CHAPTER 4: LITERATURE REVIEW
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4.1 Arpita Mukherjee, Divya Satija, Tanu M. Goyal, Murali K. Mantrala, Shaoming Zou (2012) said that to assess Indian consumers’ brand consciousness we need to examine the brand knowledge of the customers, purchase behaviour and perceptions of foreign brands. In growing consumerism in India to harness the potential it provides key inputs for global retailers. Indian consumers are price-sensitive therefore consumer knowledge and use of foreign brands is low at present. Since Indian consumers are experimenting with brands they would like more foreign brands to enter the Indian market.

4.2 Paul J. Albanese (1993) has presented a report using the California Q Sort for empirical research on consumer behaviour from psychoanalytic object relations theory to operationalize the personality organization on the promising preliminary results of the Q project at Kent State University.

4.3 Anna Watson, Howard Viney, Patrick Schomaker (2002) found that introduction of consumer choice along with enhancing the quality of service provided to consumers is one of the key motivations underpinning the various public utility privatisations of the 1980s and 1990s. In the case of electricity supply there was a timetable for the introduction of competition in the original legislation.

4.4 Vincent-Wayne Mitchell, Pari Boustani (1992) discussed the results of a consumer survey towards breakfast cereals on the likes and dislikes of consumers. To explain their preferences they also suggested a possible model of consumer behaviour. The perceived risks and risk-reducing strategies which is used by consumers are empirically investigated. It discusses the results in such a way that it highlights their usefulness to the industry’s marketers.
4.5 Marylyn Carrigan, Ahmad Attalla (2001) examined that for marketers on the value of a socially responsible approach years of research continue to present conflicts and challenges to marketing activities. Therefore marketing ethics and social responsibility are controversial. This article investigates the effect of good and bad ethical conduct on consumer purchase behaviour and whether consumers care about ethical behaviour. In purchase decision-making behaviour most consumers pay little attention to ethical considerations.

4.6 Lisa Watson, Mark T. Spence (2007) researched that identifying the cause(s) of emotions has clear practical import to the understanding of consumer behaviour. However, cognitive appraisal theory serves this purpose, a consensus has not yet emerged concerning terminology, number of relevant concepts and concomitant construct measurements, and theoretical linkages between constructs.

4.7 Ruth M.W. Yeung, Joe Morris (2001) said that the food industry, food safety has become a major issue of public concern for the UK Government and they are encouraging to take steps to rebuild consumer confidence. This paper develops a conceptual framework for the likely impact on purchasing behaviour and identifies and reviews the factors influencing consumer perception of food safety related risks. The relevance of strategies adopted by consumers and influence on the likelihood of food purchase are explored together to reduce risk exposure with the implication for the food industry.

4.8 Erica J. Betts, Peter J. McGoldrick (1996) analysed that within the marketing literature in spite of the ubiquity of seasonal they have been curiously neglected and other retail “sales” and this is most surprising given their impact on profit-margins, brand/store images, supplier-retailer relationships and consumer behavior. Since 1980, although much of this literature has been at the individual product level and confined to groceries, the effects of comparison price advertising on consumer behaviour have received growing attention from researchers. Where the impact of reductions extends far beyond the sum of individual price changes it builds on this research in the specific context of store wide “sales”.
4.9 Martin Evans (1989) said that concentrating especially on innovation theory and self-concept theory complementary approaches are proposed for understanding and targeting fashion consumers. Innovation theory (also concerned with introducing new products and ideas) is logically important and these are seen as being two potentially relevant approaches because fashion is concerned with “newness”, and because fashion buying could have much to do with projecting images of how buyers see themselves (or would like to be seen, etc) more than might have been the case in the past and because there is evidence to suggest that buying in younger markets is related strongly to the expression of self.

4.10 Morven G. McEachern, Monika J.A. Schröder, Joyce Willock, Jeryl Whitelock, Roger Mason (2007) said that relating to the Royal Society for Prevention of Cruelty to Animals (RSPCA) and their brand-extension “Freedom Food”, while influencing ethical brand choice consumers moral obligations towards food-animals as well as consumer location are confirmed, this mixed methodology was adopted to explore ethical purchasing behaviours and attitudes.

4.11 Andre Gabor (1979) examined the concepts of the traditional theory of demand have not been found suitable for realistic studies of consumers’ behaviour. Since 1954, however, new lines of exploration have evolved, of which that of Professor Jean Stoetzel has proved most fruitful. The idea that, since price serves as a powerful indicator of quality, the consumer bent on a purchase will approach the market with two price limits in mind was verified and further developed by the Nottingham University Consumer Study Group.

The theory has been successfully extended to the competition between leading brands and applied to the exploration of consumer behaviour during the decimalisation period in the UK. Advances have been made also in the quantitative study of other related problems, such as the price image of retail establishments and the relationship between pack size, price and purchasing behaviour.

4.12 Elin Roos, Helene Tjarnemo (2011) explained that on reducing emissions of greenhouse gases and on consumer purchasing behaviour the effects that carbon labelling of food products will have. Even though consumers have positive attitudes towards preserving the environment
low perceived customer effectiveness and sales of organic products are low for several reasons like perceived high price, strong habits governing food purchases, perceived low availability, lack of marketing and information, lack of trust in the labelling system. These do not bring any personal benefits to the consumer unlike the perceived case for organic products, all these obstacles apply to the purchase of carbon labelled products and several are for carbon-labelled products.

4.13 C Whan Park, Deborahj Macinnis, Joseph Priester, Andreas B. Eisngerich, & Dawn Iacobucci (2010) said that to marketing and consumer researchers as a construct of interest or not whether brand attachment adds value? The assumptions that underlie parsimonious measure of brand attachment test and demonstrate that it indicates the concept of attachment is from a measurement perspective developed and validated. Brand attachment offers value over brand attitude strength actual purchase behaviors, brand purchase share and need share in predicting consumers’ intentions to perform difficult behaviors.

4.14 S Adam Brasel & James Gips (2008) analysed that to question the effectiveness of traditional television advertising, digital video recorders have forced marketing managers. To make their advertisements effective the research explores the visual perception of advertising, how fast-forwarded advertisements are perceived, and what managers can do even when they are fast-forwarded.

Building on visual marketing and perceptual psychology literature the authors conducted two eye-tracking studies that explore participants’ visual attention with several commercial breaks to a custom-designed television show.

As fast-forwarding eliminates most motion cues that encourage visual search, fast-forwarding viewers strongly constrain their vision to the center of the screen and discourages attempts to track stimuli.

Fast-forwarded advertisements with heavy central branding can lead to increased brand attitude and behavioral intent whereas advertisements with peripheral or limited branding have little or no effect.
4.15 Andrew G. Parsons (2002) said that on brand choice what is the impact of intended recipient when purchasing a gift? In combination with Belk’s characteristics of gifts, for measuring consumer behaviour differences occurring in alternative gift-giving situations, Keller’s conceptualisation is used as a branding framework in terms of consumer-based brand equity, incorporating symbolic, experiential, and functional benefits. Along with this the influence of gender, household income, and age are also examined because consumers vary in their choice of brands for different recipient groups. There are gender-based differences in consumer’s brand choice for gifts along with some income and age related distinctions.

4.16 Paul A. Pellemans (1971) proposed a general framework for thinking in which various problems related to buyer behaviour are recognized. Examines how the marketing concept has developed this century. Reviews two comprehensive consumer behaviour models briefly, and after a more thorough examination retains a third as a consumer behaviour framework.

4.17 Gordon Foxall (1984) evaluated that the new product development process comprises a series of information-gathering phases intended to reduce the uncertainty which surrounds the management of innovation. To the extent that this is a rational process, new product failures can be attributed to a lack of high quality, relevant information for decision making. In view of the particularly high failure rate for consumer non-durables, it makes sense to look critically at the quality of market research information employed in new product decision making.

