

Women's Buying Behaviour Towards Tupperware Products In Madurai City

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ABSTRACT

Utensils are defined as vessels, receptacles or appliances used in households for various purposes. In the wider sense of the term utensils also include accessories used in storing, preserving, cooking, and offering prayers. With a view to fulfill their basic requirements human beings manufactured domestic utensils much earlier than other types of utensils. Later however the ritual utensils not only out numbered the domestic utensils but also excelled them in standard of craftsmanship and degree of authenticity. Utensils of stone were made along with those of copper and bronze. Large numbers of bowls, cups, saucers, vases, basins are molded with raw polyethene. Bowls and vessels were also made of silver and gold. Among these were rimless cooking pots and the thin rimmed ones, cooking pans with small lug-handles, bowl shaped stoppers and bellied jars with narrow necks. Little late large open bowls. straight edged, lipped and broad-mouthed bowls jars with straight necks became popular. There is a significant development in shaping and designing of utensils. This is evident from the discovery of large storage jars, with wide mouth, perforated cylindrical jar, beaker, goblet, small necked jar, dish with projected rim and basin. Utensils were also made of copper and bronze appeared and they in the form of bowls, vases, cups and dishes. Bowls from cheaper metals like tin, lead and bronze, and even of gold and silver were made. They were produced in simple forms with plain surfaces. The earthen wares were occasionally decorated with stamped motifs. A need arise for the quality product as well as people depend more on electronic products and their wish has to match "multipurpose usage" like heating, storage, serving bowls etc., During this phase, baking trays, Mazola dani, chopping and spatula are the major type of kitchen utensils were used in earlier period. But now women are very much particular about the quality and there enter into the world by fulfilling the wishes of all women "No comprise for quality product" "Tupperware". Consumer Preference is the base for every business concern. Satisfaction of the consumer helps to improve the business as well as to survive in the market. In Madurai city most of them are middle class people, started giving more emphasis towards quality and women being "kitchen queen" and deciding authority in cooking, made the author to the study undertaken in the leading Multi Level Marketers in India the "Tupperware product".

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I. INTRODUCTION

Tupperware products are pioneered to provide versatility and convenience. They are made for home, for health and for life. For over 60 years, Tupperware has been designing products that simplify people lives, save time and money and it also helps to keep the foods fresh. Tupperware offers products for storing food, food preparation cookware, storage and serving items. The products are made from 100 percent food grade virgin plastic and promise a life time guarantee against chipping, cracking or breaking under normal non commercial use. Now-a-days many are using Tupperware products more for various purpose such as storage, cook ware etc. So the Authors made an attempt to study the Women Buying Behaviour towards Tupperware product in Madurai city.

Thus it is beneficial to study and understand better the phenomenon of brand communities since brand enthusiasts can bring a lot of advantages to the branded product or service or its marketer, e.g. they can, suggest new ways to consume it, create rituals, help market the brand and attract new consumers. Marketers approach to the consumer communities has been twofold. Some others initiate the community themselves and invite customers to participate actively.

II. STATEMENT OF THE PROBLEM

India, the second largest populated country has now become a place for world market to sell various product or services of foreign companies either made locally or abroad. Many foreign companies are now marketing their products directly. Some famous Multi-Level Marketing companies are Tupperware, Amway, a Modicare and so on. Tupperware is one of Multi National, Multi-Level marketing company that sells many products in India. Now a day the customers particularly women are quality oriented. They are ready to buy the product even at a higher price giving emphasis towards its quality and durability. This made the Author to make an attempt to study the Women Buying Behaviour towards Tupperware Products in Madurai city.

III. REVIEW OF LITERATURE

1. Miss.S. Meenambigai in his thesis "Impact of Tupperware in Madurai" (1999) states that: "Network marketing is prospering and gaining popularity day by day among the Madurai people. But the development level is very slow with reference to others parts of the Voluntary and Multi Level Marketing has made a very good impact on the Madurai people without exploiting them.
2. "A study on Tupperware product in Madurai city" done by M. Sivagama Sundari and R. Yoga Priya (2000 – 2001) concludes that "The marketing position of Tupperware in Madurai city is still in developing stage to climb up the ladder of success and to reach development stage.
3. According to Mrs. Ferat and Mrs. Venkatesh (1995) and Mr. Cova (1997) in their project pointed out that all characteristics and change post modernity has entailed will not be provided here. Rather that it was the main postmodern conditions that influence consumption and have implication for marketing.
4. Mr.Firat and dholakia (2006) in their study opined that adhering to a single truth, living in a single reality, viewing marketers and consumers as separate entities, therefore contrasting the production and consumption, in general.

The previous study reveals the impact, factors influencing toward purchasing the product, viewing marketers, contrasting the production and consumption etc.

As for as Authors knowledge is concern most of the women being health conscious and the deciding authorities in using kitchen utensils and this made to have a look into what the stakeholder has achieved so far and what they really expect from the Tupperware Products "**Women Buying Behaviour Tupperware Products in Madurai City**"

IV. OBJECTIVES

This paper highlights the following objectives.

