

Women Consumer Buying Pattern of Cars in Tirunelveli District

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Abstract

Ever since the advent of information technology in India, there has been a steady increase in the number of women employees in these industries. As these working women are paid with handsome of salaries by the companies and their working hours are varied, there is a need for them to have safe and secure transportation with a fair degree of privacy. These factors enable the women employee to purchase four wheelers of different brands. Yet another factor that encourages the women employee to purchase cars is the liberal loans offered by commercial banks and financial institutions. This also helps the automobiles industries to develop and launch the new products with wider variety of mix to meet the specification and demands of women consumers.

Key words: Women, Technology and Brands

Introduction

In today's competitive world, every company has to study consumer purchasing power and behaviors 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 behavior 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 behavior 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.

Objectives

To find out the major information sources through which they come to know about the car makers and models.

To find out the price range that is preferred by women and the financial sources which they prefer to purchase cars

To find out the preferences with regard to interior comforts, safety measures and other comforts that the car makers offer.

Methodology

The required primary data for the study were collected through questionnaire. The questionnaires were distributed directly by the researcher himself. The relevant secondary data were collected from the text books and internet. The collected data were tabulated and master table were prepared with the help of statistical tools such as percentage, mean square and scaling techniques were used.

Area Profile

Tirunelveli District was formed in 1790 by the East India Company, later came under the direct control of the british Crown Queen Victoria. The name Tirunelveli has been composed form the three tamil words i.e. 'Thiru-Nel-veli' meaning Sacred Paddy Hedge. Thirunelveli District having geographical area of 6823 sq.kms, in the Southeastern portion of Tamilnadu is triangular in shape. It lies between 8.05' and 9.30' of the northern latitude and 77.05' and 78.25' of Eastern longitude. The district is located in the southern part of Tamilnadu and

surrounded by Virudhunagar District on the north, Western Ghats on the west, Kanniyakumari District on the south, Tuticorin District on the East. The lifeline of the district river Tamiraparani feeds the district quences the thirst of Tuticorin district too.

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 UK's personal 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.

Age and Satisfaction Level (Chi – square test)

Ho: 1 Null Hypothesis: There is no significant relationship between the age and satisfaction level

In **Ho: 1**, under **chi-square test** the researcher analysed between age and satisfaction level. The researcher classified **the age** as below 30 years, 31-45 years and 46 & above years. **Satisfaction level** it is classified under three groups highly satisfied, neutral and highly dissatisfied.

Test	Calculated value	Tabled value
Chi-Square	8.59	18.341

Hence the Researcher **Accepted** the Hypothesis because the calculated value is **Less** than the table value. So, there is **no significant** relationship between the age and satisfaction level.

Occupation and Satisfaction level (Chi – square test)

Ho: 1 Null Hypothesis: There is no significant relationship between the occupation of the respondents and Satisfaction of the respondents

For the calculation for the chi-square test the researcher considered the factors occupation of the respondents (government servant, private servant, business men and professionals) and Level of Satisfaction (High Satisfied, Neutral and Dissatisfied)

	Calculated value	Tabled value
Chi-square	5.0649	15.57

Hence the Researcher **Accepted** the Hypothesis because the calculated value is **Less** than the table value. So, there is **no significant** relationship between the **occupation of the respondents** and **Level of Satisfaction** of the respondents

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. 6.5percent of respondents are having higher secondary qualification, 1 percent of the respondents are having Diploma qualification,

27.5 percent of respondents are having under graduate qualification, 61 percent of respondents are having Postgraduate qualification and 4 percent are others. 9.23 percent of the respondent are using car from 0-1 yr. 13 percent were using car from 1-2 yr, 33.85 percent were using car from 2-3 yrs, 10.77 percent were using car from 3-4 yrs and 33 percent were using car above 4 years. 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. 13.5 percent of the respondents were attracted by alloy wheels, 2 percent of the respondents were attracted by ordinary wheels, 26 percent of the respondents were attracted by alloy wheels with tubeless tyres, 43.5 percent of the respondents were attracted by stylish body look and 15 percent of the respondents were attracted by bumpers. 1 percent of respondents expect 1 year of warranty, 4 percent are expect 2 years, 23.5 percent expect 3 years, 31 percent expect 4 years and 40.5 percent expect 5 years. 6 percent of the respondents use the same car for 2 years only, 30 percent of the respondents use the same car for 3 years, 15 percent of the respondents use the same car for 4 years, 21 percent of the respondents use the same car for

5 years and 28 percent of the respondents use the same car above 5 years. 61.54 percent of the respondents were strongly agree that their seats are comfortable, 36.15 percent were agree, 1.54 percent were neutral and 10.77 percent were disagree.

Recommendations

The respondents were aware about cars through entire information source. So the company should come out with, the most effective dissemination of information about cars, through all possible advertisement strategy. Most of the respondents those who were highly aware about cars belong to the age group of 30-35, Hence the company should target the above age group to offer the car according to their preferences. The survey indicates that more respondents prefer low price models (2.5 -4.5 lakhs). Hence the researcher suggest that manufacturer must offer car of above price range to women consumers. As more respondents prefer light colors with air conditioner facility in the cars, the researcher suggest that the manufacturer should give high priority to these features. Further child safety rear door locks as safety measures and stylish exteriors are preferred by most of the consumers, Therefore manufacturer must serious thought to these suggestions.

Conclusion

The most preferred car must be compact, air conditioned, stylish and safety measure such as child lock system. As the consumers belong to upper middle income group, the company should facilitate attractive loan offers by having tie-ups with commercial bank. High focus and weightage must be given to attribute preferred by women while launching the new product. The year of warranty they expect for a car shows that the awareness has reached the mass female. After sales service also considered by the women consumer, hence high priority should be given for after sales service with sufficient staff and networking infrastructure.

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