

Vol II Issue VI Dec 2012

Impact Factor : 0.1870

ISSN No :2231-5063

Monthly Multidisciplinary
Research Journal

Golden Research

Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

IMPACT FACTOR : 0.2105

Welcome to ISRJ

RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken, Aiken SC 29801	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Department of Chemistry, Lahore University of Management Sciences [PK]
Janaki Sinnasamy Librarian, University of Malaya [Malaysia]	Catalina Neculai University of Coventry, UK	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Ecaterina Patrascu Spiru Haret University, Bucharest	Horia Patrascu Spiru Haret University, Bucharest, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Anurag Misra DBS College, Kanpur	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Titus Pop	George - Calin SERITAN Postdoctoral Researcher	Nawab Ali Khan College of Business Administration

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University, Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yaliker Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU, Nashik
Salve R. N. Department of Sociology, Shivaji University, Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust),Meerut	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Ph.D , Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra
	Sonal Singh	

**Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net**



Purchasing Behavior of Adolescent Girls on Selected Commodities: The Methodology

R DHANUJA

PSG College of Arts and Science,

Abstract:

Consumers play a very important role in the economy. They are the largest economic group in any country. All our present day activities are carried on because of consumers only. They are the pillars of the economy. Consumers are the users of goods and services for the satisfaction of their wants. They want to know where to buy, when to buy, how much to buy, how to pay, how to recognize and they also compare qualities of products. They are the keystone and play an important part of our economic structure.

*“A Customer is the most important visitor in our premises.
He is not dependent on us. We are dependent on him.
He is not an interruption of our work. He is the purpose of it.
He is not an outsider to our business. He is part of it.
We are not doing him a favour by serving him.
He is doing us a favour by giving us the opportunity to do so”.*

These words are spoken by, Mahatma Gandhi, the greatest consumer activist of all times.

KEYWORDS: Adolescent Girls, Commodities, Economy.

INTRODUCTION

As population grows, adolescent consumers become a very attractive market. They are better-off financially in the modern era. They have been the target of the marketers of cosmetics, health care products, fashionable clothing, etc. This young attractive target cannot be taken for granted and hence all efforts are tailored to meet their needs. Identifying this target's needs and directing all marketing efforts at delivering customers value is the motto of most of the companies. Around two decades ago, it was urged that Economics was marketing “Mothers' discipline but today it is the daughters' discipline”.

Within recent years, it has become increasingly common to hear of adolescent tastes as constituting a discrete culture which has been alternatively referred to as 'the adolescent society', 'the teenage peer culture' or 'the adolescent subculture'. The serious threat of the day is that the adolescent girls become more and more beauty conscious and want to prove themselves as trend setters. They are given more freedom these days, their feelings are considered important by parents and they are allowed to purchase products of their choice. As family income increases, the amount of money given to adolescents also increases. They are good shoppers demanding value for their money.

Good buying habits can raise the standard of living. They reflect the personality, way of thinking and living of the buyer. Wise purchase offers a solution towards increasing the family's real income, which is the flow of goods and services available for any given period of time. Therefore it is important that

Title: Purchasing Behavior of Adolescent Girls on Selected Commodities: The Methodology Source: Golden Research Thoughts [2231-5063]
R DHANUJA yr:2012 vol:2 iss:6

adolescents should be brought up in an environment which is stimulating and sufficiently challenging for them to explore their potentialities and build up a satisfying future. If purchasing is done effectively, it will enable them to secure the best goods for the particular purchase for which they are needed with the minimum economy of time, energy and money.

Hence, the study was undertaken with the following objectives: To

- Study the socio-economic profile of the families of selected adolescent girls.
- Assess the involvement of family members in general purchase.
- Identify the various sources of information regarding the availability of cosmetics, clothing and accessories for the adolescent girls.
- Find out the factors that influence their decisions in buying the selected products.
- Study the purchasing behavior of the selected sample and
- Analyze the impact of variables such as number of daughters in the family, mother's employment and family income on the purchasing behaviour of the selected adolescent girls.

