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A STUDY OF CHANGING FEMALE ROLES AND IT'S IMPACT UPON BUYING BEHAVIOUR OF SELECTED HOUSEHOLD DURABLES IN BARODA CITY

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ABSTRACT

Today women's role is changing. They are playing multiple roles. They are managing domestic roles as well as doing service or business. So, it becomes essential to study their changing roles and it's impact upon their buying behaviour that whether the various roles they play has any impact on their purchase behaviour or not. Many research studies were carried out in western countries for studying impact of changing roles of women upon their buying behaviour. But very few studies were carried out in India in this area. So, the purpose of this study is to, first categorize women into three roles which are traditional, moderate and liberal based on their responses on feminine autonomy inventory scale. This scale is used to measure the feminine role orientation of women and based on their responses on this scale women are categorized in any of the three categories which are traditional, moderate and liberal. Buying behaviour of these three groups of women was observed for selected household kitchen appliances in the city of Vadodara. Findings showed high rate of awareness and ownership of these kitchen appliances among women. For purchase of these appliances they made joint decisions along with their husbands. This shows that, even today irrespective of their role orientation women still today do not make independent decisions for purchase of these appliances. Finally, this paper concludes that women with modern role orientation do not differ from women traditional role orientation regarding their buying behaviour for selected household kitchen appliances.

KEYWORDS

Buying behaviour, decision making, durables, feminine role orientation, traditional women and liberal women.

JEL CLASSIFICATION CODE

M31

INTRODUCTION

Since, ancient time's men and women have been assigned different responsibilities. Women have been assigned the responsibilities of home maker and care taker and husbands as breadwinners of the family. During 1949, the independent India gave women their rights. Article of Indian Constitution gives women and men get equal rights (Indian Constitution). Since the last few decades number of women in various fields like information technology, teaching, business has increased significantly. Each society creates a set of expectations regarding the behaviour appropriate for men and women and finds ways to communicate these priorities.¹ In India, more and more women are entering into workforce; there has been increase in life expectancy, literacy ratio and educational level of women in India. They also take various purchase decisions in their family. This increase in labour force has challenged marketers to target on this female segment.

Roles of females are changing in Indian society and it is interesting for marketers to understand these changing roles of females and how their role influences various decisions making regarding purchase of household durables which are convenient to use and saves their time. So, it becomes essential to study women in terms of their role orientation i.e. traditional or modern. Traditional and Modern feminine orientations prescribe different roles and attitudes towards home, work and family (Reynolds et .al., 1977, p.40). There are significant variations between women according to their life style and demographic characteristics.² Today, the use of modern household appliances has made life of women very easy and comfortable. Most of the Indian women depend upon these household durables to carry out their domestic chores and use of these appliances also saves their time.

REVIEW OF LITERATURE

Strober and Weinberg (1977) did a study on working wives and non working wives and their expenditure on time saving durables like dishwashers, dryers, refrigerators, stoves, washers and other durables. They studied relationship between wives' employment and purchase of time saving durables and major expensive goods and concluded that wives' employment was not significant in the purchase or expenditure decision of time saving durables. Weinberg and Winer (1983) also conducted a similar study on purchases of time saving durables by working and non working wives, and concluded that wives' labour force participation was not found to be significantly related to the purchase of time saving durables which are dish washer, refrigerator, dryer, stove, washer being income and other situational variables held constant. Strober and Weinberg (1980) found out that working wives' compared to non working wives will utilize strategies to reduce time pressures, like buying durables. They studied that holding income and life-cycle stage constant, neither wives' employment nor their recent entry into the labour force were significant determinants of purchase or ownership of labour saving durable goods like microwave ovens and dishwashers. Green and Cunningham (1975), studied the changing role of women in U.S. families. They used Arnott's (1972) scale to measure whether a woman is traditional, moderate or liberal. Their results concluded that, husbands of liberal wives made fewer decisions than husbands of conservative and moderate women. Decisions related to groceries were wife dominated for all the three groups and housing decisions were jointly made in all the three groups. In products like major appliances, automobiles and vacations, husbands of liberal wives made fewer decisions than husbands of conservative and moderate wives. W. Keith Bryant (1988) conducted study to find out relationship between durables and wives' employment and found out that wives' employment and purchase of durables were complements. As wives enter into labour force they spend less time in household activities and purchase durables. Reynolds, Crask and Wells (1977) conducted survey on 2000 women to study whether modern female orientation was synonymous with working status and found out that women preferring modern orientation were twice as likely to be working compared to women who preferred traditional orientation. Modern women were more liberal in their attitudes towards life and they agreed that meal preparation should take as little time as possible and avoided housekeeping activities. But modern women did not differ from traditional women in purchase behaviour. Alladi Ventatesh (1980) examined the females' changing roles by grouping women into three categories feminists, moderates and traditionalists. He observed that more number of traditionalists considered themselves to be housewives compared to moderates and. Modern women preferred career roles, traditional women preferred homemaking roles and moderates preferred dual roles. All women agreed that time saving durables are an essential requirement in American families. Linda Truitt (1979) conducted a study to understand whether feminine role perception and feminine role behavior had an effect upon ownership of a microwave oven. She found out that the more liberal attitude females' had, towards woman's role in the society, the less income played a major role in her decision to own a microwave oven and more she relies on microwave oven. More