Concept and product tests, which rely heavily on measures of attitude and intention, are very frequently used to gain such information relatively early in the innovative process, but, while they have sometimes been indicted for their inability to predict managerially-useful aspects of new brand choice, there appears to have been no attempt at understanding why they are often ineffective. Without this understanding it is impossible to suggest an alternative approach. There is no panacea for the problem of predicting consumer choice in new product development but there is great need to come to grips with this problem. This article attempts to provide the necessary understanding and suggests an alternative means of conceptualising the attitude — intentions — behaviour relationship in marketing.
4.18 Celina González Mieres, Ana María Díaz Martín, Juan Antonio Trespalacios Gutiérrez (2006) analyzed the effects that a set of variables related to purchasing behaviour has on the difference in perceived risk between store brands and national brands. The methodology is proposed through a causal and integrated model which covers both the direct effects caused by these variables jointly and the indirect effects. Confidence in the extrinsic attributes of the product to assess its quality and familiarity with the store brands and when explaining this difference the variables which have proven to be most relevant are the perceived quality of the store as opposed to that of the national brands.

4.19 Ayantunji Gbadamosi (2009) said that the purpose of this paper is to conduct an analysis of consumption of low-involvement grocery products among low-income women consumers’ and in this consumption the relevance of cognitive dissonance. Low-income group women consumers are not loyal to brands of grocery products as they are engaged in habitual purchasing. However, they often buy stores’ own value-range brands as they believe that these products are similar to manufacturers’ brands.

4.20 Ahmad Jamal, Mark M.H. Goode (2001) indicated that the self-image product image congruity and attitudes toward product can facilitate positive behaviour and can affect consumers’ product preferences and their purchase intentions. Self-image congruity was a good predictor of consumer satisfaction and a very strong predictor of consumers’ brand preferences.

With the brand as compared to those with lower levels of self-image congruity respondents with higher levels of self-image congruity were more likely to prefer the brand and enjoy higher levels of satisfaction.

4.21 Debra Grace, Aron O’Cass (2005) examined on consumer service brand evaluation, the effects of three communication avenues namely controlled communication (e.g. advertising/promotions), uncontrolled communications (word-of-mouth (WOM)/publicity), and brand name. Controlled communications and brand name have a significant effect on customer
satisfaction whereas brand attitudes and brand reuse intentions which are uncontrolled communications had a significant influence only on brand reuse intentions.

4.22 Alireza Karbasivar and Hasti Yarahmadi (2011) examined on consumer impulse buying behavior the effect of four external cues (window display, credit card, promotional activities (cash discount, free product)). A conceptual model adapted from Churchill and Peter (1998) is proposed and verified by empirical data. We defined four hypotheses and Statistical Packages for Social Sciences’ (SPSS) and LISREL software is used for the data analysis. To see the correlations between consumer’s impulse buying behavior and each of four external cues Structural Equation Modeling (SEM) used.

4.23 Surinder Kr. Miglani (2011) examined the buying behavior of Indian women & their values for the market. To achieve the objectives of the study total 500 women respondents have been selected from Delhi-NCR region. A well structured questionnaire has been drafted to get the information regarding buying behavior of women. As we know that market cannot operate without the consumer so, the consumer is known as God for the market, as he behaves market work accordingly. Women as a consumer are also participating in buying the goods.

Now a days Indian women are dominating the market by making her presence in every purchase decision. So, it is also required to know that how women behave during purchasing & it is also required that what is the value of women for the market.

An effort has been made to judge the Indian women buying behavior & their values for the market in this paper. Analyses of the study found that Indian women are playing a new role as a facilitator.

Previously, the Indian women concentrated on purchases that based on family needs and wants. Her only personal indulgences were items of clothing and adornment. But now she regularly moving to Malls for shopping & take her decision herself, she has full freedom to buy & bargaining for the commodity. She also takes interest in advertisement on TV, magazines & newspaper for discount offers & new schemes on the commodity. They also realize the importance of corporate social responsibility to make their buying decision.
4.24 Dr. Ruhi Bakhare (2012) said that ‘Consumer is king’. To satisfy the consumers the firm should know about the behavior of the consumers because the success of any firm depends upon consumer satisfaction. Understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style.

Intrinsic and extrinsic factors are the two factors influencing the consumers. Unless their thought process and buying behavior are fully understood, it is difficult to classify consumers by conventional demographic factors, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. Not only to identify the sources, timing and direction of the changes which are likely to affect India, Indian companies must learn from their western counterparts with the inevitability of change intimidating large over the horizon, to respond to these changes, comprehensively and effectively the new competencies and perspective that will enable them. By the purchasing behavior of the consumers the market share of any product is highly determined.

4.25 Neelmani Nilesh (2011) said that the objective of the article is to study the features based on which consumers evaluate private labels & National Brands. The article compares the attitude of consumers towards Private labels & National brands.

It is also seen in the article that a particular segment of the society is the consumer of Private label product. A consumer’s choice of buying a particular product or going to a particular store is driven by hedonic & functional considerations.

Hedonic considerations relate to fantasies, feelings, fun & enjoyment; functional considerations relate to needs, value, fundamentals, necessity, essentials & problem solving. Products may be classified as either hedonic or functional.

The attitude of consumer and behavior towards private label brands can be identified by their shopping behavior, the reasons for buying store brands, their relation with store products and their involvement with the category. It also depends on the factors like; income, family size, age, education, degree of reliance, knowledge etc.
The Indian retail Industry is all set for a tremendous growth and with an annual growth rate of about 9% it is estimated to reach $54 billion by the year 2012. Foreign retail companies like Tesco, Walmart and Carrefour are all set in to enter the Indian market, with the approval of 51% direct investment by Government of India in single brand retail showrooms. These companies are known for their Private Labels which is an area in marketing, which has high degree of growth in the last decade. The objective of the study was to compare consumer attitude towards Private Labels and National Brands. To measure the consumer attitude, ‘Adequacy Importance’ model (Cohen, Fishbein and Ahtola, 1972) was used. As required survey was conducted in different store locations of Food Bazaar in Hyderabad with the help of a structured questionnaire which was based on attributes like quality, price, freshness, packaging etc. Pilot study was also conducted (for n=48) to check the reliability of the instrument. Total 200 responses were collected by using random sampling method. Mean and standard deviations were computed, and t-test for comparing equality of means was applied. The study concludes that price continues to be one of the most important factors for the growth of Private Labels. Consumers’ attitude towards Private Labels has come closer to that of National Brands on some other attributes also.

The findings are encouraging for Private labels but they are a matter of concern for the National brands. Private label brand in India is in early phase and is set to grow. As the gap between consumer’s attitude towards the Private labels and National brands become narrower, the consumer would start to consume greater amount of Private labels brands. Therefore the market size of Private label brands will expand and lots of innovations and competitions will take place.

The study was restricted to the city of Hyderabad and the respondents were consumers of Food Bazaar only.

The study can be extended to greater geographical area. Demographic profiles have not been taken under consideration. The study has been done only on consumer perception. It can be extended to do a comparative study.

4.26 Abhigyan Bhattcharjee (2011) said that the objective of the article is to find out in product purchase decisions the influence of mass media among the rural and urban households. The article helps in knowing in their product purchase decision (FMCSs) if there is any
significant difference between the rural and urban households through the mass media or not? It can be seen in the article that rural and urban households are equally exposed to different forms of media and their influence in the product purchase decision can be said to be equally alike. The influence of mass media Among the rural and urban households ‘Radio’ seems to have a significant difference in the product purchase decision.

In the influence of different media there is no significant difference except ‘Radio’ in the product purchase decision among the nuclear and joint family (combined) type for both the rural and urban households. The conclusion of the study is that influence of media in the purchase of FMCG products seems to be similar for both the rural as well as urban households in different income classes and family types. It is found that media has considerable influence upon the rural folks like their urban counterparts. The presence of media, which is generally regarded to be an urban domain, has been able to make its presence felt in the rural land as well.

An instrument which defines the way we think and what one’s place is in the society is the media. Media has an impact on issues and its interpretation and evaluation. When it reaches above 50 million people (Chundi and Srivastava, 2000) a medium is called mass medium and it means by the communication media dissemination of information, idea and entertainment.

By their individual backgrounds, intelligence, interests and attitudes media audience’s perceptions and interpretations are influenced. Media facilitated the people to see different people and their way of life, and about the world, media creates better ideas and perceptions by enabling people to have access to different sources of information. The media has influenced people to accept global culture and values and also documented endangered species, vanishing cultural heritage and life styles and activities of the past. In India, the Mass media primarily refers to the radio, the newspaper, cinema halls, print, television and the internet.

