

Influence of Women in Family Purchase Decision Making of Refrigerator

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Abstract:

The present study focused on the influence of women in buying decision making of refrigerator. In this study role of women in purchase decision making of refrigerator across different demographic variables and age group in different stages of decision making process. A survey of 162 women was made by visiting in their home. Universe comprised of female; 18 years and above. The Study found that student and service women was the initiator of refrigerator in the family. Housewife searches the information regarding the product to be purchased and service women takes final decision regarding which brand and model to be purchased moreover their friends and family member agree to them while buying refrigerator in the house. Across the age group of women there is significant difference between the 25-35 age groups of women towards need recognition and decision stage. As more than 35 years of age group of women were found to be more prominent during collection and decision stages of product life cycle.

The study reveals that now the women are becoming aware of their rights and duties and become able to recognize growing needs of their daily life.

Keywords:women, decision stages, role of women, family.

Introduction:

Today women take active part in the family buying judgment. Women considered being the key determent in all purchase decisions of the family. She has turned out to be active participant in family buying decision. She has acquired a place in the society by virtue of her education and employment. Indian manufacturers now realized the strength of this untapped market potential and hence communicate with her and try to convince her through every possible media. They plan the marketing strategy to attract this segment, satisfy their needs and requirement and try to retain them by every possible means. Durable goods used in the home such as T.V., Refrigerator, Washingmachine, stoves have made the life of women so easy that the women are allowed to take part in buying of these products.

Today's women are more active, liberal and moving ahead in every walk of life. Today women have given equal rights and opportunities as men which drag them to take more important decisions than ever before. Improved technology, better education, advancement in science and economic growth has provided people with a chance to better standard of living. With increased purchasing power and increasing number of dual earning has made people more conscious towards beauty, hygiene and better life style (Souiden&Diagne, 2009). Now they are the decision makers because they have achieved both economic and emotional freedom. Now both husband and wife are working which increases the income and discretionary income too (Arora, 1995). A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards, Moreover, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables (Sontaki, 1999) and the increasing awareness of consumers of their own needs is also making a big difference in marketing of consumer durables (Kumar, 1998). Consumer durable purchases are an important market in advanced economies and the consumer decision processes that determine such purchases have received considerable attention over the years (Becker, 1976; Pickering, 1977, 1978, 1981, 1984; Urban et al, 1990, 1993; Kumar & Sabharwal, 2016).

Review of Literature:

Role performed by various family members in purchase decision making process:

Every family member played different roles in family purchase decision making which depends on their competence and authority. These roles are initiator, influencer, gatekeeper, decider, buyer, preparer, users, maintainers, and disposer explained by (Schiffman and Kanuk, 2005). Wives tend to be dominant during the problem recognition and information search stage for "traditional" female products such as (household furnishings, appliances, breakfast cereals etc.). Husband found to be dominant in the information search for products such as automobiles and television sets (Davis and Rigaux, 1974 and Belch et al, 1985). Household purchasing decisions for items such as automobiles, television, and financial planning are traditionally male dominated decisions but now these decisions are becoming joint decisions (Belch and Willis, 2002).

Women tend to be more dominant as the initiator, especially in case of a family with young children where mother recognises the changing needs of family. The influence is exerted by men when he feels that home is too big and requires too much maintenance. In case of couples with no children both the partner influences the decision to purchase the home. The finding states that women take part in initial stages of purchase when determining the requirement of a home. Women generally take into account the emotional needs of the family where as men in general are more concerned with the attributes such as double garage and workshop. In case of upper/ upper middle and lower/ lower middle class where wife do not work and thus have more time then the take up the role of information gatherer and gatekeeper (Levy and Lee, 2004). Male adolescents had more constructive attitudes towards stores, greater consumer relationships knowledge, more materialistic values, and stronger social motivations for consumption (Kaur and Singh, 2006). Females, on the other hand, are more apprehensive towards information seeking and cognitive differentiation measures in their consumer behaviour. Female

adolescents are noted as having a stronger influence in family purchase decisions than male (Atkin, 1978; Lee and Collins, 2000; Moschis and Mitchell, 1986).

Objectives of the study:

1. To study the role of women in purchase decision making of refrigerator across various demographic variables.
2. To study the influence of women in different stages of decision making processes.

Design/Methodology/Approach:

The universe for this study comprised of all women living in Haryana. The sample was collected from all women by using structured questionnaire. Two districts (Hisar and Fatehabad) of Haryana were selected at random. From the selected district houses were visited at random and sample was collected from women in person and 162 women had the patience to fill in the questionnaire. In this study influence of women in buying decision making Refrigerator analysed by using independent sample t test, Levene's test of equality of variances, percentage methods have been used to explain the influence of women in buying decision making process across decision stages and demographic variable e.g. education, caste, marital status, profession and age.