¹ Michael R. Solomon, Consumer Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 6th Edition, 2006 p. 177.

² David Loudon and Albert Della Bitta, Consumer Behaviour, , 4th Edition, 2002, Tata Mc Graw Hill Publishers Pvt. Ltd., New Delhi, p. 247

number of liberals and moderates owned microwave oven than traditionalists. Leo Sin and Oliver Yau, (2001) conducted a study on female role orientation and found that the three groups i.e. traditionalists, moderns and ideologues were found to be significantly different in terms of age, educational level, employment status, monthly family income and consumption values associated with purchase decisions. Douglas (1976) conducted a study on 98 women in two countries, U.S. and France and found out that working wives had more liberated attitudes than non working wives. Douglas & Urban (1977) did a comparative study on grocery and fashion purchase behaviour of working wives in two different countries, U.S. and France. Their results revealed that, in U.S., liberated group appeared to be more involved in housekeeping compared to the traditionalist group and liberated group made less use of convenience foods, while in France liberated group used more convenience foods.

IMPORTANCE OF THE RESEARCH STUDY

The existing literature on changing role of females and its impact upon purchase decisions for household durables is scanty and studies were conducted mostly in developed countries like U.S. Few studies were done on changing roles of females and its impact on buying behaviour for household durables in India. As changes in role of females are taking place in developing countries also, a need was felt to study buying behaviour of women with regard to selected household time saving durables in our country. So, an attempt was made in this study to measure female role orientation of women and it examined the impact of their role orientation upon buying behaviour of selected household kitchen appliances.

STATEMENT OF THE PROBLEM

This study examines that whether buying behaviour of women for selected household durables vary across women with different feminine role orientations.

OBJECTIVES OF THE RESEARCH STUDY

- 1) To measure female role orientation of women and to group them into three categories viz. traditional, moderates and liberals based on their responses on female role orientation scale.
- 2) To examine females' awareness and ownership of various types of household kitchen appliances and influence of females in making decisions to purchase selected household kitchen appliances.
- 3) To study the importance of using household kitchen appliances and advantages of using them by women in their daily life.

HYPOTHESES OF THE STUDY

H1: The demographic characteristics of all three groups of women in Vadodara city are same.

H2: The decision making pattern with respect to purchase of selected kitchen appliances is same for all the three groups of women.

H3: The opinion of the three groups of women regarding the importance of using kitchen appliances in their daily life on selected criteria is same.

H4: The opinion of the three groups of women regarding the advantages of using kitchen appliances in their daily life on selected criteria is same.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The Research study was based on descriptive research design.

SECONDARY DATA

Necessary information regarding the study was collected from various journals, books and websites.

PRIMARY DATA

Primary data was collected by administering structured non disguised questionnaire and by taking personal interviews of respondents residing in Baroda city.

SAMPLING DECISIONS

POPULATION

The population for the study was all female residents of Vadodara city.

SAMPLING FRAME

Sampling frame as all females residing in Vadodara city belonging to age group 23 to 62 years.

SAMPLING UNIT

A female belonging to age group 23 to 62 years and resident of Vadodara city was considered as sampling unit for the study.

