

INDIAN MARKETING TREND TURNED TOWARDS WOMEN

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Today's women are venturing more and more into areas, which are previously considered to be restricted to men only, but now they are demanding their equal share of the consumption bundle. The marketers today are trying hard to target women consumers instead of men. Here, we are not talking about products which are exclusively made for women such as cosmetics and personal care products, but products which were normally sold to men and are currently used by either sex. The basic reasons why a marketer should target women are

❖ Firstly, women have been found to be more loyal to a product than men. ❖ Secondly, women have been found out to spread word-of-mouth much faster and more than men. ❖ Lastly, in many cases, satisfied women become ambassadors of the product of brand.

New Indian Women :- Previously, the Indian women concentrated on purchases that were based on family needs and wants. Her only personal indulgences were items of clothing and adornment.

Today the **New Indian Women** (NIW) is a hardworking, multitasked who juggles her role as a wife, mother, career woman. She inherited this ability for multitasking from her mother, along with a confidence in that ability. However because of various factors, she has also taken on the additional task of pursuing a career. The traditional role of women as a wife, who would sew, cook and clean with part time help from a maid has eroded and given way to one who pursues has aspiration and is largely dependent on full time help at home. The new Indian Women's role as a mother has now transformed into that of a facilitator. Unlike her mother, She is less of a guide and mentor to her children and more of a friend. As a career woman, the NIW is more ambitious. She is driven not only by money, but also by achievement motivation.

While globalization led to the evolution of the NIW across both urban and rural India, the reasons for this transformation in each sector are different. Globalization had a direct impact on the urban New Indian Women (NIW), in terms of exposure, The direct example of this was the proliferation of cable TV channels. Beaming international content into homes across the country, exposed the NIW to foreign culture influences. The job market for qualified Women

opened up, attracting those seeking a career and improving their families lifestyle. Her rising affluence and the influence of a multicultural workplace, also influenced her purchase behavior. She became more demanding in terms of quality, design, style and price. She also looked at products as a means of achieving her desire lifestyle.

Things did not move so fast for the rural New Indian Women. For a long time, life was a daily struggle for basic necessities like food, water and clothing, not to mention expenditure on items like seeds and fertilizers. The spread of cable TV brought a greater awareness of the world beyond their villages. It also created a greater knowledge about self-help schemes, different standards of living and the products that went with them. The success of rural self-help groups and microcredit schemes resulted in a rise in the earnings of the rural New Indian Women (NIW). Efforts like Hindustan Levers Project Shakti, Created rural Women entrepreneurs who become financially independent. The rise in income levels has seen the emergence of latent aspiration created through cable TV marketers. Today see a vast potential in this segment.

Consumption concerns of the new Indian Women-

The New Indian Women today has a greater sense of empowerment and economic freedom and this shows in the way her consumption pattern has changed. The exposure to cultures and practices of other countries through cable TV, Magazines and multinational company work places, has sharpened the already keen interest of the urban NIW.

The important concerns where a marketer should target women are.

1. Home and Hygiene concerns
2. Schooling and Transportation concerns
3. Cooking concerns.
4. Health Concerns
5. Beauty Concerns.
6. Work related concerns

The New Indian Women is here stay, and she will continue to involve in her multiple roles of wife, mother and career woman. Her evolving roles and resulting needs will emerge as business opportunities for marketers. As conventional societies and cultures

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erodes, giving way to new societies and cultures, the Indian women will adapt her functions and demand far supporting products and services. Shrewed and enduring marketers will be those who will pay heed to her call and make available what she requires.

Today's "Women" has really redefined herself and she is more independent (Most important financially) therefore she has grown to the stature of a 'buyer' from that of a 'user' Today, most societies are made up of nuclear families where most probably, the women (mother) of the house is employed. Most families are thus double income earning entities. This clearly indicates that the compositions of the buyer's market is changing on various lines. This composition change has lot to do with the dynamics of marketing, advertising and more importantly consumer behavior. This study particularly indicates that feminine buying culture has finally and surely arrived.

A research was made to identify the various parameters used by the respondents Women while making a purchase decision. These parameters are used to decipher the value perception of women i.e., which variables are valued in the context of making a purchase choice.

Value Perception of Women

Table A- parameters employed while making purchase decision

Decision-making parameters	Number of respondents	Percentage
Ads	19	19
Price	19	19
Quality	48	48
Availability	11	11
Others	3	3
Total	100	100

Further a study also show that, on an average 10-20 minutes is used by majority (43%) of the respondents (women) of the total, to make a purchase decision. This is an attention grabbing observation, because it demonstrates something very different from what we flaked of when we started off initially. This is another contradiction to the differences between men and women in the context of their purchase behavior.

Table-2 Time spent to make a Decision

Time spent	Number of respondent	Percentage
5 min	27	27
10-20 min	43	43
20-30 min	19	19
7-30 min	11	11
Total	100	100

In the course of trying to crystallize the buying behavior of women, the "Value perception" of the

respondents need to be analyzed this information is presented as follows in Table-3

Table -3 Value Perception of Respondents (Women)

Value perception	Number of Respondents	Percentage
Low Perception	8	8
Affordable price	35	35
acceptable quality		
Variety	15	15
Good performance price	35	35
not a constraint		
Reliability	5	5
Others	2	2
Total	100	100

Therefore 35% of the respondent (women) agree that good performance and price not a constraint to their value perception while purchasing a product. -

From time immemorial, women have been considered either to have less or no effect in terms of purchase decision. This research insight dwells into this aspect and aims to study the purchasing behavior in women. our study show today's woman has really redefined her self's and is starkly incomparable with the rigid and dogmatic perceptions of a woman that many clung an to.

Today most women students, housewives and those women employs in a private sector are self-diven towards making a purchase. According to the survey about 87% of women take their own decisions. Therefore, the women herself is the buyer and the influencer. it is observed that 36% of women are influenced by their friends and 7% are influenced by their neighbors. Additionally, they are also influenced by their work group.

So we can say feminine buying culture has finally and surely arrived.

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