The methodology used for the study is discussed at length.

METHODOLOGY

The study on the Purchasing Behaviour of Adolescent Girls on Selected Commodities was undertaken to find out the purchasing pattern of the selected four hundred adolescent girls studying in two colleges at Chennai City and is presented under the following headings:

A. Selection of the Area

The study was conducted in Chennai, the capital of Tamil Nadu State which is the fourth largest city in India. It is the gateway to South India. Chennai is a modern metropolis which retains its old world charm. The city offers a rich variety of South Indian art, architecture, music, dance and culture. The investigator selected Chennai due to easy accessibility and cooperation extended by the adolescent girls during the time of her study.

B. SELECTION OF THE SAMPLE

The success of any study depends on the selection of the sample. Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In the words of Kothari (2000) it is the process of obtaining information about an entire population by examining only a part of it. According to Kotler (1994) adolescent consumers have been the target of the manufacturers of cosmetics, health care products and fashionable clothing. Four hundred adolescent girls aging from 18 – 21 years, pursuing their undergraduate courses in two city colleges namely Bhaktavatsalam College for Women, Korattur and Queen Mary's College, Mylopore, Chennai were selected for the study. They were chosen on purposive sampling. Krishnasami (2000) defines purposive sampling as the deliberate selection of sample units that conform to some pre-determined criteria. The predetermined criterion of the study is to choose respondents who use different types of cosmetics, clothing and accessories. This is an essential criteria for the study so as to know their purchasing behaviour. As far as Chennai city is concerned, extrapolation can be done from the sample. In order to know, the involvement of adolescents' participation in family purchase, a question was put forth to them.

It was interesting to know that daughters were mainly interested in buying cosmetics, clothing and accessories on cash payment. Groceries were purchased by parents on cash or credit payment. Transportation items like car, bike and other related items were bought by the parents and sons through bank credit. Household equipment and jewels were purchased by both the parents occasionally on cash basis. Stationery items were purchased occasionally by the parents on cash basis. Less than 13 percent of the relatives were involved in family purchase. Hence the major thrust was focused on the purchasing behavior of adolescent girls with reference to cosmetics, clothing and accessories.

C. SELECTION OF THE TOOL/ METHOD

The term 'survey' is used for the technique of investigation by a direct observation of a phenomena or systematic gathering of data from population through personal contact, and interviews when an adequate information about a certain problem is not available in records or other sources. It is an important method to gather evidences relating to certain social problems.

Kulkarni (2000) opines that the interview schedule would be the most satisfying as the interviewer can observe, in addition to asking questions. In simple words, the investigator has to go to the field personally

for making enquiries and eliciting information from the respondents. The greatest value of this tool is the depth and detailed information that can be secured. The interviewer can enhance the quality of information received than with any other methods. The interviewer can gather other supplemental information like economic level, living conditions, etc and use special scoring devices.

The accuracy of answers given can be checked by observation says Krishnasami (2000). Interview schedule is not a method. It is a tool. It is used to collect both qualitative data like the level of satisfaction, purchases done and information obtained as well as quantitative data like money spent of purchase, frequency of purchase, etc. Hence interview schedule was selected as a tool to collect the required information for the study. Five point Likert's scale was also used to measure the satisfaction of the adolescents on their purchase.

D. FORMULATION OF THE SCHEDULE

Gupta (1995) refers interview schedule as a proforma containing a set of questions being filled in by the research worker. Hence an interview schedule was formulated to elicit information regarding the family background, sources of information, purchasing behavior, satisfaction derived, etc.

Saravanavel (1999) feels pretesting or preliminary testing is the process of an advance testing of the study design. The prepared schedule was pre- tested by the investigator to find out the validity of the questions. Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested. Reliability and validity of the tool for collecting the data was carried out by the investigator by pre-testing and pilot study. Fifty college going adolescent girls at Chennai were selected for the pilot study. Based on the pilot study, certain modifications were made and the interview schedule was finalized.