SAMPLE SIZE

Necessary data was collected from 200 female residents of Vadodara city belonging to age group between 23 to 62 years and with different socio economic backgrounds and who owned at least two durables.

SAMPLING METHOD

Sample was drawn from population based on stratified random sampling method and the data was collected from four different categories of females respondents i.e. Housewife, Service, Business, Profession residing in different areas of Baroda city. Total sample size was 200 females and within each category of respondents, 50 females were selected.

TOOLS FOR USED FOR DATA COLLECTION

Structured non disguised questionnaire was administered to the respondents to secure necessary information related to the study.

TOOLS FOR USED FOR DATA ANALYSIS

SPSS software was used to analyze the data and chi square distribution was used for data analysis.

RESEARCH INSTRUMENT FOR MEASUREMENT OF FEMALE ROLE ORIENTATION

For measuring female role orientation, Arnott's scale was used. This scale was developed by Catherine Arnott (1972) and is called as Female Autonomy Inventory Scale. Female role orientation was measured through this scale on ten statements which depicted roles played by women in society. Out of ten statements, five statements were negative and five statements were positive. The responses on the instrument was measured on a five point likert's scale ranging from strongly agree to strongly disagree. Total score of respondents was obtained by adding their total scores on 10 statements. Reverse scoring was done in negative statements.

LIMITATIONS OF THE STUDY

- 1) The study selected only few household durables i.e. selected kitchen appliances for measuring buying behaviour of females. So, the results cannot be generalized for other durables.
- 2) The study was carried out in urban areas of Baroda city and only female respondents were selected to measure the buying behaviour.

RESULTS AND DISCUSSION

Questionnaire consisted of 3 sections. In the first section female role orientation scale was used. Respondents were asked to indicate their feeling of agreement and disagreement towards each statement, ranging from strongly agree to strongly disagree. This scale measured respondents' attitude towards role of women in society and based on their total attitude score on this scale, respondents were placed in the either of the three categories i.e. traditionalists, moderates and liberals. A low score on the scale indicated traditional attitude towards role of women in society whereas a high score represented liberal attitude towards

women's role in society. To place women in either of the three categories Percentile³ method was used. Using percentile method three cut off value was decided. Those whose scores were between 10-32 were placed in the category of traditional, between 33-36 were moderates and those whose scores were between 37 to 50 on feminine autonomy scale were placed in liberal category. Based on their responses on this scale, 30% were traditionalists, 35% were moderates and 35% were liberals.

Questions in section II were asked to measure their buying behaviour and to test whether their any significant differences in buying behaviour of the three groups of women with respect to 13 selected kitchen appliances. Information about respondents' awareness and ownership of these appliances were also obtained. Questions in section III were asked to ascertain demographic data of the respondents like age, marital status, education, family type, occupation etc. Reliability score was found out for females' opinion towards importance of having kitchen appliances and advantages of using them by using cronbach alpha. Reliability score was 0.7 for all the selected statements.

Table 1 shows demographic characteristics of females and classification of them into three groups viz. traditionalists, moderates and liberals, based on their responses on feminism scale.

