

A STUDY ON PRE –PURCHASE BEHAVIOUR OF WORKING WOMEN TOWARDS SELECTED WHITE GOODS IN POLLACHI TALUK

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ABSTRACT

One of the most essential components of modern business knows how working women behave in the marketplace. It is the study of the variables influencing working women' decisions, behaviours, and attitudes—from making purchases to influencing others. Businesses can make more profitable and successful business decisions by gaining a deeper understanding of their working women through the analysis of this behaviour.

Businesses can determine the needs, preferences, and motives behind customers' purchases by doing consumer behaviour research. Businesses can create efficient marketing strategies to satisfy consumer requests and raise customer satisfaction by learning why people purchase particular goods or services. Long-term sales stability is ensured, and a deeper understanding of clients is fostered by comprehending consumer behaviour. Pre-purchase behaviour actually includes an understanding of the consumer's set of decisions. The objective of the study is to analyze the demographic profile of the working women and study the pre-purchase behaviour of the working women in Pollachi taluk. The sample taken for the study is 100. A well-structured questionnaire is used to collect the data of the working women in Pollachi taluk.

Key words:

Pre-purchase , consumer behaviour and white goods

Introduction:

Research on consumer behaviour is consulted by corporations, political campaigns, and charitable groups to decide how best to promote goods, people, or causes. Sometimes they do this by playing on people's worries, their unhealthy routines, or their worst inclinations. Furthermore, buyers may be their own worst enemies by acting rashly and making decisions based on emotion, poor reasoning, or a transient desire for social status. However, customers do not have to be helpless: by being more knowledgeable about the many tactics used by businesses and the reasons behind people's frequently confusing purchase decisions, people may make more deliberate judgments about what, why, and if to buy.

People in industrialized nations spend most of their money on non-essentials and only a small percentage on necessities. Buying decisions driven more by desire than necessity are frequently irrational and instead are shaped by trends, personality, and emotion. Marketers constantly research how people and groups make decisions about what to buy and react to marketing strategies in order to stay competitive.

Statement of the problem:

In business world, many brands of products are produced and marketed by a single manufacture. The decision whether to buy or not depends only on the basis of consumer motives. Modern market is consumer oriented and now the consumer is the decisive force. Hence, it is inevitable to have a study thorough study on customers' attitudes and preference towards demographic profile of the working women and study the pre-purchase behaviour of the working women in Pollachi Taluk. Therefore, this study is mainly analyzing the consumer pre –purchase behaviour with help of questionnaire