

WOMEN'S ROLE IN PURCHASE DECISION FOR DURABLES PERTAINING TO NAGPUR CITY

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ABSTRACT

Now-a-days women are not only playing role of hardcore 'housewives', they are also playing a different role of 'chief purchasing officer' & controlling 85% of buying decisions. In today's world, they are working as multi-tasker by playing a role of house maker as well as professional women with their hard work. With their new role as a professional, there has been a gradual evolution in the status of women & now they are called as marketers. As a professional India, women hold 25% of jobs in different sectors, although in 1980 it was only 10%. An Indian woman today has a greater sense of empowerment and economic freedom, which indicates that their consumption pattern has changed. This paper analyzed the role of women in buying behavior for durables. The tool for data collection used is 'survey questionnaire'. A sample of 137 women was drawn. The universe of study was Nagpur. Sample frame was 'urban women'. The product considered for study was car.

KEY WORDS: Chief purchasing officer, role of women in buying behavior for durables, urban women.