TABLE 1: PERCENTAGE FREQUENCY DISTRIBUTION OF DEMOGRAPHIC CHARACTERISTICS OF THREE GROUPS OF WOMEN

Characteristics	Traditionalists		Moderates		Liberals		TOTAL	
	N	%	N	%	N.	%	N	%
Age Group								
≤ 30	11	18.6	23	32.4	21	30.0	55	27.5
31-40	26	44.1	29	40.8	24	34.3	79	39.5
41-50	13	22.0	12	16.9	15	21.4	40	20.0
Above 50	09	15.3	07	9.9	10	14.3	26	13.0
TOTAL	59	100	71	100	70	100	200	100
Marital Status								
Married	55	93.2	60	84.5	60	85.7	175	87.5
Unmarried	04	6.8	11	15.5	10	14.3	25	12.5
TOTAL	59	100	71	100	70	100	200	100
Monthly Income								
≤ 20000	12	20.3	14	19.7	10	14.3	36	18.0
21000-30000	17	28.8	22	31.0	22	31.4	61	30.5
31000-50000	19	32.2	17	23.9	23	32.9	59	29.5
51000-99000	06	10.2	10	14.1	08	11.4	24	12.0
≥100000	05	8.5	08	11.3	07	10.0	20	10.0
TOTAL	59	100	71	100	70	100	200	100
Family Size								
< than 4 Members	12	20.3	19	26.8	21	30.0	52	26.0
4 Members	21	35.6	22	31.0	24	34.3	67	33.5
5 Members	14	23.7	11	15.5	15	21.4	40	20.0
> than 5 Members	12	20.3	19	26.8	10	14.3	41	20.5
TOTAL	59	100	71	100	70	100	200	100
Type of Family								
Joint	26	44.1	33	46.5	27	38.6	86	43.0
Nuclear	33	55.9	38	53.5	43	61.4	114	57.0
TOTAL	59	100	71	100	70	100	200	100
Educational Qualifications								
Below Graduate	16	27.1	07	9.9	5	7.10	28	14.0
Graduate	21	35.6	27	38.0	17	24.3	65	32.5
Post Graduate	08	13.6	15	21.1	13	18.6	36	18.0
Professional Degree	14	23.7	22	31.0	35	50.0	71	35.5
TOTAL	59	100	71	100	70	100	200	100
Type of Occupation								
Housewife	24	40.7	14	19.7	12	17.1	50	25
Service	06	10.2	23	32.4	21	30	50	25
Business	18	30.5	19	26.8	13	18.6	50	25
Profession	11	18.6	15	21.1	24	34.3	50	25
TOTAL	59	100	71	100	70	100	200	100

Source: Primary Data

From the above table, it was observed that, out of 200 respondents, 44% traditionalists, 41% moderates and 34% liberals belonged to age group 31-40 years. 88% women were married and remaining 12% were unmarried. 61% women belonged to monthly family income Rs21000/- to Rs.50000/-. Only 10% of total respondents belonged to monthly family income of more than Rs.1 Lac. 43% of women belonged to joint family while 57% belonged to nuclear family. In the liberal group, 39% were from joint family and 61% were from nuclear family. 33% were graduates, 18% of them were post graduates and 36% of women were having professional degrees. Regarding occupation, in the traditional group, 41% were housewives and 31% were having own business. In the moderate group, 20% were housewives and 32% were doing service. In the liberal group, 34% were having their own profession and only 17% were housewives.

³ A percentile rank is the percentage of scores that fall below a given score.

TABLE 2 : WOMENS' AWARENESS ON SELECTED KITCHEN APPLIANCES

Awareness	Traditionalists		Moderates		Liberals		Total	
	N	%	N	%	N	%	N	%
Microwave Owen	59	100	71	100	70	100	200	100
Food Processor	50	84.7	67	94.4	68	97.1	185	92.5
Dish Washer	43	72.9	54	76.1	58	82.9	155	77.5
Refrigerator	59	100	71	100	70	100	200	100
Mixer and Grinder	59	100	71	100	70	100	200	100
Electric Cooker	45	76.3	62	87.3	59	84.3	166	83
Sandwich Maker	59	100	71	100	70	100	200	100
Flour Mill	58	98.3	71	100	70	100	199	99.5
Chimney	50	84.7	63	88.7	65	92.9	178	89.0
Hot Plate	30	50.8	46	64.8	45	64.3	121	60.5
Induction Cooker	26	44.1	33	46.5	31	44.3	90	45.0
Coffee Maker	52	88.1	65	91.5	65	92.9	182	91.0
Tea Maker	52	88.1	65	91.5	64	91.4	181	90.5
Others Products*	12	20.3	12	16.9	10	14.3	34	17.0
TOTAL	59	100	71	100	70	100	200	100

*Other Products mentioned in the table includes the following Products: Atta maker, roti maker, water purifier, oven toaster griller, water filter, water heater juicer, blender and solar appliances.

Source: Primary Data

Table 2 shows women's awareness regarding selected kitchen appliances. All women were aware of kitchen appliances like microwave oven, refrigerator, mixer and grinder, sandwich maker and flour mill. 93% were aware of food processor, 91% were aware of tea maker and coffee maker. 61% women were aware of hot plate and only 45% were aware of induction cooker. 17 percent were also aware of some other kitchen appliances like Atta maker and roti maker, water purifier and hand blender, solar appliances and water heater.