In the initial stage, the spread of mass media and related technology was confined largely to the urban areas but now, this has engulfed the whole society and the communication network has reached even the remote rural areas of the country. The primary objectives of the study is to find out in product purchase decisions the influence of mass media among the rural and urban households; to know between the rural and urban households in their product purchase decision.
(FMCGs) through the influence of mass media whether there exists any significant difference or there is no significant difference.

The study was restricted to the rural and urban consumers from the district of Kamrup, Guwahati. The study can be extended to greater geographical area. Income is the main criteria for the study, wherein other areas like age, life-style, perception etc. can also help in doing a comparative study.

4.27 Dr Brajesh Kumar & Mintu Gogoi (2011) in his study explained the brand preference and buying behavior of the consumers in case processed liquid milk in Guwahati, Assam. With respect to processed liquid milk he tried to study the brand loyalty of the consumers. The study examines the consumer’s buying behavior and brand loyalty with regard to processed liquid packed milk in Guwahati. In a world that is becoming more consumer-centric understanding consumer buying behavior in a cross-cultural environment is becoming an essential part of marketing activities. Studying the consumer buying behavior involves economic as well as emotional factors. With the study of consumer behavior marketers position their products better and develop effective marketing strategies. Consumer buying behaviour is influenced by the culture and subculture. Habits, likes and dislikes of the people belonging to a particular culture or subculture can affect the marketing efforts of a firm to a great extent. The type of products the individual prefers can be known by the help of social class to which the individual belongs. Other factors that influence the buying behavior are social factors like reference group and family, personal factors like the age, life cycle and occupation, and psychological factors like motivation, perception and attitudes of the customers. The paper is an attempt to explain how consumer buying behaviour is influenced by brand image and loyalty in Guwahati, Assam.

4.28 Seema S Shenoy, Dr A H Sequeria & Dr Devaraj K (2012) said that the main objective of the study is to facilitating supermarket retailers to attain a competitive advantage and to evaluate the effectiveness of customer centric strategy for combating the current competition in the retail industry.

Retailers in India face huge competition and the only way out is through the attainment of competitive advantage. Strategy that could facilitate firms attain superior performance is the
route to attain competitive advantage. Adding strength to the research is the result derived from interviews of supermarket managers and customers; and also the results of pilot study. The work involves identification of constructs and research hypothesis for the proposed framework. The framework contributes to literature by emphasizing on not just effective customer-centric strategies but also, on specific performance outcomes that supermarket retailers could be enjoying riding on these strategies. A new dimension to attainment of competitive advantage and superior performance has definitely been recognized by this research effort. Supermarket retailers in India can be certain of attaining competitive advantage by riding on the proposed strategies.

4.29 P S Venkateswaran, N Ananthi & K Binith Muthukrishnan (2011) in their study said that the objective of the paper is to find out the brand preference of the customers and it also tries to focuses on the sources of awareness for the brands and the factors influencing brand preference for different brands.

In the middle of the twentieth century customers had limited choice to select their brand or product. But by the beginning of the twenty first century, customers have a number of alternatives to select a single product. Thus more conflicts/confusion arises since the current customers are having more brands to choose. This is a common nature for individuals. Within any product category, most consumers have their preference set which comprises of a group of brand. The consumer will consider these four or five high-class brands when making a purchase. In every product category, consumers have more choices, more information and higher expectations than ever before. Brands need to deliver on their value proposition, as well as remove someone else from the consumer’s existing preference set to move consumers from trial to preference.

Corporates must know how the customers are going to prefer any specific brand among the alternatives in the market. If the corporates know the needs, wants and the preferences of the customers, then only they can reach the customers well in time. The present study tries to identify the factors which are influencing the customer’s satisfaction and preference to select a brand. The study was restricted to Dindigul town of Tamilnadu therefore responses can be bised.
4.30 Sharif Memon (2011) said that the reasons for success and less success of the considerate brands. Also he tried to identify a group of key success factors from among the successful international brands. The paper also tried to analyse the socio economic profile of the respondents and their consumption patterns with regard to select consumable FMCG.

During the past two decades exporting has been fuelled by the world market liberalization and global competition. Exporting is an important factor contributing to the maintenance of economic growth and prosperity. Exporting creates jobs, contributes to a balance of trade, increases national productivity, helps raise the standards of living or quality of life of a country’s population and provides currency stability from a macro perspective. From a micro perspective, Leonidou proposed benefits that include generating business funds for company reinvestment and growth, diversifying company business across different markets, enhancing product innovation due to different foreign market needs, improving utilization of production capacity where the domestic market could not possibly absorb a firm’s full production capacity, developing superior management capabilities as the management deals with different needs and enhancing both - the firm’s sales and financial performance. This paper reviews extant literature of exporter-distributor relationships to identify the benefits and challenges associated with such relationships in an attempt to provide African exporters with the necessary insights on how they could also benefit from tying up with their overseas distributors. Where most countries are still grappling trade deficits and lack export diversity this paper emphasizes that exporter-distributor relationships can help improve export performance in Africa. Africa’s share in global markets is quite small, accounting for 2.1% in 2002 compared to 4.1% in 1980. In terms of age and world’s second largest consumer market, India is the youngest country of the world. To cater for domestic as well as multi-national companies it makes India a hot market. Across the globe all the global players are eyeing Indian market and for the Indian consumers to experience it has resulted in more options.

The consumer at large is considered to be price conscious is been a myth and they focus on some select international brands in the consumable category where in eight pair to brands were selected based on the market share. Among the international brands in the same category one brand is successful as being having the highest market share whereas, another brand is less-
successful in the same category. As its market share may boost up (than the rival brand) in the future the term less-successful is been used for low market share and does not imply failure.

4.31 C Anandan, M Prasanna Mohan Raj & Mr S Madhu (2007) analysed in their study why people prefer a particular brand in washing soap and the factors influencing the rural customers. The study tried to find out which brand is the market leader in washing soaps and the behavioral pattern of the customers towards a particular brand, their satisfaction levels and reasons for dissatisfaction. Since penetration levels are pretty high in most categories future growth can come only from deeper rural penetration. Rural marketing has become the latest marketing mantra for most FMCG majors. Waiting to be tapped by FMCG majors, rural India is vast with unlimited opportunities. Indian FMCG sector is putting in place a parallel rural marketing strategy to gain advantage of this the. FMCG majors are aggressively looking at rural India since it accounts for 70% of the total Indian households.

4.32 M Punniyamoorthy & Nanda Kishore Shetty (2011) said that in different brands of cement the objective of the study is to analyse customer’s brand preference pattern and the factors influencing customers brand preference in different brands. Together with the global meltdown of economy in today's highly competitive business environment, manufacturers of generic commodity products like cement must achieve some degree of differentiation for their products in order to avoid their product being viewed as a basic generic commodity. This will help them to move the customers from a low-involvement decision-making process to a medium- or high-involvement decision-making pattern and to develop strong cement brands in this sector.

4.33 Karen A Brown, Richard Ettenson & Nancy Lea Hyer (2011) examines Why do some projects attract support and energy inside an organization while others flounder? Many times the difference is branding.

The success or failure of a project depends on the way managers represent it to their internal audiences and it also determines when the competition heats up for limited resources.
Based on more than 10 years of observation and research it is seen that the internal face of every project needs a strong brand. Five key stages is been identified in the project branding life cycle that can make or break momentum from first pitch to final payoff.

**Pitch:** Project branding starts with a memorable and persuasive pitch. To catch the attention of key decision makers who control resources this is the project champion’s best opportunity. The pitch can start at the grassroots level with the people who ultimately will deliver the payoff or it can occur as a single-shot event with senior leaders. Softer or slower pitches often work best when ideas need time to germinate and gain momentum.

**Plan:** Champions must clarify goals, assess risks, assign responsibilities and set timelines once a project receives the initial go-ahead. Stakeholders throughout the organization will become champions of the brand if the planning process is transparent and produces a clear roadmap to success. The project is likely to come out of the gate with a less than attractive brand if the plan is created behind closed doors with little or no input.

**Platform:** Every project needs a visible starting point. The official launch may occur after only a limited amount of high-level planning, or it may be the culmination of an intensive effort. Branding success at the platform stage depends on the way the project is legitimized to the entire organization, not just to direct participants and high-level decision makers.

