



## **A STUDY ON SOURCE OF INFORMATION OF WOMEN CONSUMERS FOR THE PURCHASE OF HOUSEHOLD APPLIANCES IN COIMBATORE DISTRICT**

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### **Abstract**

Women play a significant role in the domestic and socio-economic life of the society. Being aware of the dual responsibility at home and office, working wives are pressurized for time. Breakup of joint families, rise in the number of nuclear families and greater urbanization has increased the dependence on household appliances. Using new technologies like internet email and mobile phone, women consumers are able to acquire more detailed information about products to help them to make smarter and more personalized choices on their own terms. This study concludes that majority of the consumers relied on the information given by the family members and advertisement and most of the consumers gathered information through television.

**Key words: Women, Consumer, Household Appliances, Internet, Women Consumer**

### **I. INTRODUCTION**

Women play a significant role in the domestic and socio-economic life of the society. In India, over the years, many women are placing an increasing value on independence and the freedom to do what they want. Being aware of the dual responsibility at home and office, working wives are pressurized for time. As they enjoy economic freedom, it may appear that they make independent decisions. More women are also rejecting traditional roles related to submissiveness and home making.

The rise in the importance of information technology has given rise to a variety of new professionals. They have spawned a taste for a cosmopolitan lifestyle among the emerging middle class. Breakup of joint families, rise in the number of nuclear families and greater urbanization has increased the dependence on household appliances. Using new technologies like internet, email and mobile phone, consumers are able to acquire more detailed information about brands, products and services to help them to make smarter and more personalized choices on their own terms. They can validate a company's marketing and can more easily reject claims or standards based on their own knowledge (Ind and Riondino, 2001) the net result of the changing role of the consumer is that companies can no longer act independently. They need to understand how the consumer is behaving, how they gathering information and the factors influencing the purchase behavior (lawer and knox 2006)

### **II. Review of Literature**

**Ravichandran .m.(1998)** in his study consumer perceptions and purchase decisions-a study of urban, semi urban consumers and durable goods examined the information sources used, choice making and discrimination between urban and semi urban population. The findings revealed that urban consumers make use of commercial sources and semi urban consumers use the personal sources. They showed a significant difference in the time taken for decisions.

**Prashant mishra et al.,(1999)** in their study on Seeking word of mouth- an empirical investigation of consumer motivation found that consumers seek word of mouth communication mainly due to the importance they attach to the information related to the product or service. The motivation to seek information compels them to value the product related knowledge an opinion leader has. It is his knowledge which makes the opinion leader an authority regarding the particular product with authentic and relevant information from word of mouth sources. Customers seek to reduce the risk perception associated with a particular purchase event.