



A Study on Buying Behaviour of Women towards Super Market's in Coimbatore

Assistant Professor Ms. R. Nandhini,

Mr. S. Sujithkumar

Department of Commerce, Rathinam College of Arts and Science

Abstract – This study investigates the buying behavior of women shoppers in supermarkets in Coimbatore, Tamil Nadu, a city experiencing rapid growth in organized retail. Women, as primary household shoppers, significantly influence purchasing decisions in supermarkets, yet there is limited research on their preferences and decision-making processes in this context. Additionally, factors like product quality, price, and brand, along with promotional strategies such as advertisements and discounts, heavily influence their buying decisions. The findings highlight the importance of targeting young, working, and self-employed women shoppers by offering high-quality products, competitive pricing, and appealing promotional offers. Retailers in Coimbatore are encouraged to tailor their strategies to meet the evolving needs of women shoppers to enhance customer satisfaction and increase sales in a competitive market. This study provides valuable insights for retailers aiming to optimize their offerings and improve the overall shopping experience for women in supermarkets. **Key words:** buying behaviour , supermarket, product, qualities and etc...

Keywords: Buying Behaviour, Consumer Behaviour, Women Consumers, Supermarket Shopping, Retail Industry, Organized Retail

I. INTRODUCTION

The retail landscape in India has undergone significant transformations in recent years, with the rise of super markets and organized retail formats. Coimbatore, a growing city in Tamil Nadu, has witnessed a surge in the number of super markets catering to the evolving needs of its consumers. Women, in particular, have emerged as a significant demographic in shaping the retail market, with increasing disposable incomes and decision-making power.

Despite their growing influence, there is a lack of research on the buying behaviour of women in super markets, particularly in the context of Coimbatore. Understanding the preferences, attitudes, and decision-making processes of women shoppers is crucial for retailers and marketers seeking to develop effective strategies to tap into this lucrative market. To identifying the factors influencing women's purchasing decisions in super markets How do women shoppers perceive and evaluate products and services in super markets What are the implications of these findings for retailers and marketers seeking to target women shoppers in Coimbatore's super markets. This study aims to bridge this knowledge gap by exploring the buying behaviour of women in super markets in Coimbatore. The research seeks to answer the following questions:

II. STATEMENT OF THE PROBLEM

Despite the growing presence of supermarkets in Coimbatore, there is a lack of understanding of the factors that influence the buying behaviour of women, who are the primary household shoppers, in these retail outlets. This study aims to explore the purchasing habits, decision-making processes, and preferences of women shoppers in supermarkets in Coimbatore, in order to identify

opportunities for retailers to better Meet their needs and improve their shopping experience.”

Objectives of the Study

- To understand the factors influencing women's purchasing decisions in supermarkets.
- To analyse the role of product quality, price, and brand in women's buying behavior.
- To examine the impact of promotional strategies (advertisements, discounts, etc.) on women's purchasing decisions.

Scope of the Study

The scope of the study highlights the customer's preferences towards super Markets products. The study is conducted randomly with the users of instant women's super Markets products. It is focused on the Preferences, level of satisfaction, modes, benefits and problems faced by the customer's While using the women's super Markets products.

III. RESEARCH METHODOLOGY

Research Design: Descriptive research design to explore and describe the buying behaviour of women in Coimbatore supermarket

Primary Data: Questionnaires (structured and semi-structured) interviews (in-depth and focus group discussions)

Secondary Data: Supermarket sales data and customer records Industry reports and research studies Data Collection Tools:20-25 questions on demographics, shopping habits, purchasing decisions, and preferences Interview guide: 10-15 open-ended questions to gather in-depth insights Data Analysis: Descriptive statistics (frequencies, percentages, means, and standard deviations)



IV. LITERATURE REVIEW

The buying behaviour of women in supermarkets is a crucial aspect of consumer research, particularly in urban areas like Coimbatore. This literature review aims to synthesize existing research on the factors influencing women’s purchasing decisions in supermarkets, with a focus on Coimbatore. ➤ Dharani S.K and Praveen S.V (2023) In this study investigated the factors influencing consumer buying behaviour towards supermarkets. The research will explore various elements such as price, quality, convenience, brand loyalty, and social influence that impact consumers' decisionmaking process when choosing a supermarket. The findings of this study will provide valuable insights for supermarkets to better understand their target audience and tailor their marketing strategies accordingly. This research will contribute to enhancing the overall shopping experience and satisfaction of consumers in the supermarket industry.

In the paper focused for various studies is the increase in purchasing power of women all over the world as they largely entered into the workforce and they have tremendous financial capacity. The object of present study is to examine the consumer behaviour with special focus on women consumers. In this paper have focus on their general buying behaviour and try to find out if there is an association between certain factors with few variables of women’s buying behaviour. And study covered the area of Coimbatore city.

Chetan Bajaj (2019) have conducted a study on Consumer Perception on Branding: A study on Processed food. The objective of this paper is to evaluate the consumer perception of branded and nonbranded processed food. More precisely, the purpose is to assess the consumer satisfaction level with branded process food. Findings in this study found that Customers prioritize freshness, quality and packaged products above all other variables, followed closely by Price and then Convenience. The time-saving factor is one of the undeniable factors for preferring processed foods, individuals or groups who do not possess ample time for cooking meals go for processed food. Majority of the consumers are satisfied with their branded processed food.