**Performance:** Performance represents the way project leaders communicate information about delivery of the project’s promise following the official launch. This includes honest reporting about setbacks and demonstrations of resiliency in the face of challenges. Undercommunicating during the performance phase is dangerous because any information vacuum can be filled by those with competing interests or doubts.

**Payoff:** Everyone grows frustrated when a project has no clear end point. Closure celebrations provide an opportunity to solidify and enhance the perceptions of the project brand created in earlier stages. Some organizations even host failure parties that celebrate worthwhile risk-taking and lessons learned. Products, services, organizations and even people benefit from strong brand management. Successful projects require the same care.
4.34 K P Sumedhan (2011) said that to many economists and development experts at national and international level Kerala, a small state within Indian Union has become an enigma and a paradox. Kerala stands much ahead of the other Indian states in terms of social indicators of development even though the performance of the state in the economic front is dismal. In the consumption level of the people economic backwardness of Kerala does not reflect and the consumption level of the state is above the national average and many well off states in India. Although it holds less than 4% of the population Kerala accounts for more than 12% of the consumer market of the country. High proportion of expenditure on non-food and non essential item like consumer durables and luxuries similar to those of developed countries characterizes the consumption style of the state.

4.35 Dr V Ramanathan & Dr K Hari explained that the objective of the study is to find out the factors influencing the consumers to buy from organized and unorganized retailers and to study the opinion of consumers about organized and unorganized retailers.

Retailing industry is the most active and attractive sector and has been present for many years in our country. The emergence of retailing in India has more to do with the purchasing power of buyers. With the aid of modern supply and distribution management systems and solutions the retail industry offers increasing economies of scale. The key offerings of the retailing chain seem to be attractiveness, accessibility and affordability. In a country like India the unorganized retailers play a predominant role in offering products or services of a different product (or) service mix at the convenient location (Kirana Stores or Apana Bazar) with effective selling and buyers’ retention strategies. The perception of consumers about both unorganized and organized retailers keeps on changing dynamically. Due to the unpredictable nature of the customers most of the time both organized and unorganized retailers are in a dilemma regarding the perception of consumers and hence both the type of retailers face difficulty in realigning their business strategies.

4.36 Sekar Raju, H Rao Unnava & Nicole Votolato Montgomery (2009) in their research find that consumers with high- and low-commitment when exposed to competitive brand information use different information-processing strategies.
By using a disconfirmatory processing strategy high-commitment consumers focus on the dissimilarities between their brand and the competitor brand, wherein low-commitment consumers focus on the similarities between their brand and the advertised brand.

4.37 **Ryan Hamilton, Jiewen Hong & Alexander Chernev (2007)** investigate a scenario in which by changing the perceptual characteristics of the decision set irrelevant options influence choice. Adding fully dominated options it increases the likelihood of being chosen and can make one alternative perceptually focal. Using either more intuitive or more analytic processing consumers can make choices. Consumers using more analytic processing tend to prefer asymmetrically dominating options while those who make choices using more intuitive processing tend to prefer perceptually focal options.

4.38 **Xavier Dreze & Joseph C Nunes (2008)** said that companies are increasingly using loyalty programs to retain customers. Based on their purchase history, they group customers into distinct classes, creating status hierarchies in which customers who are more loyal receive different and better experiences. They enable customers to maintain their status through priority lines, special luggage tags, and lounges or separate spaces for premier customers. Any company that is facing tradeoff stratifies its customers in this way is between the number of customers it makes elite and the customers’ perception of status.

4.39 **Amna Kirmani, Sanjay Sood & Sheri Bridges (1999)** examine on consumer responses to price-based line stretches how ownership status moderates the effects of stretch direction (up or down), brand image (prestige or nonprestige), and branding strategy (subbrand name or direct). To the brand’s extensions an ‘ownership effect’ is proposed whereby owners have more favorable responses than non-owners. The ownership effect occurs for upward and downward stretches of non-prestige brands and for upward stretches of prestige, it does not occur because of brands owners’ desire to maintain brand exclusivity for downward stretches of prestige brands.

4.40 **Kathleen Seiders, Glenn B Voss, Dhruv Grewal & Andrea L Godfrey (2005)** proposed that the moderating effects emerge if repurchase is measured as objective behavior but not if it is measured as repurchase intentions and the relationship between satisfaction and repurchase
behavior is moderated by customer, relational, and marketplace characteristics. The authors estimate identical models using both longitudinal repurchase measures to test for systematic differences in effects, and survey measures as the dependent variable. The results suggest that the relationship between customer satisfaction and repurchase behavior is contingent on the moderating effects of convenience, competitive intensity, customer involvement, and household income. The results are different for self-reported repurchase intentions and objective repurchase behavior. The conceptual framework and empirical findings offer new insights that enhance the understanding of what drives repurchase behavior and reinforce the importance of moderating influences.

4.41 Alison Jing Xu & Robert S Wyer (2007) said that purchase decisions often involve two steps. Based on the options available and their immediate need for the type of product being considered, first consumers tentatively decide whether or not they want to make a purchase. Then, if this process results in a positive decision, consumers decide which of the potential alternatives they prefer. This sequence of mental actions is represented as a purchasing procedure in memory. Generally, a procedure is composed of subgoals that are causally or temporarily related. Thus the attainment of each subgoal is a precondition for pursuing the one that follows it. Consequently, the consideration of any subgoal presupposes that the previous goal has been attained successfully.

Consumers whose attention is called to the first subgoal of deciding whether to buy are likely to engage in the operations required to attain it and, if the decision is affirmative, they may proceed to the next subgoal in the sequence. However, if consumers are induced to consider a subgoal at a later stage (e.g., deciding which to buy), they will presumably employ routines to identify the most preferred alternative. However, they are unlikely to reconsider whether they want to make a purchase at all. Instead, they will assume that they have already decided to buy something. As a consequence, consumers are ultimately more likely to make a purchase in the second case than in the first one.

Consumers may develop a “which to buy” mindset that will guide them to make a selection among the alternatives. This mindset may also prevent them from considering the preceding segment of the purchasing procedure (i.e., whether to buy). If consumers are asked to consider
whether to make a purchase at all at the outset, they are likely to develop a “whether to buy” mindset and once a mindset is activated, it will also persist to influence one’s reactions to subsequent activities. Consumers who develop a “which to buy” mindset in one situation will be more likely to consider which alternative activity is better in subsequent scenarios instead of considering whether or not they want to engage in the type of activities. If consumers develop a “whether to buy” mindset, however, they are more likely to consider whether they want to engage in the type of activities at all in response to the same subsequent scenarios. In addition, the same reasoning suggests that people who develop a mindset in one situation will exhibit a similar mindset in a later purchase situation. Therefore, consumers who have a “which to buy” mindset are more likely to make a purchase again in an unrelated situation.

Three studies examined these possibilities. The first study showed that participants who were primed to consider which computer they prefer were more likely to make a purchase than those who were primed to consider whether or not they would like to purchase one of the. And this is true no matter the two alternatives have all unique features, have unique positive features and common negative features or have unique negative features and common positive features. In addition, the same effect was observed regardless of whether the no-purchase decision was revocable or irrevocable.

In the second study, we used two methods to infer the existence of a “which to buy” mindset. In one case, participants stated which computer they preferred, and in another case, they indicated which computer they disliked more. In a third condition, they were asked to decide whether or not they would like to choose one of the computers. Participants in both the preference-first condition and the dislike-first condition evaluated the two computers more favorably than those in the third condition, and this was true regardless of whether the two computers had all unique features, unique positive and common negative features, or unique negative and common positive features. The assumption that participants in the first two conditions developed a “which to buy” mindset was further evident in the thoughts they generated in response to eight unrelated scenarios describing decision situations in daily life. That is, their thoughts pertained more often to which of two activities they prefer or dislike to engage in rather than whether to engage in either.
The third study showed that participants who were induced to consider which computer they prefer in the first situation were more likely to choose one of two vacation spots in a subsequent situation (rather than deferring decision). Both the two computers and the two vacation spots had unique positive attributes and unique negative attributes. Thus the different purchase rates we observed in this study are consistent with our hypotheses but cannot easily be addressed by earlier theories of choice deferral (e.g., Dhar and Nowlis 2004).