TABLE 3: PERCENTAGE FREQUENCY DISTRIBUTION OF OWNERSHIP OF SELECTED KITCHEN APPLIANCES BY THREE GROUPS OF WOMEN

Ownership	Traditionalists		Moderates		Liberals		Total	
	N	%	N	%	N	%	N	%
Microwave Owen	42	71.2	52	73.2	53	75.7	147	73.5
Food Processor	30	50.8	28	39.4	37	52.9	95	47.5
Dish Washer	3	5.1	1	1.4	0	0	4	2.0
Refrigerator	59	100.0	71	100	70	100.0	200	100
Mixer and Grinder	59	100.0	71	100	70	100.0	200	100
Electric Cooker	16	27.1	14	19.7	14	20.0	44	22.0
Sandwich Maker	57	96.6	70	98.6	67	95.7	194	97.0
Flour Mill	26	44.1	36	50.7	27	38.6	89	44.5
Chimney	12	20.3	13	18.3	7	10.0	32	16.0
Hot Plate	11	18.6	15	21.1	11	15.7	37	18.5
Induction Cooker	11	18.6	10	14.1	4	5.7	25	12.5
Coffee Maker	12	20.3	11	15.5	12	17.1	35	17.5
Tea Maker	15	25.4	12	16.9	10	14.3	37	18.5
TOTAL	59	100	71	100	70	100	200	100

Source: Primary Data

Table 3 depicts that all women owned Refrigerator, Mixer and Grinder. Only 2 per cent belonging to traditional group owned dishwasher. 97% owned sandwich maker, and 75% owned microwave oven. Very few women owned food processor (48%), electric cooker (22%), flour mill (45%), chimney (16%), hot plate (19%), induction cooker (13%), coffee maker (18%) and tea maker (19%). This may be because these products have been recently introduced in the market of Baroda city.

76% liberals owned microwave oven (76%) and 53% owned food processor. 27% traditionalists owned electric cooker, 20% moderates and 20% liberals owned electric cooker. 44 percent in traditional group and 51 percent in moderate group had owned flour mill. 25% traditionalists owned tea maker and 17% moderates and 14% liberals owned tea maker.

TABLE 4: CHI SQUARE ANALYSIS OF DEMOGRAPHIC VARIABLES OF TRADITIONALISTS, MODERATES AND LIBERALS

Demographic Characteristics	Calculated Value	Table Value	Degrees of Freedom	p-value	Result
Age Group	4.679	12.592	6	0.586	Accept Ho
Marital Status	2.551	5.991	2	0.279	Accept Ho
Monthly Income	2.761	15.507	8	0.948	Accept Ho
Family Size	5.277	12.592	6	0.509	Accept Ho
Type of Family	0.938	5.991	2	0.626	Accept Ho
Education	20.669	12.592	6	0.02*	Reject Ho
Occupation	21.520	12.592	6	0.01*	Reject Ho

Note: * Significant at 0.05 level.

Source: Primary Data

Sig. Level 5%

H1: The demographic characteristics of all three groups of women in Vadodara city are same.

Table 4 shows chi square distribution showing relationship between female role orientation and demographic variables. It was found out that, these three groups of women were found to be significantly associated with education and occupation variables with chi square values 20.669 and 21.520. As chi square calculated value is more than table value at 5% significance level, we reject null hypothesis and conclude that, occupation and educational level of three groups of women were not same. For rest of the demographic variables, we do not reject null hypothesis and conclude that, age groups, marital status, monthly income, family size, and type of family of the three groups i.e. traditionalists, moderates and liberals were same.

TABLE 5: PERCENTAGE FREQUENCY DISTRIBUTION OF DECISION MAKING PATTERN REGARDING PURCHASE OF SELECTED KITCHEN APPLIANCES BY THREE GROUPS OF WOMEN AND TESTING OF ASSOCIATION USING CHI-SQUARE STATISTICS

Decision making Pattern	Traditionalists		Moderates		Liberals		TOTAL	
	N	%	N	%	N	%	N	%
Myself	5	8.5	11	15.5	18	25.7	34	17.0
Husband	1	1.7	0	0	0	0	1	0.5
Jointly by me and my Husband	48	81.4	53	74.6	46	65.7	147	73.5
Other Family Members*	5	8.5	7	9.9	6	8.6	18	9.0
TOTAL	59	100	71	100	70	100	200	100
Chi-Square Value: 9.310, df: 6, P-value 0.157								
* Parents/Children								

