

## **BUYING DECISION-MAKING OF FEMALE CONSUMERS: A LITERATURE REVIEW STUDY**

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### ***ABSTRACT***

*This paper makes an attempt to understand the buying decision-making of females. It entails a review of past researches that have been undertaken over so many years in this area. It provides an answer that female shoppers are more involved in shopping, experimental, look for more information and exhibit the decision-making styles of high quality consciousness, brand consciousness, novelty-fashion consciousness, price and value for money consciousness, brand loyalty, impulsiveness and recreational hedonism. This study is an important piece of information for retailers who face dilemma about the choice of strategy to be adopted while targeting female shoppers in the complex retailing scenario.*

***KEYWORDS:*** *Females, Products, Buying decision-making styles*

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