4.42 Blair Kidwell, David M Hardesty & Terry L Childers (2008) made effective decisions on how consumers’ use emotional information. Research continues to focus on the emotions present in consumption situation. A better understanding of emotional processing abilities on consumer performance outcomes can have important effects. Consumer emotional intelligence is a person’s ability to achieve a desired consumer outcome by using emotional information. In extending our knowledge of consumer behavior a better understanding of emotional ability can have considerable value.

4.43 Anders Gustafsson, Michael D Johnson & Inger Roos (2005) examined that to moderate the triggered conditions of satisfaction–retention relationship, the effects of customer satisfaction, affective commitment, calculative commitment on retention, the potential for situational and reactional commitment has to be managed. The result, which also moderates the satisfaction–retention relationship, shows consistent effects of customer satisfaction, calculative commitment, and prior churn on retention.

4.44 Yany Gregoire, Thomas M Tripp & Renaud Legoux (2009) explored the effects of avoidance in online public complaining contexts and the time and relationship strength on the evolution of customer revenge. Time affects the two desires differently and the customers indeed hold a grudge indicating that: revenge decreases over time, avoidance increases over time. In case of strong-relationship customers the revenge decreases slowly and their avoidance increases rapidly.

4.45 Vicki R Lane (2000) said that incongruent extensions fail. To incongruent extensions, extension ad content and repeated exposure to advertisements influence consumer reactions. In a
study of four highly regarded brands, participants who viewed brand extension advertisements five times evaluated incongruent extensions more positively, expressed higher usage intentions, indicated more favorable consistency judgments, and exhibited increased elaboration and more positive elaboration than did participants who viewed the advertisements only once. This relationship was attenuated for highly incongruent extensions, for which the advertisement evoked primarily peripheral brand associations instead of benefit brand associations. However, for moderately incongruent extensions, advertisements that evoked either peripheral or benefit associations were equally effective. Process measures indicate the importance of the extent and nature of elaborative processing.

4.46 Dhruv Grewal, Kent B Monroe & R Krishnan (1998) expand and integrate within the context of price comparison advertising prior price-perceived value models. On buyers’ internal reference prices, perceptions of quality, acquisition value, transaction value, and purchase and search intentions it explains the effects of advertised selling and reference prices. By advertised selling and reference prices buyers’ internal reference prices are influenced as well as the buyers’ perception of the product’s quality. The authors also find that by their perceptions of transaction value the effect of advertised selling price on buyers’ acquisition value was mediated.

4.47 Frank H Alpert & Michael A Kamins (1995) said that the first survey-based approach for examining consumer cognitions, affect, and reported behavior toward pioneer brands. Prior consumer research on pioneers has largely focused on automatic learning effects that are based on order of exposure. An entirely different issue is whether it matters to consumers to know, years after the product’s introduction when follower brands are also available, that a particular brand was the product pioneer. The authors test six hypotheses, focusing on this issue as well as on new consumer behavior explanations for pioneer brand advantage. The authors’ findings support the idea that a potentially enduring, relatively inimitable competitive advantage may be created by the act of pioneering.”

4.48 Ms Monika Talreja & Dr Dhiraj Jain (2013) explained that retailing is one of the largest sectors in the global economy and is going through an evolutionary stage in India. A flourishing sector of the Indian economy is retail. Indian retail industry’s growth can be credited to the
Indian economy as well as increase in Private Final Consumption Expenditure (PFCE). Indian retail industry is highly fragmented. It is estimated that organized retailing accounts for less than 5% of today’s market, but is expected to develop between 14% to 18% by 2015. The sector is the largest source of employment after agriculture, and has deep access into rural India generating more than 10% of India’s GDP.

This study aims to identify the factors influencing the perception towards organized retailing from unorganized retailers. The primary data was gathered by administering a prearranged questionnaire with 100 customers selected purposively from Udaipur District. Statistical software and MS excel were extensively used for analyzing the data collected. The rationale of the study is twofold: First, to examine the shift in perception in the retail sector taking place due to organized form of retailing. Secondly, the area has remained largely an unexplored part of research till date especially in Udaipur.

4.49 Kamaladevi Baskaran (2012) said that the Indian consumers purchased the bare necessities saved most of their income, and rarely indulged themselves. They have undergone a remarkable transformation. The Indian consumers are spending like never before since they are earning higher income, they have credit cards exposure to the shopping culture of the west and they have a desire to improve their standard of living. This paper discusses about the global giants’ entry to India, their myths and realities and the status of organised food retailing in India. This is done through SWOT Analysis and they also highlighted farmer’s issues towards FDI in multi brand retailing. Also the discussed the two faces of retail sector – challenges and key success factors and reviewed the impact of organized retailing on the unorganized sector.

4.50 B.V.N.G. ChandraSekhar (2012) said that for sectors besides hundred percent of agri input products and also for the consumer durable and non-durable products, rural consumers have become the prime target market, examples, seeds, fertilizers, pesticides and farm machinery, food, construction, electrical, electronics, automobiles, banks, insurance companies.

Rural population is around three times more of the urban population. To vie for a share of the already divided urban pie advertisers and companies find it easier although a lot is spoken about the immense potential of the unexplored rural market.
4.51 G. Nagarajan & DR. J. Khaja Sheriff (2013) provide input for understanding consumer mindset towards FMCG products by focussing on some of the fundamental issues pertaining to the emerging challenges and prospects of marketing FMCG products (new product launch) in India. In new product development emerging trend in sales and customer attraction enables improvement. Fundamental issues of the customer and their expectations involve around three questions 1) What more is given by the product? 2) What is next after this product? 3) What else can be taken if not this product? To fulfill the customer requirements marketers come up with challenges which are new and unseen in years.

4.52 Gupta Ranu & Roy Rishu (2012) said that post liberalization, providing opportunities to companies and posing unique challenges, Indian market has evolved a lot. India is one lucrative market wherein every marketer is vying for lion’s share with a 300 million plus strong middle class population. The companies which will emerge as winners are the companies who can influence and excite these customers and create their place. In a growing economy FMCG accounts for major share of high disposable income in any household budget with a burgeoning middle class means higher disposable income and higher purchasing power. FMCG market is seeing a plethora of brands in terms of product offerings with little or no differentiation. Any differentiation in terms of product offering, by killing the advantage, gets adopted by the competitor in no time. For their offerings, to create differentiation and build unique brand image marketers need to explore the scope of promising differentiation marketing techniques like ingredient branding.

4.53 Namita Rajput, Subodh Kesharwani & Akanksha Khanna (2012) said that by using a sample of Indian consumers the relationship between consumers’ decision-making styles and their choice between domestic and imported brand clothing is investigated. The objective of this paper is to gauge the factors affecting purchase decision by taking gender perspective as base and to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments. Also the paper tries to observe about different apparel brands the consumer awareness available in the Indian market and find out in total expenditure on branded apparels done by males vis- a - vis females whether there is a significant difference.
4.54 **KC Behura and JK Panda (2012)** said that the FMCG is a corner stone of the Indian economy and it touches every aspect of human life. The FMCG producers now realize that to enter into the rural market there is a lot of opportunity for them. The sector is excited for the rural population whose incomes is rising and therefore lifestyles are changing. As there are in the urban there are as many middle income households in the rural areas. Thus for FMCGs the rural marketing is now bigger than the urban market and it has been growing over the years. To the lower and middle income groups the FMCG sector has been successful in selling products globally and the same is true in India. To middle class households today over 70% of sales are made and over 50% of the middle class is in rural India.

4.55 **Kavitha T. C. (2012)** said that to middle class households today over 70% of sales are made and over 50% of the middle class is in rural India. Rural population who are willing to spend on goods designed to improve lifestyle with the rise in their incomes the sector is excited because of the growth. FMCG Industry in India is witnessing a change the changing demographics wherein there is a change in the pattern in which it is growing and the pattern of marketing is also changing. The rural markets would command more as rural penetration increases and more share of the overall FMCG space.

4.56 **C. S. Dalvi & Sayali Pataskar (2012)** said that unplanned purchase is an important part of buyer behavior, generally known as a consumer’s impulsive purchasing. The objective of the study is to analyze the buying behaviour of the consumers’ of Big Bazaar, to measure the level of satisfaction derived by the shoppers at Big Bazaar and to assess the future relationship between the retailer and his customers. The findings of the study states that consumer impulsive buying behaviour and customer satisfaction is linked with buying performance.