H2: The decision making pattern with respect to purchase of selected kitchen appliances is same for all the three groups of women in Vadodara city. Table 5 shows comparison of three groups of women, regarding their decision making pattern for purchase of selected kitchen appliances. So, here, as p-value is greater than 0.05, we do not reject null hypothesis and conclude that, the decision making pattern regarding purchase of selected kitchen appliances of all the three groups of women are same. It was also seen that, 81% traditionalists makes decisions jointly along with their husbands for purchase of these selected kitchen appliances. While in liberal group 26% makes decisions themselves of purchase of these appliances. Only 9 percent of them gave their opinion that other members in their family like parents and children make decisions for purchase of these kitchen appliances.

TABLE 6: CHI SQUARE ANALYSIS OF WOMENS' OPINION REGARDING IMPORTANCE OF USING KITCHEN APPLIANCES ON SELECTED CRITERIA

Selected Criteria regarding importance of using Kitchen Appliances	Calculated Value	Table Value	d.f.	P-value	Result
Essential requirement for Indian families.	4.487	15.507	8	0.811	Accept Ho
It helps me as I am working.	12.506	15.507	8	0.130	Accept Ho
Required due to busy life.	10.706	15.507	8	0.219	Accept Ho
It enhances status.	15.555	15.507	8	0.05*	Reject Ho
Required when family size is more	7.031	15.507	8	0.533	Accept Ho
Required more by educated women.	4.041	15.507	8	0.853	Accept Ho
As income increases, requirement of these appliances increases.	6.219	15.507	8	0.623	Accept Ho
Working women depend on these appliances.	5.545	15.507	8	0.698	Accept Ho
Less interested in household activities.	2.988	15.507	8	0.935	Accept Ho
Required because both husband & wife share household activities.	12.463	15.507	8	0.132	Accept Ho

Note: * Significant at 0.05 level.

Source: Primary Data

H3: The opinion of three groups of women about importance of using kitchen appliances on selected criteria is same in Vadodara city. Table 6 shows the opinion of three groups of women regarding importance of using kitchen appliances in their daily routine life on selected criteria. P-value is 0.05 for the criteria i.e. kitchen appliances enhances status. So, for this criteria, we reject null hypothesis and conclude that the opinion of these three groups about importance of using kitchen appliances in their daily routine life on the selected criteria i.e. it enhances status is not same. As, p-value is greater than 0.05 in the rest of the selected criteria, we do not reject null hypothesis and conclude that the opinion of these three groups about importance of using kitchen appliances in their daily routine life on all the selected criteria is same.

TABLE 7: CHI SQUARE ANALYSIS OF WOMENS' OPINION REGARDING ADVANTAGES OF USING KITCHEN APPLIANCES ON SELECTED CRITERIA

Selected Criteria regarding advantages of using Kitchen Appliances	Calculated Value	Table Value	d.f.	p-value	Result
Saves time and energy	13.239	15.507	8	0.104	Accept Ho
Convenient to use	6.649	15.507	8	0.575	Accept Ho
Replaces manual labour	6.635	15.507	8	0.576	Accept Ho
Makes life comfortable	5.144	15.507	8	0.742	Accept Ho
Balance between career & home	8.960	15.507	8	0.346	Accept Ho
Food preparation takes less time	1.479	15.507	8	0.993	Accept Ho

H4: The opinion of three groups of women about advantages of using kitchen appliances on selected criteria is same in Vadodara city. From Table 7, it is seen that, p-value is greater than 0.05 in all the selected criteria. So, we do not reject null hypothesis and conclude that all the three groups of women have same opinion regarding advantages of using kitchen appliances for all the selected criteria.

