CHAPTER 2

LITERATURE REVIEW

The studies and observations made by the researchers in the past help in evaluating the strength and weakness of the concepts used earlier. As a result, it is a prerequisite to review those studies and specifies appropriate concepts as applicable to the present study. It guides the researcher in understanding the methodology used, limitations of various available estimation procedures and database and lucid interpretation and reconciliation of the conflicting results. In case of conflicting and unexpected results, the researcher can take the advantage of knowledge of other researchers simply through the medium of their published works.

In the present research, studies on consumer behaviour, consumer awareness, purchase behaviour, brand preference and factors influencing brand preference have been reviewed and presented under the following sub-headings.

2.1 Consumer behaviour
2.2 Consumers awareness
2.3 Purchase behaviour of consumers
2.4 Brand preference
2.5 Factors influencing brand preference

2.1 Consumer Behaviour

Marylyn Carrigan, Ahmad Attalla¹ (2001) conducted the study for examining the ethical behaviour of consumers and to study what were the effects of this behaviour on buying pattern of consumers. After deep discussion it was resulted that in today’s market although consumers were rational, but it was not compulsory to convert the behaviour of consumers positively towards ethical companies and had negative behaviours towards unethical companies. The main emphasis of this study was that market should apply such techniques so that consumers behave positively towards ethical marketing.

M.M Yeung, Joe Morri Ruth (2001) studied that in general public the main concentration is on food safety. So U.K. government and food industry must take necessary action for enhancing the confidence of consumers regarding this issue. For such purpose different research papers were developed to know the risks in food productions and its effects on consumers buying behaviour. Under this different strategy were used by consumers so that risk must be reduced.

AnneliesVerdurme, Jacques Viaene (2003) concluded that there must be a hypothetical model for explaining and predicting the consumer’s behaviour with regards to genetically modified (GM) food. To know about the consumer behaviour and attitude regarding this food, the study was conducted. After long discussion, it was suggested that there should be difference in behaviour of consumers of branded and GM food products.

Charlotte Weatherell, Angela Tregear and Johanneallinson (2003) find out the relationship between the profits of consumers while choosing food. Study was conducted on qualitative and quantitative aspects of consumer’s protection of food and farming. These aspects were closely related to the production of the products which were produced at local level. Overall, it was resulted that polices should be made for the support of localized food products and for the development of future.

Ganesan (2003) in his article entitled “Brand Switching: A Study of Rural Consumers”, suggests that the consumers from rural markets felt relatively new set of guidelines such as short-term promotional exercises were found to be ineffective. Further, he found that the important variables: advertisement and discounts were found not significant due to lack of reach of media and dissemination of information to consumers. The variables namely taste, price, package and cup page, there existed a significant difference in the respective means of

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4 Charlotte Weatherell, Angela Tregear and Johanneallinson (2003). *In search of the concerned Consumers: UK public perceptions of food, framing and buying local*. Centre of Rural Economy, School of Agriculture, Food and Rural Development, University of Newcastle, UK.

pre and post purchase satisfaction levels. The taste and price turned out independent for brand switching.

**Ganeshmoorthy, Radhakrishnan and Bhuneshwari** (2003) in their article entitled “A survey of Selected Consumer Products in Rural Marketing Areas”, found the brand loyalty of the products and media effectiveness in rural markets. The study was conducted in rural areas for selected consumer product. The study revealed that mass media had importance in promoting the sale of products. The study identified that media informs the consumers to buy good quality products. Finally, the actors such as price and availability were given highest preference.

**Sharma and Kasturi** (2004) in their article entitled “An Evaluation of Consumer Awareness in Rural Markets” observe that rural consumers did experience anxiety due to dissonance and exhibit defensive behaviour and uses attribution. They were worse hit by non-availability of quality alternatives. Those factors force the consumers to accept low quality products. As advertisements were not reaching the rural sector effectively, there was a need to strengthen the hands of information agents to remove the ill effect of post purchase dissonance.

**Rajnish Tuli and Amit Mooherjee** (2004) in his article entitled “Retail Formats: Patronage Behaviour of Indian Rural Consumers” discusses that the rural consumer preferred to meet his or her immediate and day-to-day needs from village shops and avoid a comparatively higher transportation cost at the same time; bulk purchase could drive them to the regular markets to avail the - bargain and promotional incentives which would negate the impact of shopping cost incurred. Rural consumers patronize village shops to meet their credit-based impulsive requirements. On the other hand, cash rich consumers with no urgency, prefer to purchase from regular markets to avail the benefits of low prices, discounts, and varieties and so on, which in turn motivate rural consumers.

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Kim-Hyunah et al.\(^9\) (2005) studied that there was relationship among awareness, image, preferences and loyalty of the brand and all these elements were called brand equity factors. He also opined a technique in contract food service management companies. He suggested that awareness of brand create a positive impression. Further brand preference and brand image also play the significant role to create brand loyalty.