4.57 **Surinder Kr. Miglani (2011)** examines the buying behavior of Indian women & their values for the market. To achieve the objectives of the study total 500 women respondents have been selected from Delhi-NCR region. A well structured questionnaire has been drafted to get the information regarding buying behavior of women. The consumer is known as God for the
market as we know that market cannot operate without the consumer so the way he/she behaves market work accordingly. Women as a consumer are also participating in buying the goods. Indian women are dominating the market by making her presence in every purchase decision. So, it is also required to know that how women behave during purchasing & it is also required that what is the value of women for the market. An effort has been made to judge the Indian women buying behavior & their values for the market in this paper. Analyses of the study found that Indian women are playing a new role as a facilitator.

Previously, the Indian women concentrated on purchases that based on family needs and wants. Her only personal indulgences were items of clothing and adornment. But now she regularly moving to Malls for shopping & take her decision herself, she has full freedom to buy & bargaining for the commodity. She also takes interest in advertisement on TV, magazines & newspaper for discount offers & new schemes on the commodity. They also realize the importance of corporate social responsibility to make their buying decision.

4.58 Alireza Karbasivar and Hasti Yarahmadi (2011) examine that on consumer impulse buying behavior the effect of four external cues ((window display, credit card, promotional activities (cash discount, free product)). A conceptual model is verified by empirical data and adapted from Churchill and Peter (1998) is proposed. Four hypotheses were defined and Statistical Packages for Social Sciences’ (SPSS) and LISREL software was used for the data analysis. Structural Equation Modeling (SEM) used to see the correlations between consumer’s impulse buying behavior and each of four external cues.

4.59 Shyamala Mathan Sankar (2006) examines consumer perception of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in marketing and the study explores and understands consumer perceptions of global and local car brands in India. The objectives were achieved through examining consumer perceptions of global brands and local brands and their effect on the country of origin; through highlighting the factors of the effect on consumer preference for global brands; and through studying global brands and their effect on consumer ethnocentrism. Qualitative approach was adopted for understanding the consumers’ insights of global car brands against local car brands with an in-depth and semi structured interview process. Towards perception of global brands vs.
local brands to uncover individual’s covert feelings and emotions interviews as a qualitative tool helped the researcher.

4.60 Jenny Marisa Lim, Lawrence Arokiasamy & M Krishna Moorthy (2010) examine taking into consideration the consumer perceptions the need for global brands in Malaysia. Malaysia has not properly addressed the core knowledge needs of the consumer perceptions related to global brands. In most global brands this is necessitated by the consumer of origin, quality signals, value perceptions and corporate social responsibility. This paper argues that on the global brands the nation lacks the critical knowledge of consumer perceptions. It concludes that to boost the global brands that will tackle the factors restricting the adaptation of global brands in Malaysia the task of developing a proper marketing strategy. Being a multi-ethnic country to harness the marketing strategies understanding the consumer perceptions towards global brands is necessary.

4.61 May Chen Yap, David Yoon Kin Tong & Kim Piew Lai (2011) observed that international supermarkets are capitalizing on local manufacturers to produce products of their own brand and there is a the rapid growth of international supermarkets chains like Tesco, Carrefour, Jusco, and Giant in Malaysia. Pricing is not the only factor influencing local consumers purchase intention there are some other reasons also. The private brand product price could be as low as other local produce.

The paper tries to find out towards international supermarket private brand products consumers’ perceptions on perceived price, perceived quality, confidence, social influence, and brand image. Using Multiple Regressions, we found price is the key factor that trigger purchase and all factors significantly influence consumers purchase intention. To cater for local consumers’ demand these factors would provide international supermarkets.

4.62 Justin Beneke (2010) said that positioning of brands has been successful achieved globally but in South Africa it is not the case. These brands occupy in the minds of South African consumers research in order to better understand the current position and has been undertaken. The consideration of critical branding elements is included in the study such as trust, availability,
pricing, packaging, etc. The study will help in the process of advancing private label brand research in an academic context and it will improve brand positioning with increase in market share and by optimizing profit extracted from private label brands in a managerial context.

4.63 Prof Krishna Mohan Sharma, Dr Kunal Bhattacharya & Dr. Vandana Sonwaney (2012) investigated the relationship between Customer’s choice of traditional Kirana shops vs modern organised retailer in Mall and Super store environment. The objective of this study is to analyze consumer shopping behavior in different retail format. Consumer shopping behavior includes attitudes towards modern retail stores and traditional stores, intention and shopping habits.

Data was collected by visiting different retail formats like hyper markets, discount stores, department stores and small Kirana stores. The researchers were intended to know the opinion of consumers after opening of modern retail in their vicinity. Thus it had been used Structured Questionnaire by using Likert Test scale and Convenient sampling methods were used. After collecting the data, researcher used percentage method for basic analysis, “Kruskal wallis test” and “Spearman rank co-relations” for testing the hypothesis.

The result indicate, the economic growth, changing lifestyles, urbanization, women’s participation in economic activities and the spread of IT are the some of the key factors for the growth of the retail sector in India.

4.64 Mark Sorgenfrey Lasse Munch (2009) said that multinational enterprises (MNEs) are increasing their presence in the lives of more and more consumers as companies seek to expand and promote their products to a wider range of markets globally. In order to remain competitive as the market develops and companies must be able to choose the correct way to enter markets the strategy used to enter the market changes. In order to gain an understanding of this we look at three specific markets, namely Russia, India and China and we attempt to answer if the way MNEs enter emerging markets is in keeping with what would be expected from the OLI framework (Dunning 2000) as well as the work done by Buckley and Casson (1998).

4.65 Prasanth MK & Dr. J Balan (2013) said that the time has come where store brands are shaping the future of modern trade outlets in India. The private label brand was introduced as an
alternative to national brands. Initially it was positioned as low price and low quality, the own brands have moved a long way in establishing its identity. The store brands are at par with the national brands at least in selected chains and outlets in India in terms of quality and price. The private labels have established lion market share in many parts of the developed world. The present research carried out at the selected retail a chain in Kerala such as More, Spencer and Reliance Fresh analyses the consumer perception and rating of the private labels.

4.66 Dr.T.B.Pankhania (2013) explored the strategic orientations leading to improve industrial performance, implications and hence higher productivity. Results of the analytical study in order to remain competitive are indicators to be adopted by the small scale units. It becomes highly necessary for an organization to be dynamic in the global competitive world in the present age of cut-throat competition.

4.67 Mitul Deliya (2012) explained in competitive markets for packaged FMCG products how branding is growing and as a vehicle for communication the importance of packaging design. The challenge for researchers is by understanding consumer’s behavior towards the packaging of FMCG products integrate packaging into an effective purchasing decision model. The product’s package can contain relevant and useful information for the consumer when they search for and process information in-store Product packaging play an important role in predicting consumer outcomes since it forms the end of the ‘promotion-chain’ and is close in time to the actual purchase. Packages deliver brand identification and label information in terms of usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

4.68 M. Gomathi & R. Gomathi (2013) examined the consumer preference on personal care products in FMCG sector and to study the factors which influencing them to prefer a particular product of FMCG. The taste and preferences of consumer are changed often. Every customer in the market has his/her own Brand Preferences. Before purchasing the products i.e., FMCG customers will be looking for certain attributes. The brand Preference is showing increasing tendency everywhere and Erode city of Tamilnadu State is not an exception to it. They give much important for personal care products due to it involved mostly in day to day life. Research
Paper on consumer preference of Fast Moving Consumer Goods in Erode town of Tamilnadu is taken up. The purpose of this study is to study the factors which influencing them to prefer a particular product of FMCG and to examine the consumer preference on personal care products in FMCG sector. The taste and preferences of consumer are changed often. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG. The brand Preference is showing increasing tendency everywhere and Erode city of Tamilnadu State is not an exception to it. They give much important for personal care products due to it involved mostly in day to day life. Research Paper on consumer preference of Fast Moving Consumer Goods in Erode town of Tamilnadu is taken up.