FINDINGS

- Education and occupation showed significant differences among the three groups whereas no significant differences were found among groups for remaining demographic variables like age groups, marital status, monthly income, family size, and type of family of the three groups i.e. traditionalists, moderates and liberals.
- All women were aware of microwave oven, refrigerator, mixer and grinder, sandwich maker and flour mill and very few were not aware of appliances recently introduced in market like coffee maker, tea maker, dishwasher, hot plate and induction cooker.
- 74% of women take decisions jointly with their husbands regarding purchase of these kitchen appliances. 26% liberal women take decisions themselves for purchase of these appliances while only 9% traditional women take decisions themselves regarding purchase of these appliances.
- By comparing these three groups of women using chi square distribution, regarding their opinion on importance of using kitchen appliances in their daily life on selected criteria it was found out that these three groups' opinion on the selected criteria i.e. kitchen appliances enhances status was not same. But for remaining selected criteria regarding importance of using kitchen appliances in their daily life all women's opinion were same.
- All the three groups of women have same opinion about advantages of using kitchen appliances in their daily life on selected criteria. Hence, women's role orientation i.e. being traditional or modern doesn't influence their opinion.

CONCLUSION

In this study an attempt was made to understand the buying behaviour of three groups of women who were identified as traditionalists, moderates and liberals based on their score on feminine autonomy inventory scale for selected household kitchen appliances. The study found out significant differences among three groups of women in terms of their education and occupation. But for rest of the demographic characteristics age groups, marital status, family type, family type and monthly income of the family significant differences were not found. Liberal women were highly educated compared to moderates and traditionalists. It was found out that regarding their decision making pattern most of the women take decisions jointly along with their husband for purchase of these appliances. Hence, in Indian society, still women do not take independent decisions regarding purchase of these durables. Significant differences were not found among these three groups regarding their opinion on importance and advantages of using these appliances on all selected criteria. It was found that women with

modern role orientation do not differ from women with traditional and moderate role orientation regarding their buying behaviour for selected kitchen appliances. Hence, the study concludes that female role orientation is independent of buying behaviour for selected kitchen appliances.

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APPENDIX

APPENDIX 1: QUESTIONNAIRE

**Confidential for:
Research purpose only**

Dear Madam,

Hello! I am faculty member of M.S. University, Baroda. This is a survey being conducted only on females in Baroda entitled **"A Study of Changing Female Roles and it's impact upon buying behavior of Selected Household Durables in Baroda city"**. So, for this purpose, I would like to request you to spare your valuable time in filling up this questionnaire. I assure you that this study is meant for academic purpose only and the information provided by you in the questionnaire will be kept strictly confidential.

Thank you very much for your cooperation and support.

Sr. No.

WELCOME TO QUESTIONNAIRE

SECTION I

1. Below are ten statements concerning a woman's role in society. Please give your ratings (1) Strongly Disagree, (2) Disagree, (3) Not sure,(4) Agree, or (5) Strongly Agree concerning each statement.

Sr. No.	Statements	Ratings (1 to 5)				
		1	2	3	4	5
1.	The word "obey" should be removed from the marriage service. (+)					
2.	Girls should be trained to be homemakers and boys for an occupation suited to their talents.(-)					
3.	The initiative in courtship should come from men.(-)					
4.	A woman should expect just as much freedom of action as a man.(+)					
5.	Women should subordinate their career to home duties to a greater extent than men.(-)					
6.	Motherhood is the ideal "career" for most women. (-)					
7.	Within their marriage women should be free to withhold or initiate sex intimacy as they choose.(+)					
8.	The husband should be regarded as the legal representative of the family group in matters of law. (-)					
9.	The decision whether to seek an abortion should rest with the wife.(+)					
10.	Her sex should not disqualify a woman from any occupation.(+)					

2. Which of the following role best describes you?

- Full time Home making Full time Employment Homemaking & Employment Other roles

3. You are concerned more about your

- Family Career Both family and Career

4. How much time approximately do you spend daily in your household activities?

Time spent in Household Activities	Tick
2 Hours	
3 Hours	
4 Hours	
5 Hours	
6 Hours	
More than 6 Hours [Please Mention No. of Hours] _____	

5. The following are the list of activities. Please rank order the activities, in which you are most interested.

[Rank 1= Most Important and Rank 9 = Least Important]

Activities	Rank (1to 9)	Activities	Rank (1 to 9)
Housekeeping and cooking activities		Visiting Markets, Shopping Malls, Friends, relatives	
Taking care of children and husband		Traveling	
Reading Newspapers, Magazines and Watching Television		Beauty and Fashion	
Career and Profession		Politics	
Surfing and chatting on Internet			

SECTION II

1. Do you appreciate mechanization of Household work? Yes No

2. Are you aware of the following mentioned different types of Household Kitchen Appliances available in the Market? Yes No

If yes, then please tick on the Household Kitchen Appliances which you are aware of.

