

MARKETING STRATEGIES FOR FEMALE CONSUMER (A STUDY OF FEMALE BEHAVIOR IN MARKETING)

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ABSTRACT

Current time in term of market is time of Women buyers modern women possess a variety of information intelligence and talent. they strive for self worth fulfillment and are financially independent. the articles main focus on how today's market adopt their marketing strategy following careful observation and academic research on the physically of female buyers with a regard to three key factors (product, price /value, communication) marketer's develop goods that completely satisfy the consumer's physically and emotional needs. set price to attract women satisfy customers and demands' then communicate effectively with female client in other order to build a long lasting and reliable relationship the article goal is to combine case study and marketing theory to determine that customer research in the fiercely competitive. there will be a trends of business strategy when looking at the female consumers in the market.

Keywords: Women, Buyers, Market, Marketing, Research, Strategy, Product, Value.

Introduction

Anyone **who** purchases a good or service is not necessarily a user or customer the study of consumer behavior has centered on people and the variables that effect how much money to spend on goods for consumption the idea and theories behind consumer behavior have been influenced by a wide range of academic field's industries sociology physiology social physiology anthropology of culture and economic the majority of shoppers are female and are seen as a significant force in of gate because male and female brain different biological neurologically and behaviorally women's think differently than male they're shopping habits are affected by these disparities in turn male will gather enough information about a product or service from the internet advertisements and reviews female would ask those close to them in an effort to learn from others experience the literature on female shopping behavior and the place of female in the marketplace is in this paper major goal is to identify the various schools of thinking that might add and direct future studies the researchers has reviewed study material on consumer shopping behavior and the role of female consumers in the market.

Research Review

At some point in their lives every person in an economic assume that role of a buyer the objective of a private buyer who is accurate supplies from their residents shall constricted with a buyer who is accurate raw material from producing a product there social economic conditions very person status shopping habits and personality.

- **Istics (Ogeniyenteomer 1996)**

The purchasing habits of a women is distinct from that of males since they can be two hands and obsessions with items like clothes and cosmetic's.

- **According to backewell Mitchell Johnson 2003**

Claim that the impact of many contractual factors mark makes Young female buyers different from older female shoppers compared to older and adult female buyers young women are predicted to consume many quickly and indulge more among the forms of leisure activities is shopping.

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- **According to zelizny et al 2000**

State that in this study done to analysis the behavior of women showed that when it comes to shopping women's are more ecologically conscious then males.

Objectives

- To comprehend what consumers behavior is and the various type of female consumer.
- To comprehend the relationship between consumers behavior and the marketing concept the societal marketing concept as well as segmentation targeting and positioning.
- To comprehend how female consumer behavior relates to consumer value satisfaction trust and retention.
- To comprehend how marketers are increasingly able to reach consumer's wherevers' they choose to be reached.
- To comprehend how marketers are better able to satisfy the need and wants of the consumer consumer's conduct the action that consumer to do find require use evolute and discard goods and services that they believe will meet there needs.
- To comprehend how the state of the global economy is causing consumption instability.

Buying Decision

The consumer is prepared to make a purchase once they have analysis their opinions some the buyers intent to acquire doesn't ready purchase the marketing company need to make the consumer's to carry out their intent transaction to the various methods can be used by organization's to accomplish like credit or payments terms may be as follow a sales campaign like the chance to participate a contest or get bonus could provide in incentive to purchase todays cross-ponding internal physiological producer connected to purchasing interrogation of decision when interrogation is complete the organization's has a significant impact on the purchasing decision.

Marketing Strategy for Woman Buyers

- **Reduce Price Attract Woman**

Women's are excellent observed and price aware which may help to explain why some marketers constantly advertise their sale on "behavior the appealing blue bulletin credited for the lower women's are frequently persuaded price to purchase item they don't require or won't utilize in the near future for intense a group of makes that are almost over there trolley to get home many shoes that are the cause because of the discomfort that their low quality cause on land the walk woman frequently acquired these ankle sports it is the temptation of lower pricing and we frequently refer to this action as a impulse purchase because men frequently worry less about price and more about the function and usefulness of the item women prefer impulse shopping compared to men virtually all women they had the experience of making impulse purchase for anything from good to appeal to cosmetic to simply throw the really super lower price allure of household appliances then we state all witch store whether females are angry or joyful most of the female responded believe that low price is a key consideration in making a purchase higher price equal better the majority of clients are women because of the hug raise in living standards the past few years.

- **Greater Price Indicate Superiority**

The majority of female client have started putting a lot of attention on quality and futures as a result of how much this standard of life has increased over the past few years seldom will lower price decrease enable them to hurry to get the things conversely conversely the preference preferential benefit comparing may occasionally have negative effect hurt the brands image and in fact further limits the companies potential for brand promotion many product that rarely take the price strategy appear to be more likely to influence women's preference because for regarded on having a long history and excellent standard state may increase quickly as a result but this is essentially loyalty supported by low price based on the segment of various female client and their related physiology and cost value the business should develop a genuinely appealing repayment and price plan but because the condom consumer in the market are price sensitive marketers create several marketing methods.

- **Gender Specific Attitudes toward Branded Clothing.**

Customer's preferences for ready to wear clothing including those four branded clothing are swiftly changing as a result of how easy and effectively they enable customer to establish their identity and position as a because of their enhance awareness consumers are willing to pay more for

convenience and quality the possibility as well defining indicate that brand awareness has greatly increased among Indians as a result choosing a product or brand is not slowly dependent on brand image there are more variables such as quality easy expectation and demographic traders that effect the purchasing decision of buyers these studies analysis it is clear that there are gender variation when it come to framing opinions about brand and attractive clothing however the difference in the is and income is not considerable when compared to consumers is clothing brands or accessories.

- **Strategic Interaction with Female Client**

Advertising the sales force public relations packaging and other signals that the frame provides about it self and it's product are part of marketing communications and effective objective of women's the following issues and responses from communication strategy what effect will our interaction have the ability of customers to make decision and the success of business depending on word of mouth commutation and the sharing of date with others we can learn about our nearest product restaurant and distributors by observing or using the most recent item and service or by asking or getting information from friends and other reference groups.

Findings

- The majority of the female respond response believe that affordable price we're an important consideration when making purchase.
- Most of the ladies who respondent's their base their purchase on recommendation from others rather the valuing their own judgement.
- It study has found that there are gender difference in the development of attitude towards age and wealth difference are not significant in the connection to the customer's favorites brands or clothing.
- Female buyers strongly believe that expensive clothing is a symbol of superior quality.

Limitations

- The study was conducted at a certain point in time never the less the outcomes might have worried had the studies long-term effect been taken into account.
- The study did not cover all aspect of female physiology many additional factors could be investigated in order to draw more specific conclusion.
- This study was done in an Indian environment outcomes from studies done in Western setting might be different.

Conclusion

It has been determined that female consumers are more informed than male consumers as a result marketing initiatives increasingly target women's however people have been identified that business become so intent on attracting female customers that they are unable to compare that their connect be the marketing technique's that are universally applicable to the entire female market. the research has to highlighted the elements like price and marketing communication strategy that must be designed with the female markets orientation towards the various product category in mind.

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