4.69 Shabir Majeed (2014) said that the rural Jammu and Kashmir brings in bigger revenues as maximum consumers are from rural areas. The brand awareness particularly for FMCG in urban areas of Jammu and Kashmir is increasing manifolds. The purpose of this study is to examine the brand awareness in rural areas and the interest of consumers in branded products of FMCG. Since India is a mixed economy a proper mix of urban as well as of rural market, the rural markets are an important and growing market and is not separate entity in itself. It is highly influenced by the sociological and behavioral factors operating in the country. Rural markets offer vast growth opportunities like untapped market, large population, and huge scope for penetration. At the same time this market poses some challenges as well urban market is almost reaching towards the saturation point, thus there is an urgent need to focus on rural development.

Moreover, more than 70% of India’s population lives in villages and constitutions a big market for industry. Currently Indian FMCG sector is worth Rs. 1300 billion and by 2020 it is expected to be around Rs. 6000 billion from Rs. 4000 billion. In India in the coming years FMCG and other retail sector are likely to create most of the jobs. The objective of the study was to study the perception of the rural consumer towards FMCG products and to examine the brand preference and awareness of rural consumer towards FMCG products 3) To study the impact of media on brand awareness & Preferences.
4.70 Mohammad Ali Daud (2013) examined the brand awareness in rural area and to study the interest of consumers in branded products of FMCG. The brand awareness is showing increasing tendency everywhere and Lucknow and Varanasi of Uttar Pradesh State is not an exception to it. To examine the validity of this general statement that is being discussed day in and day out by the researcher, market managers producers, consumers, advertisers, etc., Research Paper on brand awareness in rural area of Fast Moving Consumer Goods in Lucknow Region of Uttar Pradesh is taken up.

The aim of this study is to study the interest of consumers in branded products of FMCG and to examine the brand awareness in rural area. The brand awareness is showing increasing tendency everywhere and Lucknow and Varanasi of Uttar Pradesh State is not an exception to it. To examine the validity of this general statement that is being discussed day in and day out by the researcher, market managers producers, consumers, advertisers, etc., Research Paper on brand awareness in rural area of Fast Moving Consumer Goods in Lucknow Region of Uttar Pradesh is taken up. The objective of the study is to study the rural areas consumer perception towards FMCG products; to examine the awareness of the rural consumers and the brand preference towards FMCG products; to study the attributes of brand preference and to study the impact of media on brand awareness and preferences.

4.71 Dr. Vibhuti, Dr. Ajay Kumar Tyagi, Vivek Pandey (2014) said that the consumer behaviour plays an important role in marketing of FMCG. This behaviour is effected by various factors. The needs and wants of consumers changes with time. It is necessary to identify the changes in consumer buying behaviour towards FMCG products since the FMCG sector contributes a lot to the growth of India’s GDP. The motive of this paper is to identify the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The data for this study has been collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differs from product to product. The objectives of the study 1) To understand the concept of FMCG products 2) To know and understand the scope of marketing FMCG products in India 3) To identify the factors affecting consumer buying behaviour and
consumer decision making process 4) To conclude and suggest strategies for effective marketing of FMCG products.

4.72 Sarwat Afzal (2013) talked about the factors influencing successful brand extension and the impact of similarity, brand reputation, perceived risk and consumer innovativeness on the success of brand extension into related or unrelated categories of FMCG products. A set of hypotheses were developed and tested by regression analysis which resulted in investigating the effect of factors such as brand reputation, perceived risk, perceived similarity and consumer innovativeness on successful brand extension in FMCG.

4.73 Dr.D.Seethanaik (2014) investigated the consumer behavior, consumer perception, branding decisions through discussion of different viewpoints regarding the meaning of consumer behavior and models and the characteristics of branding decisions, its strategies, brand loyalty and awareness.

4.74 Joanna Barrett, Ashley Lye & P. Venkateswarlu (1999) said that with variations in results attitude formation toward brand extensions has proved elusive between Aaker & Keller’s original study and subsequent replications while documenting the process. This study moves beyond the student sample and adjusts for multicollinearity and provides a robust empirical foundation for generalising components of the original model. To leverage existing brands into new product categories at the individual brand level in a competitive market as consumers become more immune to promotional activities creates greater pressure it provides general support for the model the escalating cost of establishing brands. The cash flow premium enjoyed by a successful brand across the categories and the purchase behaviour of consumers ultimately depends on the ability to stretch consumers’ acceptance of a brand.

4.75 S.P. Karuppasamy Pandian; S.P. Nivetha Varathani; V. Keerthivasan (2012) said that India is seeing change in life styles of large section of the population. The need to understand the emerging markets in creating and managing a powerful brand and consumers have become a big challenge for the corporate world. Corporate can establish ‘brand equity’, and the equity assists firms in a variety of ways by developing a powerful brand to manage competition and to
maintain market share. Indians are getting attracted to readymade dresses due to the globalization process, particularly multinational brands and the buying behavior of men on branded shirts is changing one. Because the quality and comfort of that brand are suitable for them number of people visits the showroom with a brand in mind. It becomes important for the marketers to understand these relationships for successful design and execution of branding strategies.

4.76 Trang P. Tran & Robert O. Fabrize (2013) examined the influence of brand names (foreign versus national) on consumer perception. The paper also investigates how product ratings affect the relationship between brand names and consumer perception which is measured by brand attitude, purchase intention, advertisement feeling, and advertisement attitude. The results show that the national brand elicits more positive consumer perception than the foreign brand. The findings suggest that product attribute information moderates the relationship between brand names and consumer perception. The results are important and relevant to branding strategies marketers use to counteract competitive brands.

4.77 M. Ramakrishnan & Dr. Sudharani Ravindran (2012) analyzes the Consumer Perception towards Private Label Brands on Big Bazaar, Coimbatore. The objective of the study is to understand when retailers introduce private brands what is the possibility of success?

The research is aimed to explore if buying choices are made based on brand loyalty and to analyze whether customers actively seek for new brands or strict to the old brands. The study reveals that most of the youngsters have good perception towards the private brands in fashion wear & munchies. Majority of the respondents said that quality, trustworthy and brand image is the leading feature that differentiate private label brand with other branded product.

4.78 Parul Mittal & Sandeep Aggarwal (2012) analyzed that the cornerstone of success in marketing is the consumer and his behaviour. During and after each and every purchase of goods and services it includes all the physical, mental and emotional processes and concerned behaviour which are observable before. In case we want to have win-win strategy that matter for marketer and the customer both this make us compelling to understand, observe, record and react to such behaviour. To practically understand those emotional or rational appeals through this
study an attempt has been made, which drive the purchase decision toward the branded garments. Branded readymade garment which is having vertical growth rate of around 20% is supposed to have 21% share in the Rs. 20,000 Cr garment industry.

The primary research objective of the study is to determine the perceptions of consumer towards branding of garments. The objectives to obtain accurate and specific results; among consumers in Jaipur city to study the awareness of branded clothes; buying branded clothes among consumers to study the major factors responsible; to study the demographic factors which affect branded clothes buying behavior and to study among various age groups the most popular brand in branded clothes market.

4.79 Namita Kapoor (2013) said that in recent years the sports industry has shown vast potential as a promotional tool for various other industries. Sporting events come with huge opportunities for encouraging sports activities and the development of regions where these events are held. Of this the most recent example is the Common Wealth Games-2010, which just changed the map of Delhi and acted as a boost for various sports like shooting, boxing, archery etc. An important part of the business of sports is Sport’s Marketing, which revolves around understanding consumer behavior and motivating target audience to purchase goods and services. Sport’s marketing also includes marketing through sports.

It can be seen that organizations spend millions of dollars every year to promote their brand by using sports as a platform either through sponsoring sporting events (like IPL, FIFA, C.W.G etc) or using sports celebrities for endorsing their products (like M.S. Dhoni endorsing Maxx Mobiles etc.). For promotion of brand and its influence on buying decision of consumers the purpose of the study is to analyze the effectiveness of sport’s marketing. The study has shown that sports marketing is a sure shot marketing way for brand promotion and for building brand image. The sports celebrities influence the purchase decisions of their fans who worship them as their role models. The findings of the present study can be used by marketers in formulating suitable strategies to unveil new avenues through sports marketing.