Results and Discussion:

Table 1: Demographic profile of respondents

Demographic Variable	Variable	% of respondents	No. Of respondents
City	Hisar	50	81
	Fatehabad	50	81
Profession	Student	30.9	50
	Service	37.7	61
	Housewife	31.5	51
Age	18-25	44.4	72
	25-35	22.8	37
	More than 35	32.7	53
Caste	Sc	30.2	49
	Bc	27.2	44
	General	42.6	69
Marital status	Single	41.4	67
	Newly married with no children	13.6	22
	Young couple with kids age <10	21.6	35
	Young couple with kids age >10	18.5	30
	Older married with children settled	4.9	8

Respondent's profile:

162 women were contacted in person by visiting in their home. Universe comprised of female; 18 years and above. Among 162 women 81 are from Hisar and 81 are from Fatehabad. Among profession 50 are students, 61 are working women and 51 women are housewives. 72 women are from 18-25 age groups, 37 are from 25-35 age group and 53 are from more than 35 age group. Among caste 49 women belong to Sc, 44 women are from Bc category and 69 women are from general category. Among marital status 67 women are single, 22 women are newly married with no children, 35 women are young couple with kids age<10, 30 women are young couple with kids age >10 and finally 8 women are those which having children settled.

Table 2: Role of Women in Family Buying Decision Making of Refrigerator across Education Level

Decision Stage	Education Level				F-Value (Sig.)
	Up Metric	to Diploma	Graduation	Post-Graduation	
Initiation	2.02	1.89	2.09	1.69	1.734 (0.163)
Recognizing the need of Refrigerator	2.26	1.97	1.94	1.73	2.592 (0.055)
Searching the information	2.28	2.40	2.09	1.82	4.124 (0.008)
Decider of Refrigerator	2.26	2.69	2.26	1.92	4.280 (0.006)

Source: Primary Survey

There does not exit any significant difference between the education of respondents and initiation of refrigerator. Women those who have done Matric much recognize the need of using refrigerator in the house as compared to diploma, graduate and post graduate women. Post graduate women use the refrigerator because their family members insist them or after watching

the advertisement of the product they like they felt the need to use refrigerator in the house. Women those have done diploma are more curious in collecting information about the product. Post graduation women take much initiative in deciding the particular brand of refrigerator to be used in the family. There also exists significant relation between the effects of cinema and television on the decision making role of women in purchase of refrigerator in the house. Post graduate women think that cinema and television affects the role of women in purchase of durable products. Routine decisions are mostly influenced by post graduate women rather than by graduate, diploma and Matric women. This shows that now the women are more concerned to take decisions on those items which are ultimately used by them.

Table 3: Role of Women in Family Buying Decision Making of Refrigerator across Caste

Decision Stage	Caste			F-Value (sig.)
	SC	BC	General	
Initiation	2.16	1.98	1.68	4.739 (0.010)
Recognizing the need of Refrigerator	2.12	1.98	1.86	1.587 (0.208)
Searching the information	2.16	2.27	2.00	1.479 (0.231)
Decider of Refrigerator	2.41	2.52	1.96	5.545 (0.005)

Source: Primary Survey

Decision stages also have significant influence on the caste. Women who belong to SC caste initiate the need of using refrigerator in the house. General caste of women initiate the decision to buy the particular product after seeing the advertisement of the product and when they see their friends and relatives are also using the product of the product liked by them. BC caste of women generally takes initiative in searching the information and deciding particular brand and

model of refrigerator which they want to use in the house. General caste of women thinks television and cinema mostly affects the decision making role of women while purchasing refrigerator in the house. Husband and family mostly agree to general caste of women and routine decisions are mostly gone through the hands of general caste of women while buying refrigerator in the house.

Table 4: Role of Women in Family Buying Decision Making of Refrigerator across stages of Women Life Cycle

Decision Stage	Women Life Cycle Stages					F-Value (sig.)
	Single	Newly Married with No Kids	Young Couple, with Kids Age<10	Young Couple, with Kids Age>10	Older Women with Children Settled	
Initiation	2.03	1.95	1.89	1.80	1.25	4.739 (0.010)
Recognizing the need of Refrigerator	1.90	2.36	1.86	1.77	2.75	4.292 (0.003)
Searching the information	2.12	2.50	2.03	2.00	2.00	1.413 (0.232)
Decider of Refrigerator	2.28	3.09	2.03	2.07	1.25	7.733 (0.000)

Source: Primary Survey

The following table shows relationship of buying refrigerator with different stages of women life cycle. Initiation stage of buying process does not have significant relationship with stages of women life cycle. Older married women with children settled recognizes the need of using

refrigerator in the house with mean value (.003) and their family member insist them to use refrigerator in the house with mean value (.005). They also insist on using refrigerator in the house only when they are influenced by their friends and relatives previously using the same brand. The women who have children less than <10 recognizes the need of using refrigerator in the house only after watching advertisement of their favourite brand. Women also show a significant relation with the last stage that is decision stage. Newly married woman takes decision regarding the brand and model to be purchased for the given product and their husband and family agree to them while purchasing refrigerator for the house. Now women also take decision regarding where to buy the particular product or to collect information from the friends and relatives previously using the product. Now the women considered to be valuable assets in the home and mostly routine decisions taken by them.