E. CONDUCT OF THE STUDY

Before conducting the interview, the investigator approached the sample individually and established good rapport through friendly conversations. The adolescent girls were contacted personally by the investigator who explained to them the purpose of the study and the institution where the research is made to get the necessary information with the help of the schedule.

F. COLLECTION AND ANALYSIS OF DATA

After the data collection, it is essential to organise the information in a systematic manner in order to obtain the desired results and their interpretations scientifically (Sadhu and Singh, 1988). Individual tables were formed for the various aspects such as general family background, involvement of family members in general purchase, reasons given by the adolescents towards family purchase, sources of information regarding availability of products, factors influencing adolescents' purchase of selected aesthetic items, managerial aspects of purchase and purchasing behaviour of adolescents. The data thus collected were classified, tabulated and presented under Results and Discussion.

STATISTICAL ANALYSIS

Suitable cross tables were formed to apply the statistical analysis. Statistics by way of percentage and statistical analysis by chi-square were used to analyse the data. The chi-square is an important test amongst the several tests of significance. It can be used to determine if categorical data shows dependency or if the two classifications are independent. It can also be used to make comparisons between population and actual data when categories are used. In this study, the chi-square is used as a non-parametric test to study the association between qualitative parameters.

LIMITATIONS OF THE STUDY:

1. The samples selected for this study were residents of Chennai only and hence the results cannot be much generalized.
2. The investigator was interested to study the purchasing behavior of selected college going adolescent girls, since they are the major users of aesthetic products.
3. Due to time limitation, the investigator selected only three main aesthetic items like cosmetics, clothing and accessories.
4. The tool used for data collection is interview schedule. Care has been taken to minimize the errors

that might arise due to the limitations of this tool.

5. The study is limited to only 400 sample since it is difficult to cover the entire area.

It is undeniable that youth have a vital role to play in consumer movement. It is but true that when the youth are satisfied, the society lives happily and harmoniously. Thus, if more and more youth are involved in the consumer movement, it will give a pragmatic – base to the consumer movement in India.

To conclude, the need of the hour is organization of the adolescents as consumers into powerful unions at various levels to protect their rights and privileges and to safeguard them against the exploitation of fraudulent businessmen and industrialists. To achieve this, the Government, the education department and the whole society should pay more attention to consumer education and consumer movement.

As our former Prime Minister Rajiv Gandhi had said,

“We should not be satisfied with anything but the best in the goods and services that we produce”.

REFERENCES

1. Gorden, F.R., And Ronald, G.E., (1997), “Consumer Psychology and Marketing”, International Thomson Business, London, Pp.415, 417
2. Dahama, O.P., Bhatnagar, O.P., (1999), Education and Communication for Development, Second Edition, Oxford and IBM Publishing Co. Pvt.Ltd, New Delhi, Pp. 416 – 419.
3. Kothari, C.R., (2000), “Research Methodology- Methods and Techniques”, Vishwa Prakasham, New Delhi, p. 25
4. Kotler, P., (1994), “Principles of Marketing”, Prentice Hall of India, New Delhi, Pp. 326
5. Krishnaswami, R., (2000), “Methodology of Research in Social Sciences”, Himalaya Publishing House, New Delhi, P. 169
6. Kulkarni, (2000), “Modern Marketing Research”, Himalaya Publishing House, New Delhi, P.72
7. Gupta, S.P., (1995), “Monetary Economics”, S.Chand and Company, New Delhi, P.272
8. Saravanel, P., (1999), “Research Methodology”, Kitab Mahal, Allahabad, P.137

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished research paper.Summary of Research Project,Theses,Books and Books Review of publication,you will be pleased to know that our journals are

Associated and Indexed,India

- * International Scientific Journal Consortium Scientific
- * OPEN J-GATE

Associated and Indexed,USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.net