- ❖ To analyse the women Consumers Preference towards the Products.
- ❖ To assess the factors that influences the women consumers towards purchasing the Tupperware product.
- ❖ To offer suggestions based on the major findings of the study.

V. SCOPE OF THE STUDY

The present study is mainly focused on the women's buying behavior of Tupperware products in Madurai city. Only 100 respondents are selected for the study and it is designed to cover the factors influencing the consumer towards purchasing the product and there by identified how the consumer are satisfied in using the product.

VI. LIMITATIONS OF THE STUDY

- The study is conducted within the Madurai City. So it cannot be extended to other cities as the time factor is limited.
- Though there are several consumers in Madurai city the sample size is confined to 100 respondents.
- The result of the research is confined to the women consumers and does not include the male consumer.

VII. RESEARCH METHODOLOGY

Methodology

The present study is an empirical study, and convenient sampling method is employed. Most accessible respondents were selected to obtain the required information. A correct structured questionnaire was designed and the sample size is confined with 100 respondents.

Period of the study

The study has been undertaken for 3 months (i.e) January to March 2016

VIII. DATA COLLECTION

The researcher has prepared an interview schedule and it is based on the pilot study. Besides online sources, the researcher has collected secondary data from reputed Journals, Magazine and from distributor and consultants in Madurai city.

IX. SAMPLING PROCEDURE

The primary data was collected through questionnaires and the method which is used for selecting the sample is convenient sampling.

X. SAMPLE SIZE

The researcher has selected 100 women respondents of Madurai city based on convenient sampling.

XI. DATA PROCESSING

After collecting the questionnaire, the data was coded for processing. The data processing was done with the help of computer. For this purpose SPSS 10.0 student's version of window package has been used. The application of computer in data processing assures the high degree of reliability.

XII. DATA ANALYSIS AND INTERPRETATION

Data is collected with the help of questionnaire, tabulated and analysed with the help of the statistical tools like percentage Analyst and (ANOVA) [one-way Table].

TABLE NO: 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

| S. No | Factor | Demographics | No. of Respondents | Percentage |
|-------|----------------------------|------------------|--------------------|------------|
| 1. | Age [in yrs] | Below 20 years | 14 | 14 |
| | | 21 to 30 years | 42 | 42 |
| | | 31 to 40 years | 34 | 34 |
| | | Above 40 years | 10 | 10 |
| 2. | Educational Qualification | School Level | 14 | 14 |
| | | Under Graduate | 30 | 30 |
| | | Post Graduate | 48 | 48 |
| | | Professional | 4 | 4 |
| | | Others | 4 | 3 |
| 3. | Marital Status | Married | 64 | 64 |
| | | Unmarried | 36 | 36 |
| 4. | Occupation | Entrepreneur | 12 | 12 |
| | | Private Employee | 42 | 42 |
| | | Govt Employee | 4 | 4 |
| | | Professional | 10 | 10 |
| | | others | 32 | 32 |
| 5. | Monthly Income (in Rupees) | Below 15000 | 18 | 18 |
| | | 15000 to 20000 | 40 | 40 |
| | | 20000 to 30000 | 18 | 18 |
| | | Above 30000 | 24 | 24 |

Source: Primary data.

The Profile of the respondents is depicted in the above Table No: 1. The profile focus on the demographics of the respondents. It shows that out of 100 respondents 64 percent of the respondents are married and in the age group of 21 – 30 years (42%). This range shows that married group always feels the importance of Quality Tupperware products. The highest educational level attained by the most of the respondents was Master Degree level (48%), followed by degree level (30%). It shows that majority of respondents were educated with high Qualification. The occupations of respondents were varied. The majority of the respondents are private employees (42%), followed by other categories (32%), women entrepreneurs (12%), Government employees (4%) and professionals (10%). In term of household income, almost 40 percent of the respondents earned more than ₹ 15000 to ₹ 20000 (per month).

TABLE NO:2
RESULTS OF FACTORS DETERMINING THE WOMEN'S BUYING BEHAVIOUR

| Sl. NO | Factors | No. of Respondents | Percentage |
|--------|---------------------------|--------------------|------------|
| 1. | Awareness Through: | | |
| | a) Friends | 46 | 46 |
| | b) Relatives | 22 | 22 |
| | c) Family members | 18 | 18 |
| | d) Users | 8 | 8 |
| | e) Advertisement | 6 | 6 |
| 2. | Price | | |
| | Low | 12 | 12 |
| | Moderate | 30 | 30 |
| | High | 58 | 58 |
| 3. | Purchasing decision | | |
| | a) Reasonable Price | 12 | 12 |
| | b) Replacement | 26 | 26 |
| | c) Pride and status | 12 | 12 |
| | d) Quality and durability | 42 | 42 |
| | e) Easy availability | 4 | 4 |
| | f) If needed | 4 | 4 |
| 4. | Purchasing habits | | |
| | a) festival season | 28 | 28 |
| | b) family function | 24 | 24 |
| | c) Offer season | 32 | 32 |
| | d) other seasons | 16 | 16 |
| 5. | Purchasing through | | |
| | a) Consultant | 84 | 84 |
| | b) any other | 16 | 16 |

Source: Primary data.

