment friendly products. They are concerned about health, hygiene and fitness. They prefer natural products. Hence detailed study on upcoming groups of consumers is essential for any firm and the growth of consumer protection movement has created an urgent need to understand how consumers make their consumption and buying decision. More over consumer taste and preferences are ever changing. The attitude and behavior of such consumers are different. Men and women work differently with different type of stimuli and different parameters of evaluation. Women seem to have satisfaction and find pleasure while they shop. Whereas, men appear to be more disdain towards shopping. This leads to adopt different marketing strategies by the manufactures. In order to identify the attitude of consumers regarding purchase the study on "THE PURCHASING BEHAVIOUR OF MALE AND FEMALE CONSUMERS" has been conducted.

Key Words : Consumer, Buying Behavior, Classification, Buying Decision

I. REVIEW OF LITERATURE

The topic of consumer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide (Lancaster et al, 2002). This chapter will introduce some other areas of research background of consumer behaviour addressing the works of researchers and

marketers. Moreover, consumer decision making process, in particular, five stages of consumer decision making process will be discussed in detail.

II. OBJECTIVES OF THE STUDY

- To determine the gender role in purchase of goods.
- To study the spending habits of both male and female consumers.
- To find out more preferable type of goods by both male and female consumers.
- To find out the influencing factors both male and female consumers.
- To make suggestions to improve their purchasing behaviour more efficiently and effectively

III. METHODOLOGY

This is an analytical and descriptive study conducted in Mattannur area for the period of three months and is based on both primary and secondary data. Primary data is collected through questionnaire using convenience sampling method from 30 respondents (15 from urban area and 15 from rural area). For the analysis percentage (%) analysis is used. Secondary data were collected from books, websites etc.

IV. INTRODUCTION

There is a famous saying "The consumer is God". Consumer is person who buys goods and services for his own consumption for the satisfaction of his needs. Thus consumer is as the ultimate user of a product. For example, if a man buys mangoes and eats them to satisfy his hunger, the person is called a consumer. The efficiency with which a free market system of enterprises operations in the last analysis depend upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preference can not possibly fulfill it's obligation in a meaning full and responsive manner. This is exactly the reason why consumer behaviour is given importance in modern marketing. And also exactly analyzing consumer's purchasing behaviour is the key factor to success for assessing the profit of the whole supply chain. Target

markets are fragmenting as today's consumers are increasingly selective in product choice. Simultaneously product life cycles are shortening, competition is intensifying, and the new product failure rate is growing. Understanding the consumer buying process can make the difference between success and failure in consumer marketing strategies.

Consumer buying behaviour is the sum total of a consumer's attitude, preferences, intentions and decision regarding the consumer's behaviour in the market place when purchasing product or service.

V. PURCHASE DECISION

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The organization can use a variety of techniques to achieve this. The provisions of credit or payment terms may be encourage or a sales promotion such as the opportunity to receive a premium or enter a competition may provide incentives to buy now. The relevant internal psychological process that is associated with purchase decision integration. Once the integration is achieved, the organization can influence the purchase decision much more easily.

VI. TYPES OF CONSUMER BUYING BEHAVIOUR

There are four important types of consumer buying behaviour. They are discussed below:

A. Complex Buying Behaviour

Consumer goes through complex buying behaviour when they are highly involved in a purchase and aware of significant differences among brands. Consumers are highly involved when the product is expensive, bought infrequently, risky and highly self expensive. Typically the consumer does not know much about the product category and has much to learn. For example, a person buying a computer may not know what attribute to look for. Many of the product features like "16K memory", "disc storage", "screen resolution" carry no meaning to him or her. This buyer will pass through a learning process characterized by first developing benefits about the product the attitudes, and then making a thoughtful purchase choice. The marketer of a high involvement product must understand the information gathering and evaluation behaviour of high involvement consumers. The marketer needs to develop strategies that assist the buyer in learning about the attributes of the product class, their relative importance, and the high standing of the company's brand on the more important attribute.

The marketer needs to differentiate the brand's features use mainly print media and long copy to describe the brand's acquaintances to influence the brand choice.