Table 5: Role of Women in Family Buying Decision Making of Refrigerator across Profession

Decision Stage	Profession			F- Value (sig.)
	Student	Working Women	Housewife	
Initiation	2.08	1.67	2.02	1.226 (0.027)
Recognizing the need of Refrigerator	1.90	1.84	2.20	4.992 (0.003)
Searching the information	2.08	1.90	2.43	1.413 (0.232)
Decider of Refrigerator	2.46	2.03	2.29	7.773 (0.000)

Source: Primary Survey

The following table shows the relationship of profession (student, service and housewife) with the decision stages. Student and housewife are the initiator of refrigerator to be used in the home.

Service women recognizes the need of using refrigerator in the home after watching T.V advertisement of their favourite brand or when their friends and family member insist them to use refrigerator in the house. Housewife not only initiates the need of using refrigerator in the house but also takes keen interest in searching the information about the product they supposed to buy. Service women thought that Television and cinema increases the decision making role of women. Because of these communication means now the women become more aware of their rights and try to take decision on products meant for them. Now the service women become more independent and mostly routine decisions are covered by them and moreover their family member or husband agrees to them while buying refrigerator or any other costly product in the house.

Table 6: Role of Women in Family Buying Decision Making of Refrigerator across Age Groups

Decision Stage	Age Groups			F- Value (sig.)
	18-25 Years	25-35 Years	35 Years and Above	
Initiation	1.96	1.95	1.81	3.708 (0.027)
Recognizing the need of Refrigerator	1.86	1.97	2.11	3.109 (0.047)
Searching the information	2.10	2.27	2.06	5.860 (0.000)
Decider of Refrigerator	2.42	2.35	1.94	2.658 (0.073)

Source: Primary Survey

This table shows the relationship of age with decision stages. The age group does not have any significant relation with initiation stage. 25-35 age group of women recognizes the need of using

refrigerator in the house when their family member insist them to use refrigerator in the house or more than 35 age group of women recognizes the need of using refrigerator in the house when they see the product to be used by their friends and relatives they feel the need of using the said product in the house. 18-25 age group of women influences the decision making stage of refrigerator. They are the decision makers they influence the decision of brand and model to be used in the family. More than 35 age group of woman thought that television and cinema increases the decision making role of women in the house. 25-35 age group of women are mostly dominating the house because mostly routine decisions are initiated by them moreover their family member agree to them while buying refrigerator or any other costly product in the house.

Conclusion:

Today's women not only recognize the need of using refrigerator in the house but also take keen interest in decision stages. Earlier women were allowed to remain within the four walls of house and not allowed to take decision relating to buying of products meant for them but now women not only recognizes the need of using particular product in the family but also searches for relevant information about the product. Service women better understand their importance in the family and most of routine decisions are taken by them. Now not only educated women takes decision but even the housewife and women those who have done Matric or diploma takes decisions on various family related matters. Matric women recognize the need of using refrigerator in the house. Post graduate women respond to need recognition after seeing the advertisement or when their friends and family member insist them to use refrigerator in the house. Diploma women search the information and decider of refrigerator. Post graduate women dominate the routine and buying costly product in the family. Now the women belonging to Sc caste initiates the need of using refrigerator in the house. General caste after watching the advertisement and when their family insist them to use refrigerator in the house. Bc caste decides about the brand and model to be purchased for the refrigerator. General caste dominate the routine decision moreover their husband and family agree to them while buying refrigerator in the house. Older married with children settled recognizes the need of using refrigerator in the

house. Young couple with kids age < 10 after watching the T. V ad recognizes the need of using refrigerator. Newly married with no children influences the decision regarding the brand and model of refrigerator, collecting the information about the product. Women with age group 25-35 after watching the ad recognizes the need of using refrigerator in the house. More than 35 age groups of women recognize the need when they see their friends and relatives are also using this product. 25-35 age groups of women not only recognize the need but also collect the information about the product. 18-25 age groups of women decide about the brand and model to be purchased. 25-35 age groups of women takes major routine decisions and their husband and family member agree to them while buying refrigerator or any other costly product in the family. Student and housewife recognise the need of using refrigerator in the house. Service women after watching the advertisement when they see their friends and relatives are also using the same product. Now the housewife also takes keen interest in family matters they searches the information about the product. Service women dominate the house routine decisions are taken by them and their friends and family member agree to them while buying refrigerator or any other costly product in the house.

Marketing implication for marketers:

Since women were recognized as dominant member in decision making process. So it calls upon marketers to tap this untapped market. As not only service women but also student and housewife are moving towards satisfaction of their needs. Today SC and BC category women are moving parallel to general caste women which shows that now the women are more aware of their rights and able to take decisions jointly.

Future scope and limitations:

The present study is only confined to refrigerator, and four demographic variables and the sample is collected from only two districts of Haryana. So, the researcher can include many more products and demographic variables and collect data from other districts of Haryana.

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