4.80 Arash Shahin, Ali Kazemi and Hamzeh Kazemi Mahyari (2012) said that the main purpose of this study based on Aaker’s well-known conceptual framework in the household
audio visual appliances from the viewpoint of Masjedsoleyman city’s buyers, Khuzestan, Iran is to investigate the influence of country of origin on brand equity. For this purpose, a conceptual framework has been designed and relationships among its constructs (brand country of origin, brand equity dimensions) have been hypothesized. Data has been collected from a sample of 351 buyers and all hypotheses have been tested using structural equation modeling (SEM) and AMOS software. Brand country of origin has a direct and significant effect on perceived quality, brand loyalty, brand association and brand awareness. It is suggested that marketers and producers should carefully consider the brand country of origin effects on brand equity dimensions when designing their branding strategies.

4.81 Dr (Mrs.) Bobby Brahne Pandey, Dr. Sanjay Pandey & Mrs. Pooja Bahl (2013) said that to study consumer behaviour we need to study when, why, how, and where people do or do not buy a product. From psychology, sociology, social anthropology and economics it blends elements. It tries to understand the buyer decision making process individually and in groups. In an attempt to understand consumer wants such as demographics and behavioral variables it studies characteristics of individual consumers. A brand is therefore a symbolic embodiment of all the information connected to that particular product and it serves to create associations and expectations around it.

This research will be helpful to marketers to monitor new brands available in market and to formulate strategies. To accomplish objectives of the research various factors of brand have been used which may influence habitual buying behaviour. Varied parameters of brands which may influence habitual buying behaviour of consumers are: the dependent variable is brand buying behaviour and independent variables are brand information search, price of brand, quality of brand, brand availability and retailers choice. For the analysis techniques used are factor and regression analysis. The marketing strategies can be designed in accordance with the result.

4.82 Abdul Brosekhman, Dr. C. Muthu Velayutham examined that the study of Consumer Behavior has become essential. Without consumers no business organization can run therefore consumers are the kings of markets. All the activities of the business concerns end with consumers and consumer satisfaction. With the customer playing the three distinct roles of user,
payer and buyer customer behavior study is based on consumer buying behavior. It is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline in order to develop a framework for the study of consumer behaviour. Consumer buying behaviour has become an integral part of strategic market planning.

4.83 Cristina GALALAE & Alexandru VOICU (2013) said that in the context of globalization, neither the study of consumption, nor the study of consumer buying behaviour, can be explained as the mere interaction between a limited number of personal and impersonal (or external factors), but as an utterly complex and undoubtedly progressive process. Moreover, what today is often referred to as consumer behaviour research, represents the result of interweaving various and prolonged efforts coming from a wide spanning array of heterogeneous disciplines. Analysing consumers and their purchase decisions/ consumption patterns/ post-consumption attitudes etc. only from an economic or psychological perspective will lead to an over-constrained problem, for which the solution will be at the same time academically unsound, and practically infeasible.

The main objectives of the research are: (1) to provide a straightforward conceptualization for consumer behaviour as a research domain; (2) to provide an extensive review of the main paradigms; (3) to underline the importance of multidisciplinary approaches.

4.84 Li Guo (2011) analyzed through the hierarchy model of influencing factors of online shopping, factors influencing consumers’ online purchasing behaviors which is built by domestic scholars, and gets the relative importance of these influencing factors. Security of online shopping, prices, and commercial credits are primary factors influencing consumers’ purchasing behaviors, and the secondary ones are genders education levels of consumers, and designs of store.

4.85 Dr. A. C. Pandey & and Mithilesh Kumar Pandey (2013) said that due to fast movement of technology it is requisite to find the change in the lifestyle of consumers. Factors in the present research has been endeavored to illustrate lifestyle of the buyers changes due to some of the factors, such age, education, social class, income and some others. In the changing of buyer
behaviors it has been seen that some of the factors has major role. The research helps to know the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favorite programs attributes preferred by the consumers and significant changes have been observed.

Because consumer is basic foundation of every business the responsibility of producers to take into account the needs of not only urban consumer’s lifestyle but to look into the change in rural consumer’s lifestyle also. It becomes opportunity to marketers to fine tune their marketing offers and achieve high level of consumer acceptance and satisfaction since today consumers look, think, prefer and buys the products according to his lifestyle. With availability of many durable brands from inside and outside the nation the emergence of urban and rural market impels us to measure the impact on change in lifestyle of Indian consumers. According to the study it clear that-Male domination is high as compared to female domination. The consumers insist on specific brand after every purchase of consumer durable products. Advertisement has major influence on the purchase decision of the durable products. The young age people decision for purchasing consumer durable products is not affected by advertisement. There is no relationship between age the buying those goods which give value for money.

The awareness of consumers depends on age. As compared to old age group of the people the young and middle age group awareness about television and washing machine brand is high. There is change in the awareness, promotional media lifestyle depends on age in taking the decision to purchase consumer durable. But this change is seen specific age group of the people like among young and middle age person. Here it is recommended that the marketers must focus more to middle young age and middle age group of consumer trough use of media.

The post graduate and graduate classes of people have opinion that it not right to come on conclusion that purchasing foreign goods puts Indian jobless but none graduate differ in the opinion. There is significant conclusion drawn for selecting the place to purchase consumer durable products. The post graduate and graduate people prefer to purchase consumer durable from either direct from the company or authorized dealer store but non graduate purchase the durable goods from either retail store or other place. To prove the relationship for brand preference affect the purchase behavior of consumers it can be concluded that different class of
the people prefer to purchase those durable goods which suits to their social class. It is also found that people prefer to purchase durable goods because of status symbol. Higher class and upper middle class and middle group of society like to purchase to durable due to status symbol. While lower middle class and lower class purchase for convenience reason and sometimes other reason also.

4.86 Geeta Sonkusare (2013) said that to communicate message to its target audience television advertising is a very effective tools as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products. There are different products which the women consumers use, but in case of the FMCG products they first get information about them. This paper presents the results of a study designed to test the Impact of television advertising and on women consumers’ buying behavior. The effects of such communication processes on womens’ are evaluated in the context of household decision making but in this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc. The Primary data has been collected from 30 respondents from Chandrapur City. Stuctured questionnaire has been framed contained 10 questions which has been asked to women consumers.

The secondary data has been collected from books, websites, articles, television etc. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers.

4.87 Sunita Kumar (2013) said that the influence of children on the processes of family purchase decision depends on a number of parameters and situations. To influence their parent’s decision of buying children exercise various methods. This influence varies from one product to another. It depends on the education of the parents, their profession, income, whether the parent is single and working, or both parents work and also the family type, types of product (high, low, and child centric product) among others. This research considers children in the age group of 8-12 in India. The children’s influence is maximum for products like bicycle, Ice Creams/chocolates/Juice and CDs/DVDs. There are a few products like CDs/DVDs, video
games and hobby activities, which are used by the whole family and still children’s influence is higher than their parents on family purchase decision. The ANOVA analysis of parent’s perception of children influence indicates that parent’s income impacts the children’s influence. The quadratic relation is observed between children influence and family income.

4.88 Anjali Sharma, Shruti Bhola, Shweta Malyan & Neha Patni (2013) said that consumer buying behavior is not a new-fangled concept but it is convalescing day by day with changing ecology. Studying Consumer buying behavior is very decisive aspect of marketing. Brand loyalty is an upshot of end user conduct. It exaggerated by consumer’s preferences. Steadfast consumers will constantly procure commodity from their favored brand name, despite the consequences of expediency or value. Brand loyalty assorted aspects were been elected for study. The main idea is to study the impact of brand loyalty on buying behavior of women consumer for beauty care products in Delhi region. The chief intent of this research paper is to study the buying behavior of consumer in relation to beauty products. Woman buying behaviors have been studied because women are the ones who are engrossed in purchasing beauty care products. Non-Probability sampling; convince sampling method has been under this survey. Responses from respondents were gathered using quantitative approach. The findings of this study indicate, quality and price are the two main parameters for which women may switch from one brand to another brand. Brand image is the major cause, which women choose while purchasing beauty product.

This paper may help marketers to formulate stratagem with relation to branding. Brand loyalty can be anticipated from women consumers when, they deem for quality and brand while purchasing beauty care products. Women buyers buy same brands out of their habit. They are customary of their favorite brands, which they are having. Thus, they have similar buying patterns of beauty products. On the contrary, respondents do love trying new products. Brand Ambassadors are least measured when they purchase beauty care products. Two majorly elected features affecting their preference for selecting a particular brand are price and brand image of products. Women may switch from one brand to another brand for quality, brand and price.