

BUYING HABITS OF WOMEN CONSUMERS OF MEGHALAYA

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ABSTRACT

The present study emphasizes the buying habits of women consumers with regard to food item, clothing, cosmetics and consumer durables. It was found that certain factors influenced them while buying food and non food items. Taste, price and brand name were ranked I, II, & III respectively as the factors that were considered by the consumers while purchasing food items. But in case of clothes, cent per cent of the consumers considered quality (Rank I). It was encouraging to note that a vast majority of the respondents always read the label for Expire Date, Price, Brand Name, Manufacturing Date and Net Content.

Key words : Buying Habits, Buying Decision, Women,
Consumers, Meghalaya

The urban habitants exclusively depend in the market and perhaps constitute the mainstay for most products in the country. In earlier times, products were less sophisticated and could be inspected before purchase. But now the conditions have changed. The market is literally overflowing with new products based on intricate technologies. In this modern world food consumer finds himself surrounded by instant foods, ready to eat foods, processed foods all packed in appealing colours, new brands and over all attractive labeling. Due to rapid advancement, varieties of detergents are coming up in the market with varied specifications to meet the needs and demands of the consumers. But there arises a lot of consumer problems when the products in real use do not come up to their expectations, similar situation arise when the consumer has to buy household appliances and fabrics (Khetarpaul and Grover 2000).

Today's man is very busy and is unable to spare time and energy to find out the facts. He just buys things through popularity of brand names, cost and availability from the shop where he has faith. Due to the ignorance, he is often deceived and cheated and does not get the real value of money.

Home becomes the primary unit of consumption where housewives are the primary consumer, buyers and invariably performed a vital economic role. Since habit influences the choice of consumers, while market

situations fluctuate, the consumers may not remake their decisions. This paper is an attempt to analyse the buying habits of Meghalaya and the factors influencing the buying decision especially of West Garo Hills, Tura.

METHODOLOGY

For this study, urban areas of Tura, West Garo Hills was selected purposively due to easy accessibility of investigator. A total of 50 respondents were interviewed randomly to get the required information.

A direct personal interview method was administered for the collection of data. The data were collected with the help of a structured schedule. The interview schedule was prepared keeping in view the objectives of the study. First part of the schedule included statements to evaluate the buying habits of women with regard to food and non food item. For that purpose some statements were formulated regarding buying habits of consumers consulting books, bulletins and related literature on consumers. And the second part of schedule was to determine the factors that influence the consumer buying habits. The data were analysed in terms of simple frequencies, percentages etc. To assess the factors that influence the consumer buying decision 3 points responses category e.g always, sometimes, never were given weightage of 3,2, and 1 respectively. The weight scores for each factor were calculated by summing up the scores obtained by the multiplication of percentages of each category with the given weightage. The factors were ranked according to the weight scores then Rank I was