Role of women in decision making for purchasing FMCG products for the family

Vijeta Chaudhary
Department of Commerce, V.M.L.G College, Ghaziabad, U.P

ABSTRACT

Introduction: Fast Moving Consumer Goods, which refer to things that we buy from local supermarkets on daily basis, the things that have high turnover & are relatively cheaper. Purpose: This research mainly focuses on the role of women in making purchase decisions for FMCG products. Sample size: For the survey judgmental sampling was used ensuring that majority areas of NCR are covered. In all 20 samples were collected from Delhi and Noida. All questionnaires were administered and all responses were deemed to be true and valid. Research methodology: FMCG products this protocol involved data collection through a detailed questionnaire with a requisite sample allocation to garner comparative opinion from different parts of Delhi NCR region. The questionnaire was designed to elicit valuable information on various parameters. Each sample was administered by at least one research worker through personal meeting of about 5-10 minutes depending on the nature and size of the establishment the respondent is associated. Conclusion we can conclude that the occupation of women plays a major role in purchase decisions. Mostly the housewives are influenced by their husband’s decision and the independent women are making their own decisions.

KEYWORDS:- Fast Moving Consumer Goods (FMCG), women, purchasing, decision making.

INTRODUCTION

“Most of the research on family consumer behavior has been on decision role- who makes what decisions”. Connolly, A., & Davidson. (1996) called the women the administrator of family consumption. Different types of role players (within and external) to the family affects the purchase decision making. Thus, Kotler (1972) identifies six roles that may be performed by various family members. A family member may play the role of initiator (recognise the problem or find the need for the item), influencer (he may persuade others in a purchase situation), information gatherer (he or more individuals may look for information related to the possible purchase) or a decision maker (having the upper hand to make buying decision) – mostly joint decision are made. The most common in the list of FMCG are toilet soaps, detergents, shampoos, tooth paste, shaving products, shoe polish, packaged food stuff, household accessories, extends to certain electronic goods. These items are meant for daily or frequent consumption & have a high return. FMCG companies maintain intense distribution network. Companies spend a large portion of their budget on maintaining distribution networks. New entrants who wish to bring their products in the national level need to invest huge sums of money on promoting brands. Manufacturing can be outsourced. A recent phenomenon in the sector was entry of multinationals and cheaper imports (Huddleston & Cassill 1990). Also the market is more pressurized with presence of local players in rural areas and state brands. (Johnson, L., & Learned, A)India ranks second in the Nielsen Global Consumer Confidence survey released on January 7, 2010—an indication that recovery from the economic downturn is faster in India with consumers more willing to spend. The survey showed that in addition to the emerging markets of Indonesia and India, eight of the top ten most confident markets The FMCG market is set to treble from US$ 13.1 billion in 2009 to US$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. (Subrahmanyan, S., & Gomez-Arias, J.)Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer ‘upgrading’ in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US$ 28 billion of investment in the food-processing industry (Sinha, P.K., & Prasad,). According to a FICCI-Technopak report, despite the economic slowdown, India’s fast moving consumer goods (FMCG) sector is poised to reach US$ 43 billion by 2013 and US$ 74 billion
by 2018. The report states that implementation of the proposed Goods and Services Tax (GST) and the opening of Foreign Direct Investment (FDI) are expected to fuel growth further and raise the industry’s size to US$ 47 billion by 2013 and US$ 95 billion by 2018. In order to discuss female or male shopping behaviour some main notions need to be clarified: The term sex is a genetic notion referring to whether a person is physiologically a man or a woman. (Thomson, C. J., ). It refers to psychologically, sociologically and culturally rooted behavioural propensities of men and women (Alreck & Settle, 2001).

A study analyzed the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a - vis females. (Silayoi, P., & Speece, M ) The results exhibited no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females.