Mayakkannan (2018) has studied the Impact of Buying Behaviour of Consumers towards Instant Food Products in Chennai District. The main objectives of the study are to study the perception with reference to awareness and satisfaction. The research methodology was exploratory and descriptive. The tools used in this study was Chi-square analysis, Garrett ranking technique and Kmo and bartlett’s test. For this study around 100 respondents have been collected. The study is based on random sampling.

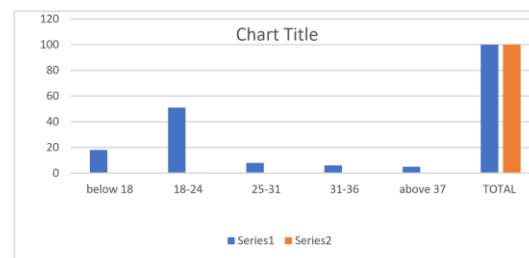
V. DATA ANALYSIS AND INTERPRETATION

Distribution of a sample population across different age groups

Age	Frequency	Percentage
below 18	18	18.37%
18-24	51	51.02%
25-31	8	8.16%
31-36	6	6.12%
above 37	5	5.10%
TOTAL	100	100

Interpretation distribution of a sample population across different age groups Age below 18 is the group comprises 18 individuals, representing 18.37% of the total sample and Age 18-24; This is the largest group, with 51 individuals, making up 51.02% of the total sample. This suggests that over half of the sample is in this age range. Age 25-31; There are 8 individuals in this group, accounting for 8.16% of the sample. This is a smaller percentage compared to the younger age group. Age 31-36; This group has 6 individuals, or 6.12% of the sample. This is a slightly smaller percentage than the 25-31 age range. Age above 37; This age group contains 5 individuals, which is 5.10% of the total sample, the smallest proportion after the below 18 group. The majority of the sample (51.02%) is in the 18-24 age range.

The overall sample shows a decline in frequency as the age increases beyond 24 years.



the distribution of a sample population based on their occupation

Occupation	Frequency	Percentage
Student	55	55.10%
Employee	22	22.45%
Self-Employee	18	18.50%
Unemployed	2	2.1%
Retired	3	3.04%
TOTAL	100	100



Interpretation

In this table and charts provides the distribution of a sample population based on their occupation. Student is the largest group, comprising 55 individuals, which



represents 55.10% of the total sample. This suggests that more than half of the respondents are students. Employee There are 22 individuals in this group, making up 22.45% of the sample. This indicates a significant portion of the population is employed. Self-Employee of this research group has 18 individuals, representing 18.50% of the total sample. A notable portion of the sample is self-employed, though smaller than the employee group. Unemployed are only for 2 individuals fall into this category, accounting for 2.1% of the sample. This is a very small percentage, indicating that unemployment is rare in this sample. Retired are consists of 3 individuals, or 3.04% of the sample. Like the unemployed category, retired individuals are also a small proportion of the sample.

VI. CONCLUSION

The study on the buying behavior of women shoppers in supermarkets in Coimbatore provides valuable insights into the factors that influence their purchasing decisions and preferences. From the data collected, it is clear that women, particularly those in the age group of 18-24 years, play a dominant role in shaping the retail landscape in the region. This age group represents more than half of the sample, suggesting that young women are significantly influencing supermarket shopping trends. The majority of respondents in the sample are students (55.10%), which highlights the importance of targeting younger women, who may have specific preferences and spending patterns. Additionally, employed and self-employed women also represent a significant portion of the market, further emphasizing the need for retailers to cater to the evolving needs of working women in terms of convenience, quality, and affordability. Factors such as product quality, price, and brand influence women's buying behavior in supermarkets. Promotional strategies, including advertisements and discounts, also have a considerable impact on purchasing decisions. These findings suggest that supermarkets should tailor their offerings to meet the expectations of women shoppers, with an emphasis on competitive pricing, high-quality products, and attractive promotions. In conclusion, the study highlights the critical role that women play in the supermarket sector in Coimbatore. Retailers should leverage these insights to develop targeted strategies that enhance the shopping experience for women, increase customer satisfaction, and ultimately drive sales. Understanding the preferences and decision-making processes of women consumers will help supermarkets in Coimbatore better meet their needs and succeed in a highly competitive market.

REFERENCES

1. Dharani S.K and Praveen S.V (2023), A Study of Consumer Buying behaviour towards Supermarkets, International Journal of Research Publication and Reviews, ISSN 2582-7421, s, Vol 4, no 9, pp 270-274
2. Dr.V. Sridevi, Prabha and M V. Sivaraman, (2023) "Perception and Purchase Behaviour of Women

3. Consumers Towards Washing Machine in Coimbatore City" IOSR Journal of Business and Management (IOSR- (IOSR- 4. JBM), ISSN: 2319-7668, Volume 25, Issue 6. PP 01-05
5. Mayakkannan, R. (2018). Impact of buying behaviour of consumers towards instant food products in Chennai district. Journal of Business and Management, 20(4), 34-42.
6. Bajaj, C., Singh, L. R., Hussain, M. N., Haque, J., Misra, S., & Gopalan, R. (2019). Consumer perception on branding: A study on processed food. Journal of Business and Retail Management Research, 14(2), 87-96.