Lee et al.\(^{10}\) (2006) in their article entitled “Shopping Goals, Goal Concreteness and Conditional Promotions”, concluded that consumers behaviour was influenced by the promotion schemes that enhanced the objectives of the company. In buying process, at starting level consumers were fewer objects oriented. So at that time object oriented promotions became more effective. How consumer’s goods and environment jointly influence consumers search behaviour was the result of the study.

AnderesHassinger et.al.\(^{11}\) (2007) in his article entitled “Consumer Behaviour in Shopping”, have attempted to examine the factors responsible for influencing the behaviour of the consumers. They have identified cost of product; faith and easy to use were the main factors. Cost was considered very essential factor for a large number of consumers. Furthermore, they have three segments such as high spenders, price easers, and bargain seekers.

Saravanan\(^{12}\) (2010) in his article entitled “A Study on consumer Behaviour of Women with Special Reference to Durable goods in Coimbatore city, Tamil Nadu”, points out that the factors influencing women purchasing behaviour and the problems faced by women during and after purchase. He further suggests that the maximum number of women consumers is not aware of the consumerism and consumer rights. Hence, the government can conduct some consumer awareness programs for the women consumers, and it can help to improve purchasing behaviour among the consumer and it can save consumers from falling into the traps of the deceiving sellers.


\(^{10}\)Lee et al. (2006). *Shopping Goals, Goal Concreteness and Conditional Promotions.* Journal of Marketing.


Prashant Tripathi and Sengupta\textsuperscript{13} (2011) in their article entitled “Increasing Role of Children in Family Purchase Decisions”, studied that product, stages of decision making process, social nature of children, demographic characteristics age, sex had influence over the behaviour of children changing. This was resulted in the study conducted on increasing role of children in family purchase decision. It was also resulted that effectiveness of media and parent’s discussion helped the children to know about new brands and to select the best one.

Dr. Shendge\textsuperscript{14} (2012) on his study “A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to NaviPeth Area in Solapur City” concluded that Chocolate is liked and consumed by all age group of consumers. This was a comparative study of consumer’s preference towards Cadbury and nestle chocolate in solapur city.

Kalakumari and Sekar\textsuperscript{15} (2013) in their article entitled “A Study on Emotional Brand Loyalty towards Consumer Health Drinks”, point out the changing reference of the consumers as in modern age, different alternatives were available for health drinks depends upon the taste and preferences of consumers. For obtaining the objective of consumer satisfaction marketer had to make different strategies. They concluded that the brand loyalty was the main factor that depends upon the thinking of consumers.

2.2 Consumers Awareness

According to Aaker\textsuperscript{16} (2000) brand awareness was considered durable and long lasting asset. It provides familiar relation especially in case of convenience products such as soaps,


\textsuperscript{14} Dr. Shendge (2012). \textit{A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to NaviPeth Area in Solapur City}. Solapur University, Solapur.

\textsuperscript{15} Kalakumari and Sekar (2013). \textit{A Study on Emotional Brand Loyalty towards Consumer Health Drinks}. Journal of Marketing.

eatables like tea, bread, chocolates, biscuits etc. It became easier to recall at the time of buying process. Beside this, media and other effective means were used to create awareness i.e. event promotions, publicity and other attention getting approaches.

**Beverland** (2001) a story on ZESPRI kiwi fruit was conducted in New Zealand market. In this level of brand awareness and technique used in branding were studied. For resulting, the necessary data was collected through survey and it was found that there was less level of brand awareness among consumers.

**Nirmala** (2002) in his article entitled “A Study on Brand Loyalty and Brand Preference towards Health Leverages in Coimbatore City” studied the brand loyalty towards a particular brand and usage period of that particular brand. It was found that the consumers emphasized more to quality though rate was high.

**Nandagopal and Chinnaiyan** (2003) suggested that rural consumers had high level of awareness regarding the brands availability in soft drinks. This awareness was noted at that time when they purchase soft drinks by its brand name.

**Rajarashmi and Sudarsana** (2004) suggested that maximum number of the respondents in sample selection consumed branded products and in case of non–availability of their particular brand, they will go to other shop. In case that brand was not available in other shop also, then the respondents were ready to postpone their purchase decision. The cultural differences of respondents also affect their purchase behaviour.

**Ramasamy** (2005) resulted that consumers’ awareness and attitude towards products were the main factors that influenced the purchasing behaviour of consumers. Television

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advertisements and display in retail outlets were the main source of information. Quality of the product and price were the essential factor that affects the maximum numbers of respondents.