METHODOLOGY

Research Design:
The entire primary research was open to married women in Delhi and Noida and a quantitative protocol was used to conduct it. In order to provide a current snapshot of their role in making decisions for purchasing FMCG products this protocol involved data collection through a detailed questionnaire with a requisite sample allocation to garner comparative opinion from different parts of Delhi NCR region. The questionnaire was designed to elicit valuable information on various parameters.

- Each sample was administered by at least one research worker through personal meeting of about 5-10 minutes depending on the nature and size of the establishment the respondent is associated.
- In all 20 samples were collected and all the complete responses was deemed valid and used for coding. The sample size was moderate as the study was based on knowing the role of women in making decisions for the purchase of FMCG products.

SAMPLING
- For the survey judgemental sampling was used ensuring that majority areas of NCR are covered.
- In all 20 samples were collected from Delhi and Noida.
- All questionnaires were administered by at least one researcher and all responses were deemed to be true and valid.

Research Questions:
The research questions were purposely designed to address the objectives of this study. The objectives include:

1) Identify the influence of women in purchasing of FMCG products for family.
2) To study the impact of brand awareness on purchasing decision of women.

Participants:
It includes the participants from whom we would get the questionnaire filled. They would be married women of different age groups. The various age groups are: 25-30,30-35,35-40,40-45,45-50,50-55.

Instruments used:
No survey is successful without a well designed questionnaire. Field trips would be there to collect the data through questionnaire. As the questionnaire is self administrated one, the survey is kept simple and user friendly. Words used in questionnaire are readily understandable to all respondent. Also technical jargons are avoided to ensure that there is no confusion for respondents. Questions would be prepared in consonance with research aims.
Procedures
In this study we would take personal interviews of the married women through a structured questionnaire and would try to find out various things such as their role in purchase decisions and the attributes which they look for when purchasing FMCG products and various other things which are included in the questionnaire. After the data has been collected through questionnaire we would analyze those responses. The data collectors had to be given a brief insight into the background of the study and how questions to be put to the collage management to encourage honest and genuine responses. At the end of the data collection, the various data collectors and the head of research discussed the answers and checked out for omissions to reduce errors.

Data Analysis
In analyzing the data, examination of the surveys for correctness and Completeness was first carried out. Then coding and keying data into a database of statistical package for social sciences (SPSS) was done. This was followed by performing an analysis of descriptive responses (frequency distributions and descriptive statistics) based on the information at hand. Also all incomplete surveys were discarded from the Analysis. Frequency tables and descriptive statistics were constructed together with pie charts and bar charts to display results with respect to the questionnaire used.

RESULT
The results of research questions are deduced from the analysis of the questionnaires designed for the married women.

Analysis of the questions

Fig 1 The figure denotes that 42% of the total respondents go to big bazaar for the shopping purpose whereas 17 and 19 percent go to reliance retails and big bazaar respectively. 22% of the respondents go to some other store.
Fig 2
According to this figure 52% of the women admitted that they make the choice whenever they go to purchase FMCG products whereas 21% replied that their husband makes the choice that is husband is the key decision maker when purchasing FMCG products. Children’s role is also very important as 13% believe that they also make the purchase decision.

Fig 3
The figure shows that 41% of the women go to these stores for purchasing food items whereas 21% and 22% of the people go for purchasing clothes and accessories respectively. There are 16% of the women who purchase electronics products also.
This figure shows that Television is the most important and effective media by means of which people learn about the product second and third being the past experience and display in stores. So we can conclude that display in stores is important in terms of product learning.

![Fig 4](image)

Fig 5
This figure shows that 41% of the women think that they influence the purchase decisions of FMCG product purchase. Whereas 29% believe that their husband influences the purchase decisions. 13% say that there is somebody else except husband, children and herself who influences the purchase decision.

![Fig 5](image)
Fig 6  
This figure shows that 38% of the people think that advertisement attracts them most towards a product or a service whereas 33% believe that friends play a major role in suggesting about a product. 20% are the women who think that there is something else which attracts them towards some product or service.