The factors determining the buying behavior of the women is depicted in above the Table No 2. It shows that out 100 respondents, 46% of the respondents have awareness about the products. Nearly 58 percent of the respondents feels that price of the products is high. Most of the respondents buy the product for quality and durability (42%). The purchasing habits is during festival season (28%), followed by family function (24%), during offer season (32%) savings and other season contributes each of 16 percent respectively. And it is important to note that 84 percent of the respondents purchase the product only through their consultant not from anyone else.

Research Hypothesis:

1. H₁: There is no significant difference between Reasonable Price and Buying Behaviour.
2. H₂: There is no significant difference between Durability and Buying Behaviour.
3. H₃: There is no significant difference between Better quality and buying Behaviour.
4. H₄: There is no significant difference between Convenient to use and Buying Behaviour.
5. H₅: There is no significant difference between Replacement of Product and Buying Behaviour.

TABLE NO:3
DETERMINANTS OF RESPONDENTS BUYING BEHAVIOUR (ONE – Way ANOVA)

| S. No | Determinants | C.V | T.V | D.F | | Level of significant | Accepted/ Rejected |
|-------|-------------------------|-------|------|---------------|--------------|----------------------|--------------------|
| | | | | Between Group | Within Group | | |
| 1. | Reasonable Price | 4.57 | 2.48 | 4 | 95 | 5% | Accepted |
| 2. | Durability | 15.97 | 2.48 | 4 | 95 | 5% | Accepted |
| 3. | Better Quality | 6.33 | 2.48 | 4 | 95 | 5% | Accepted |
| 4. | Convenient to use | 2.80 | 2.48 | 4 | 95 | 5% | Accepted |
| 5. | Replacement of Products | 1.21 | 2.48 | 4 | 95 | 5% | Rejected |

Source: Calculated Values.

It is interesting to note that one-way ANOVA calculations reveals that calculated values is greater than the table value at 5% level of significant. So the null hypothesis is rejected for four determinants i.e Reasonable Price, Durability, Better quality and convenient to use and it is concluded that there exist a significant relationship between four determinants and Buying Behaviour, Except the level Determinant (i.e) Replacement of products. Here the calculated value is (1.21) less than the table value 2.48 at 5% level of significant. So the Null hypothesis is accepted and proved that there exist no significant relationship between Buying Behaviour and Replacement of Products.

XIII MAJOR FINDINGS OF THE STUDY

- It is evident from the study that 42 percent of the respondents are under the age group 21 to 30 years, and 48 percent are "Post Graduates".
- It is observed that 42 percent of the respondents were working in private sector and having monthly income ranging between ₹ 15000 to ₹ 20000.
- The study revealed that 64 percent of the respondents are married hence the purchasing power of married women was high in the study.
- The study revealed that 46 percent of the respondents came to know about the product only through their friends.
- It is revealed that 42 percent of the respondents take their purchase decision by giving more emphasis towards quality and durability.
- The study shows that only 28 percent of the respondents purchase the product only during festival time.
- The study shows that 58 percent of the respondents opined that the price of the product is high.
- It is interesting to conclude that 84 percent of the respondents purchase the product only through their consultant not from anyone else.
- It is important to note that 26 percent prefer the product because exchange of product is possible after usage if it is manufacturing default (i.e) Replacement.
- There exist a significant relationship between Buying Behaviour and Reasonable Price, Durability, Better quality and Convenient to use.

XIV. SUGGESTIONS & RECOMMENDATIONS

Based on the major findings of the study the following suggestions are brought into light.

- The company has to give more concentration towards T.V. advertisement to promote their product all over the world. If it reaches the mass the purchasing power of the people will increase there by the cost can be reduced.
- More offers are given to the managers for achieving maximum sales. The company can think in terms of giving offers to consultants and customers too.
- It takes atleast one month for replacing the product if it's a manufacturing defect like leakage, crack etc. The Company can reduce to fortnight for its replacements because everyone will feel happy to get back their new product quickly.
- The awareness about the product has to be given in rural areas also.
- The Company has to justify why the cost of the product is high by explaining about the quality of raw material used in manufacturing process and various innovative techniques involved.
- Mobile marketing is catching up a lot nowadays. The company can therefore adopt this type of sales, promotional activities in the forth coming years.
- The company can sell their products in department stores, big kitchen utensil shops. This will create awareness and ultimately good quality of product can reach mass people.
- At present, there is no system of grading the plastic products like ISI. Hall Mark etc. As the Tupperware products are of superior quality, it is sold at a higher price than other brands of plastic products. If there is a system of grading plastic products the Tupperware products will get wide patronage among the public. Hence, the manufactures of this product can approach the government to establish an independent agency to grade the quality of plastic products.

XV. CONCLUSION

The study observed that most of the women are satisfied with the Reasonal price, Durability, Better quality and convenient to use and hence the Tupperware products proves that "HOME FOR HEALTH and FOR LIFE". Even though stiff competition prevails in the market and today all the firm are engaged in the process of creating a lifetime value and cordial relationship with their customers. A stepping stone success depends on meeting their delighted customers' need and satisfaction.

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