**Arulkumar and Madhavi**\(^{22}\) (2006) in their article entitled “A Study on Rural Marketing for FMCG” revealed that maximum number of respondents was affected by quality in rural area when the study was held on rural marking for FMCG. So FMCG companies must adopt the quality standard. Second one main elements of influence were cost of product so that product must be reasonable in price. They concluded that FMCG companies by creating rural area’s attention could expand its market. Advertisement was a medium through which non-users could attract and become the users of FMCG.

**MurlidherLokhande**\(^{23}\) (2009) in his article entitled “Rural Marketing: A Study of Consumer Behaviour”, focused on how rural customers purchase two wheelers, which are the factors that affect purchasing decisions, etc. It is found that the majority of the respondents from the village were farmers and they had been using various models of motor.

**Ganapathi and Anbumalar**\(^{24}\) (2011) in their article entitled “A Study on The Preference of Consumer for Health Drinks”, they point out that the factors influence the consumer while purchasing health drink and to know whether there is awareness among the general public regarding the various brands of health drinks, and also try to find out the market share for various health drinks which is an urban and rural area, to analyze the various reasons for certain health drinks that holds major market share and the consumption behaviours of the consumers. They suggested to most of the consumers are concerned with the quality of health drinks. Therefore, the manufacturer should take appropriate steps to develop the quality of the various brands of health drinks.

According to **Oxford Dictionaries**\(^{25}\) (2015) difference between the culture of local consumers and global consumers was the important factor that affects the consumer’s behaviour. Culture

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\(^{25}\) Oxford Dictionaries, 2015
means the thoughts, beliefs, customs and social attitude of a person or society. As today’s global market, it has made necessary to know about the cross cultural differences while formulating and communicating marketing information.

2.3 Purchase Behaviour of Consumers

Kamalaveni and Nirmala\textsuperscript{26} (2000) concluded that, there was positive relationship in the ranking provided by housewives and working women. These ranking was done to know about the reasons that support them to buy instant food products. Demographic factors like age, occupation, education etc had very much effect on the expenditure regarding these products.

Srinivasan\textsuperscript{27} (2000) suggested that consumption of more processed products was done by higher educational group of consumers. High income group consumed more quantities of processed fruit and vegetables. The bearable or maximum unit of increase in price was less than 5%. If there was change in price across this limit, it would lead the consumers to switch over from these products.

Hugar\textsuperscript{28} (2001) study was conducted in Dharward city to know about the changing behaviour of consumers in vegetable marketing. It was resulted that quantity purchased by the low income group was less than the medium and high income groups. It was also conducted that low income group consumers purchased these vegetables. From producers as it was of less price as compared to stall venders. Beside this medium and high level income group demands good quality so they like to purchase these vegetables from stall venders.

Prell\textsuperscript{29} (2002) observed the factors that have influence on adolescents for fish consumption. The positive and negative behaviour towards fish consumption was noticed. Friend’s attitude


and perception were considered as positive elements for fish consumption. While smell of fish and fear of finding bones were considered as negative factors towards fish consumption. The positive consumers were fully satisfied with its taste, in comparison to those who dislike it. The conclusion of the study was that eating fish would be healthy if it was prepared with due care and attention.

Deepak Halan\(^{30}\) (2003) in his article entitled “Rural Marketing: is a Different Ballgame”, studied that rural consumers were mostly based on daily wages. So on that basis, it becomes essential to pack the products in small unit of quantity or made it available in rural market at low price. The unorganized sector makes it possible to provide different brands of goods which have competition. There goods were of low price and had inferior quality. In the peak season rural consumers were always ready to buy the quality products at higher price. So at that time selling expensive brands was the highest. Therefore, need hierarchy of consumers kept in mind for any pricing strategy must take into account when money is received.

MithileshwarJha\(^{31}\) (2003) in his article entitled “Understanding Rural Buyer Behaviour”, identifies that the rural buyers were relatively simpler, more forthright, with lower aspiration levels, influenced by social pressures, rituals and norms, with moderate to high risk taking ability and gullible to dream merchants.

Nagaraja\(^{32}\) (2004) in his article entitled “Consumer Behaviour in Rural Areas: A Micro Level Study on Buyer Behaviour of Rural Consumers in Kavali Mandal”, points out that the level of utility was being influenced by the changing tastes and preferences of the younger generation. The clever and gimmicky advertisements did not attract the rural consumers. He further suggests that the buying behaviour was highly affected by consumers themselves and their nearby consumers.


Shiv Kumar\textsuperscript{33} (2004) concluded that consumer behavior of all type of income groups was mainly affected by the suggestion given by their family members. It was also conducted that the behavior was also influenced by the recommendation of dealers and the advertisement.

Ramana and Viswanath\textsuperscript{34} (2005) in their article entitled “Consumers Behaviour and Awareness with Special Reference to Edible Oil Users”, declare that the price, quality, and taste were the most influencing factors among all categories of consumers than smell, colour and company package and brand in the purchase of Edible oil. The change in price and quantity of buying was not influenced the buying behaviour of the consumers.