B. Dissonance- Reducing Buying Behaviour

Sometimes the consumer is highly involved in a purchase but sees little difference in the brands. The high involvement is again based on the fact that the purchase is expensive, infrequent and risky. In this case the buyer will shop around to learn what is available, but will buy fairly quickly because brand differences are not pronounced. The buyer may respond primarily to a good price or to purchase convenience. After the purchase the consumer might experience dissonance that stems from noticing certain disquieting features of the product or hearing favorable things about other brands. The consumer will be alert to information that might justify his or her decision. The consumer will first act, then acquire new beliefs and end up with a set of attitudes. Here making communications should aim to supply beliefs and evaluations that help the consumer feel good about his or her brand choice.

C. Habitual Buying Behaviour

Many products are bought under conditions of low consumer involvement and the absence of significant brand differences. Consider the purchase of salt, consumer have little involvement in this product category. They go to the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. There is a good evidence that consumer have low involvement with most low cost, frequently purchased products. Consumer behaviour in these cases does not pass through the normal belief/ attitude/ behaviour sequence. Consumer do not search extensively for information about the brands, evaluate their characteristics and make a weighty decision on which brand to buy. Instead they are passive recipients of information as they watch television or see print advertisement. Advertisement repetition creates brand familiarity rather than brand conation. Consumers do not form a strong attitude towards a brand but select it because it is familiar. After purchase they may not even evaluate the choice because they are not highly involved with the product. So the buying process is brand beliefs formed by passive learning, followed by purchase behaviour, which may be followed by evaluation.

D. Variety Seeking Buying Behaviour

Some buying situations are characterized by low consumer involvement but significant brand differences. Here consumers are often observed to do a lot of brand switching. An example occurs in purchasing cookies. The consumer has some beliefs

chooses a brand of cookies without much evaluation, and evaluate it during consumption. But next time the consumer may for another brand out of boredom or a wish for a different taste. Brand switching occurs for the sake of variety rather than dissatisfaction.

The marketing strategy is different for the market leaders and the minor brands in this

products category. The market leader will try to encourage habitual buying behavior by dominating the self-space, avoiding out of stock conditions, and sponsoring reminder advertising. Challenger firms will encourage variety seeking by offering lower prices, deals, coupons, free samples and advertising that presents reason for trying something new.

VII.DATA ANALYSIS

Table No:1 Purchase Of Product

Particulars	No. of respondents		Percentage (%)	
	Male	Female	Male	Female
Daily	4	3	26.67	20
Frequently	8	6	53.33	40
Occasionally	2	5	13.33	33.33
Rarely	1	1	6.67	6.67
Total	15	15	100	100

Source: Primary data

Table No:2 Place of Purchase

Place	No. of respondents		Percentage (%)	
	Male	Female	Male	Female
Small street	1	0	6.67	0
Shops	7	9	46.67	60
Supermarket	5	5	33.33	33.33
Online	2	1	13.33	6.67
Other	0	0	0	0
Total	15	15	100	100

Source: Primary data

Table No:3 Purchasing Style of Consumer

Purchasing style	No. of respondents		Percentage (%)	
	Male	Female	Male	Female
Individually	12	5	80	33.33
With friends & families	2	10	13.33	66.67
Outdoor	1	0	6.67	0
Other	0	0	0	0
Total	15	15	100	100

Source: Primary data

Table No:4 Range of Shopping of Consumers

Range	No. of respondents		Percentage (%)	
	Male	Female	Male	Female
100 -1000	4	6	26.67	40
1000 – 5000	8	5	53.33	33.33
5000 – 10000	3	4	20	26.67
Above 10000	0	1	0	6.66
Total	15	15	100	100

