

Research Paper :

## Buying habits of women consumers of Assam

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### ABSTRACT

The present study emphasizes the buying habits of women consumers. A total of 120 women consumers were selected of which 36 belonged to low income group, 38 belonged to middle income group and 46 belonged to high income group. It was observed that 60% of the respondents preferred to buy groceries from retail shop. Quality was an important factor considered while buying. Most of the consumers had a habit of checking manufacturing date, maximum retail price, expiry date and brand name.

**Key words :** Buying habits, Consumers, Women consumers

Present day market is consumer market. In the present economy, women consumers are gradually increasing. The involvement and influence of the women in the family purchase is not only important for the welfare of the family, it has far reaching impact on life style and standard of living of the country.

Many consumers are not properly informed as buyers, unfamiliar with trade practices, ignorant of the market system and unorganized to make representation. They lack the basic economic knowledge regarding the market and their role as consumers in affecting price and the working of the economic system. Basically they lack knowledge of source of reliable information. Mostly the consumers are influenced by many factors in their decision making. These factors are advertisement, habit, custom, fashion etc. They are also influenced by their peer groups, family members, neighbours etc.

The home becomes the primary unit of consumption where housewives are the primary consumer buyers and invariably performed a vital economic role. Her influence in each family decision, buying practices and her reaction to malpractices in market can bring tremendous change. This paper is an attempt to analyse the buying habits of Assam.

### METHODOLOGY

A two stage stratified random sampling method was adopted in order to select representative samples for the purpose of the study. The municipality area of Jorhat was divided into four parts *i.e.* North East, North West, South East, South West considering Jorhat Court as a centre. For selection of households, a list of wards along with number of houses were collected and from each part,

one ward was selected randomly and from each ward 5% of the household constituted the total size of the sample. A total of about 120 women consumers were selected of which 36 belonged to low income group, 38 belonged to middle income group and 46 belonged to high income group. Interview method was considered as an appropriate tool for the present study to get complete and reliable information. The data were analyzed in terms of simple frequency and percentage etc.

### FINDINGS AND DISCUSSION

With growing economic and social development urbanization and modernization, the market is flooded with variety of goods so it is difficult for a consumer to choose a better product. Since habit influences the choice of consumer, it is important to know the buying habits of the women consumers.

#### *Preference of shopping centre:*

Mostly (60%) of the respondents preferred to buy groceries from retail shop irrespective of the income group. Only 35.83 per cent preferred to buy from a nearby shop. Only 3.33 per cent and 0.83 per cent bought from whole seller and consumers cooperative, respectively (Table 1).

Further scrutiny revealed that 82.83 per cent of the respondents had a habit of buying from a particular shop. It is supported by Kishtwaria (1998) in a study on buying practices of 120 males and females of Kangra district of Himachal Pradesh revealed that all the respondents had preference for selecting a shopping centre. The most stated reasons for buying from a particular shop was nearness to house (14.96%) such that the things are easily