Fig 7  
This figure shows that 35% of the women believe that quality is the most important attribute when they look for the purchase of FMCG products next being price which is about 28%. 20% of the women believe that brand is the attribute which they look for and 18 percent replied that there is some other attribute except these which they see when they purchase the FMCG products.

Chi-Square Tests

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<td>Likelihood Ratio</td>
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<tr>
<td>Linear-by-Linear Association</td>
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<td>N of Valid Cases</td>
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</tbody>
</table>

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.86.

The p value is below 0.05 that is why the alternative hypothesis is accepted that is the women influenced by the attributes.

Bar Chart

Chi-Square Tests

<table>
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</tbody>
</table>

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.29.

H0: Occupation has no relation with the purchase decision
H1: Occupation has significant relation with the purchase decision.

There for the null hypothesis is rejected and alternate hypothesis is accepted. So we can conclude that the occupation of women plays a major role in purchase decisions. Mostly the housewives are influenced by their husband’s decision and the independent women are making their own decisions.
Null and alternate hypothesis defined:

H0: Age groups has no significant relation with the attributes of the product
H1: Age groups has significant relation with the attributes of the product

<table>
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a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.73.

Therefore the null hypothesis is rejected and the alternate hypothesis is accepted that means that age group has significant relation with the attributes of the product. People with the age group of 20-30 consider price as the most important aspect and that who belong to 30-40 and consider quality as the most important attribute. Whereas those who belong to 50-60 age group consider brand as the most important attribute.
H0: There is no significant relation between income and the type of product purchase.
H1: There is a significant relation between and the type of product purchase.

Chi-Square Tests

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<tr>
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</table>

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.80.

Therefore the null hypothesis is rejected and alternate hypothesis is accepted so this means that there is a significant relation between and the type of product purchase. The women with the annual income of 5 or more lakh mostly go to purchase food products where as those between 4-5 mostly purchase clothings from there.

CONCLUSION

Out of the total respondents 42 % of the total respondents go to big bazaar for the shopping purpose whereas 17 and 19 percent go to reliance retails and big bazaar respectively.22 % of the respondents goes to some other store. 52% of the women admitted that they make the choice whenever they go to purchase FMCG products whereas 21 % replied that their husband makes the choice that is husband is the key decision maker when purchasing FMCG products. Children’s role is also very important as 13 % believe that they also make the purchase decision. It is also concluded that television is the most important and effective media by means of which people learn about the product second and third being the past experience and display in stores. So we can conclude that display in stores is important in terms of product learning. Also 38 % of the women think that advertisement attracts them most towards a product or a service whereas 33 % believe that friends play a major role in suggesting about a product. 20 % are the women who think that there is something else which attracts them towards some product or service. We also tried to find the most important attribute when they go for purchasing FMCG products and we find that 35 % of the women believe that quality is the most important attribute when they look for the purchase of FMCG products next being price which is about 28 %. 20 % of the women believe that brand is the attribute which they look for and 18 percent replied that there is some other attribute except these which they see when they purchase the FMCG products.
We also tried to find out the relation between the questions and the demographics, where the study showed that how occupation affects the purchase decision of women we found that the women who are either doing a job or have a business of their own mostly make the purchase decisions themselves. This means that the occupation of women plays a major role in purchase decisions. Mostly the housewives are influenced by their husband’s decision and the independent women are making their own decisions. The study also shows that the women whose annual income is greater than 5 lakh per annum mostly purchase food items when they visit any grocery shop and those whose income is between 4 to 5 lakh mostly purchase clothes from these shops.

SIGNIFICANCE OF STUDY

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US$ 13.1 billion. It has a strong MNC presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage. With the coming of FDI in retail the FMCG sector would be much more improved. So it is a very big segment and in this we are trying to find out the role of women in making decisions so that we would be able to know that whether price is the only issue or there are some other attributes also which should be considered.

REFERENCE: