HOUSEHOLD PURCHASING DECISION MAKING POWER OF HOMEMAKERS

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Abstract

Homemakers play a crucial role in household decision-making, influencing purchasing choices, budget allocation, and overall financial planning. This study examines the factors shaping homemakers' decision-making power in purchasing, focusing on financial autonomy, demographic characteristics, and societal norms. With the rise of digital technologies and e-commerce, homemakers now have greater access to information, altering traditional purchasing patterns. The study is conducted in Thoothukudi City, using a sample of 150 homemakers surveyed through structured questionnaires. Statistical tools such as percentage analysis, mean rank, t-tests, ANOVA, and correlation analysis were employed to analyze the data. The findings offer insights into the impact of financial independence, education, and digital accessibility on homemakers' purchasing decisions, contributing to consumer behavior research and business strategies.

Keywords

Homemakers, Household Decision-Making, Financial Autonomy, Consumer Behavior, Digital Influence, Budget Allocation, Purchasing Power,

Introduction

Homemakers are the primary decision-makers in households, responsible for managing daily expenses and purchasing essential goods. Their influence extends beyond routine shopping, impacting overall family well-being and financial planning. This study explores the purchasing decision-making power of homemakers, analyzing the factors that influence their choices, including financial autonomy, education, and digital exposure. With the advent of online shopping and social media, homemakers have more resources to make informed decisions. By examining these aspects, the study aims to provide valuable insights for businesses, policymakers, and researchers, highlighting the evolving role of homemakers in household economic dynamics.

Research gap

There is a significant research gap in understanding the household decision-making power of homemakers. Existing studies have mainly focused on urban, middle-class homemakers, neglecting the experiences of rural, low-income, and marginalized groups. Additionally, the impact of digital media and online shopping on homemakers' purchasing decisions remains unexplored. Furthermore, research has not adequately examined how intersecting factors like age, education, and occupation influence homemakers' decision-making power. Addressing these gaps is crucial to gaining a deeper understanding of homemakers' experiences and promoting gender equality.

Statement of the problem

Homemakers are essential to household management, yet they frequently encounter obstacles in exercising control over purchasing decisions. The restrictive factors include limited financial autonomy, societal expectations, and intra-household power dynamics, ultimately leading to diminished empowerment, autonomy, and satisfaction. This study seeks to investigate the factors influencing homemakers' decision-making power in purchasing, examining the interplay between demographic characteristics, financial autonomy, and decision-making power. Moreover, considering the intersectionality of factors such as age, education, and income with financial autonomy and societal norms is crucial. The rise of digital technologies and e-commerce has further complicated purchasing decisions, emphasizing the need to explore how homemakers adapt to these changes. By examining these complex relationships, this study aims to provide a comprehensive understanding of the factors influencing homemakers' decision-making power in purchasing decisions.

Objectives of the study

The following are the objectives focused in this study:

1.To examine the level of involvement of homemakers in household purchasing decisions.

2.To identify the factors influencing homemakers purchasing decisions.

3.To analyze the role of homemakers in budget allocation for household expenses.

4. To investigate the impact of demographic characteristics on homemakers purchasing decisions.

5.To identify the differences in the financial ability to influence family members purchasing decisions among homemakers.

Scope of the study

The study, "Household purchasing decision Making Power of Homemakers in Thoothukudi City", aims to investigate the role and influence of homemakers in making purchasing decisions for their households. This analysis seeks to understand the factors that affect their decision-making power and its implications on consumer behaviour.

Methodology

The present study is analytical and descriptive in nature. A questionnaire was constructed to elicit the required information from the respondents. 150 sample respondents were selected for the study. A well-structured questionnaire was framed and collected using Google Forms.The study is based on the household decision-making power of homemakers in Thoothukudi City ,therefore, the questions are related to various aspects of household decision-making, including Demographic details of homemaker, Household decision-making power and influences, Factors affecting household decision-making power, Impact of household decision-making power on family well-being and quality of life.

Limitations of the study

1.The samples have been taken only from 150 respondents.

2.Accuracy of the study is purely based on the information given by the respondent.

3.Data obtain was dependent on the memory and mood of the respondents; this could bring about a bias in the survey.

4.The area of the study of respondents is limited to Thoothukudi..

Results and Discussions

Null Hypothesis: There is no significant difference between Age and household purchasing decision making power of homemakers

Alternative hypothesis: There is a significant difference between Age and household purchasing decision making power of homemakers

Table 1 Age and household purchasing decision making power of homemakers

Variables	Age	Mean	Standard Deviation	F	Sig
Factors influencing purchasing decision	18-24	29.0000	2.82843	2.150	0.096
	25-34	29.1364	1.74664		
	35-44	28.0625	3.03674		
	Above 45	27.8095	2.58107		
Measuring the household decision making power of homemakers	18-24	29.2075	2.72000	1.552	0.204
	25-34	28.9545	2.28193		
	35-44	28.7188	2.11346		

	Above 45	27.8571	2.70713		
Level of involvement	18-24	28.9245	2.77938	0.772	0.511
	25-34	28.6136	2.39394		
	35-44	28.3125	2.10127		
	Above 45	28.0952	1,86828		
Financial ability and influence	18-24	29.3396	2.26973	2.491	0.063
	25-34	28.1136	2.88715		
	35-44	28.2500	2.46262		
	Above 45	28.2381	2.07135		
Challenges in decision making	18-24	29.1698	2.33482	6.128	0.001
	25-34	26.7045	4.24034		
	35-44	26.2188	4.70918		
	Above 45	26.5238	3.34094		

`The table indicate that there is a significant difference in challenges in decision making (.001) is less than 0.05 which indicates that the null hypothesis can be rejected. In contrast the significance values as (.096) for factors purchasing decision ,(.204) for measuring the household budget making power of homemakers ,(.511) for level of involvement and (.063) for financial ability and influence are greater than 0.05,indicating that the null hypothesis is accepted and conclude that there is no significant difference in household decision making power among homemakers. There is a significant difference between age and Household purchasing decision making power of homemakers

Suggestions

1.Develop targeted interventions to support homemakers in different age groups, addressing specific challenges and needs.

2. Provide financial education and literacy programs to enhance homemakers' financial ability and influence.

3. Offer decision-making support and resources to help homemakers navigate challenges and make informed decisions

Conclusion

The study underscores the pivotal role homemakers play in household decision-making and purchasing power, exerting significant influence over finances, shopping preferences, and budgeting decisions. Homemakers actively participate in decision-making, considering factors like price, quality, values, and family needs, with social media, nutrition, and ethics also shaping their purchasing decisions. While they face challenges like balancing personal and family needs, managing debt, and societal expectations, financial literacy emerges as a crucial factor in their decision-making capacity, highlighting the need for tailored financial education, skill development subsidies, and specialized savings and investment plans to enhance their financial management abilities.

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