Sr. No.	Awareness	Tick	Sr.No.	Awareness	Tick
1.	Microwave Owen		8.	Flour Mill	
2.	Food Processor		9.	Chimney	
3.	Dish Washer		10.	Hot Plate	
4.	Refrigerator		11.	Induction Cooker	
5.	Mixer and Grinder		12.	Coffee Maker	
6.	Electric Cooker		13.	Tea Maker	
7.	Sandwich Maker		14.	Any Other (Please specify) _____	

3. Which are the sources of information from which you get information about Household Kitchen Appliances? Please put a tick [v] wherever applicable.

Sr.No.	Sources of Information	Tick
1.	Advertisements in Television	
2.	Advertisements in Radio	
3.	Advertisements in Newspapers/Magazines	
4.	Internet	
5.	Recommendation by Friends, Relatives	
6.	Visit to Shopping Malls/Markets	
7.	Visit to Dealers	

4. Which of the following Household Kitchen Appliances do you already own?

1.	<input type="checkbox"/> Microwave Owen	8.	<input type="checkbox"/> Flour Mill
2.	<input type="checkbox"/> Food Processor	9.	<input type="checkbox"/> Chimney
3.	<input type="checkbox"/> Dish Washer	10.	<input type="checkbox"/> Hot Plate
4.	<input type="checkbox"/> Refrigerator	11.	<input type="checkbox"/> Induction Cooker
5.	<input type="checkbox"/> Mixer and Grinder	12.	<input type="checkbox"/> Coffee Maker
6.	<input type="checkbox"/> Electric Cooker	13.	<input type="checkbox"/> Tea Maker
7.	<input type="checkbox"/> Sandwich Maker		

5. During the past year, have you or a member of your family (Household) purchased any Household Kitchen Appliances?

Yes No

6. How did you obtain Household Kitchen Appliances?

Gift Replacement for an old range Purchased Any other (Please Specify) _____

7. Who makes decisions in your family regarding purchase of these selected Household Kitchen appliances?
(Please put a tick [✓] wherever appropriate).

Myself Husband Jointly by me and my Husband Others (Please Specify) _____

8. How important are the use of Household Kitchen Appliances in your daily life? Please give your ratings to the following statements regarding the importance of having Household Kitchen appliances in your daily life.

1=, Unimportant 2 = Least Important, 3 = Don't know, 4 = Important, 5 = Most Important

Sr. No.	Selected Statements	Your Ratings (1 to 5)
1.	It is an essential requirement for Indian families.	
2.	It helps me a lot as I am working.	
3.	Household kitchen appliances are required due to busy life.	
4.	Having Household kitchen appliances in home enhances status.	
5.	Household kitchen appliances are required when the family size is large.	
6.	More educated women require household kitchen appliances.	
7.	As the total family income increases the requirement of household kitchen appliances also rises.	
8.	As working women have less time they depend on household kitchen appliances to perform household tasks	
9.	Household kitchen appliances are required because today, women are less interested in household activities.	
10.	Household kitchen appliances are required because husband and wife both earn, so they share household activities.	

9. According to you, what are the advantages of using Household Kitchen Appliances?

1=, Unimportant 2 = Least Important, 3 = Don't know, 4 = Important, 5 = Most Important

	Selected Statements	Your Score (1 to 5)
1.	Saves time and energy involved in domestic chores	
2.	Convenient to use	
3.	Replaces manual labor	
4.	Makes life comfortable and easier	
5.	It helps a lot in maintaining a balance between career and household responsibilities	
6.	Food preparation consumes less time	

SECTION III

1. Name : _____

2. Age : _____

3. Address : _____

4. Marital Status : _____

5. Actual Family Size : _____

6. Monthly Income of the Family : _____

7. Type of Family Joint Nuclear

8. Educational Qualifications : Below SSC/HSC Under Graduate Graduate Post Graduate Professional Degree Others _____
(Please Mention)

9. Type of Occupation : Housewife Service Business Profession

-----THANKYOU-----

REQUEST FOR FEEDBACK

Dear Readers

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Co-ordinator

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