Source: Primary data

Figure no1

**INFLUENCES OF FESTIVALS & CLIMATE
IN PURCHASE OF CONSUMERS**

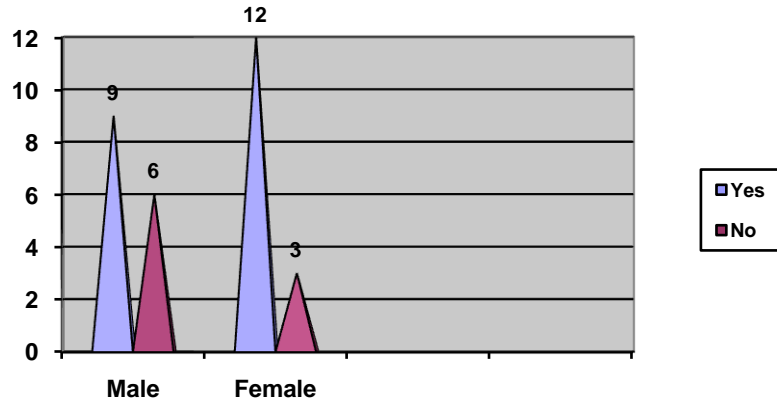
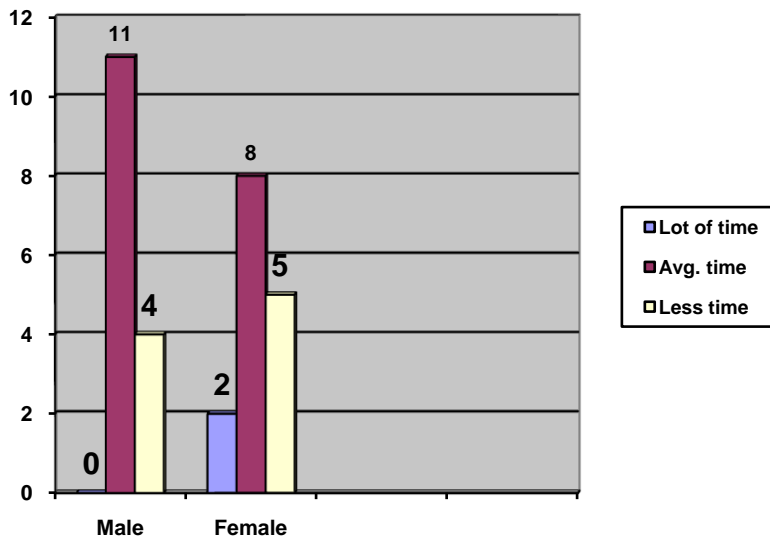


Figure no.2

TIME SPENT FOR PURCHASE



VIII. FINDINGS AND SUGGESTIONS

1. Majority of male () respondents belongs to the age category of above 40 and female respondents belongs to the age category of below 30.
2. Majority of the male consumers are from rural area and female consumers are from urban area.
3. Majority of the male and female consumers are govt. employees and some of the female consumers are doing their own profession.

4. Majority of the consumers both male and female are made their purchase frequently. Majority of both male and female consumers depend shops for their frequent purchase.
5. Majority of the consumers both male and female doesn't any preparation or planning in their purchase
6. Majority of the male consumers did not consider the opinion of family members while purchasing but female consumers are consider the opinion of their family members while making purchase.

7. Male consumers consider opinion of family members when they purchasing household items, while female consumers consider opinion for purchasing household items and cloths.

8. Majority of the male consumers purchase household items and female consumers purchase cloths.

9. Male consumers did not give extra time for purchase. But most of the female consumers gave extra time for their purchase.

WEBSITE

[1] <http://shodhganga.inflibnet.ac.in>

[2] <http://papers.ssrn.com>

IX. SUGGESTIONS

1. A company should market exclusive products for both male and female consumers.

2. Market should include your attitude and personal appeal in their advertising communication as the consumer buy products on their own.

3. Determination of product price should be reasonable. It should be similar to close substitutes.

4. Usually consumers are not ready to spend much. Attempt should be made to change the attitudes.

5. More attempts should be made to share the information through different source.

X. CONCLUSION

After the extensive "Study on purchasing behaviour of male and female consumers" we can draw inferences that gender is very important factor, it plays a very crucial role in purchase decision. Male are more externally focused while female tends to be more internally focused. There are many differences between male and female, if we see in terms of psychological and physiological terms. Females and males both shows totally different behaviour when they purchase any goods or services. Where women are more subjective and intuitive, men tend to be more analytical and logical who makes their opinion based on other people purchase rather than trying it themselves. Further, men tend to make purchase based on the immediate needs. Women look at purchase as a long term decision. And also men tend to gather information through heuristic men as and gather salient cues in comparison to women who believe in depth information search. Further men tend to value quality and efficiency the most, while women values emotional connect and relations. Marketers have to understand and use this segmentation factor wisely in order to satisfy needs more accurately and effectively.

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