Sathya\textsuperscript{35} (2005) in her article entitled that “Consumer Awareness and Brand Preference for Health Drinks”, points out that the brand attitude of the consumers depends on the benefit expected from it and studied the consumer awareness about various brands of health drinks and brand loyalty of health drinks. The study also concentrates on consumer purchase decision for quality factors, which compel them to buy a particular brand in comparison to other health drinks.

Banumathy and Hemameena\textsuperscript{36} (2006) in their article entitled “A Study on Analysis of Brand Preference of Soft Drinks in the Global Environment”, point out that the profile of soft drinks consumer brand preference and factors influencing the brand preference. In addition, the most of the consumers like the international brand and they comparing can follow new techniques and tools in preparing soft drink and to make success over international brands.

John Mano Raj\textsuperscript{37} (2007) in his article entitled “Social Changes and the Growth of Indian Rural Market: an Invitation to FMCGs”, this study suggested that FMCG marketers should go to rural and urban market and they must adopt appropriate marketing strategy in rural area in comparison to urban market. That was the reason, rural marketing had been more

\textsuperscript{34} Ramana and Viswanath (2005). Consumers Behaviour and Awareness with Special Reference to Edible Oil Users. Indian Journal of Marketing.
developing yearly than the urban market. At international level also, FMCG became successful in selling their products in rural market and in rural market mostly lower and middle income group consumers were found.

Aditya Prakash Tripathi\textsuperscript{38} (2008) in his article entitled “Indian Rural Market - A Silver Lining for the Marketers” suggested that there was a big market in rural sector if it was traced. If there was increase in income of rural consumers, then it would lead to high increase in buying power of rural consumers. However, the marketing strategy for rural market has to be different from that adopted for the urban market, because of different social environment. Appropriate advertising and personal selling to meet the demand and integrated outlets have become the essential elements of the marketing strategy for the rural market.

Makkar Urvashi and Dhyani Vijendra\textsuperscript{39} (2010) study conducted on, “Consumer perception towards different media options - An empirical study of rural and urban perspective”, suggested that marketer must use different media for attaining the attention of consumers. As media has maximum role on the consumption behaviour of consumers, so marketer should adopt such type of media that has maximum influence over consumers. He must make a strategy related to media. These media selection and strategy must be applicable to all type of consumers whether they belong to rural consumers or urban consumers or in spite of their gender i.e. male or female.

2.4 Brand Preference

Low and Lamb Jr.\textsuperscript{40} (2000) concluded that familiar brands had positive impact in the mind of consumers. Consumers could spend more time and power in getting knowledge regarding their familiar brands instead of other brands.

Narang\textsuperscript{41} (2001) in his article entitled “Research out to the Rural Market of Uttar Pradesh”, studied consumables such as, toilet soap; washing soap, and toothpaste, powder, facial cream,


\textsuperscript{39} Makkar Urvashi and Dhyani Vijendra (2010). \textit{Consumer perception towards different media options - An empirical study of rural and urban perspective}. Indian Journal of Marketing.

edible oil and durables: fan, wrist watches and television. He found that that the proportion of city and local purchases varied from product to product and a nominal amount of purchase was made from hawkers in rural areas of India. This study also indicated that maximum of rural population was not satisfied with the locally available brands.

Kamenidou\(^42\) (2002) resulted that in Greek households 47.50\% of the households consumed canned peaches in syrup, 67.40\% took peach juice and 42.60\% bought peach jam. This study was conducted on the buying and consumption behaviour of these consumers. Taste and quality were the main factors that motivate them to buy these healthy products. Consumers were found very loyal towards their brand.

Sampath Kumar\(^43\) (2003) in his article entitled “Brand Preferences Acidity of Soft Drink Market” points out that the consumer’s behaviour involves understanding the acquisition, consumption, and disposition of the products and services. Those involved in analysing it, be it consumers, marketers, middlemen, or regulatory agencies, should continuously make sincere and necessary efforts and take periodic measures to strengthen the body of knowledge that is already existing. He further suggests that the consumers uniformly both in urban and rural areas, desire to have quality products at reasonable price and they trust more the advice of retailers.

Kubendran and Vanniarajan\(^44\) (2005) studied that if there was change in the food habits of consumers and then there was also change in the consumption behaviour of consumers. It was resulted that as the income level of consumers increased, there was increase in the expenditure of consumers. Branded products were mostly demanded by urban consumers in comparison to rural consumers. Quality, easily availability, home delivery was the main factor’s that influenced the buying decision of consumers.


Narang\(^{45}\) (2006) resulted that when there was food purchasing, consumers were not brand loyal i.e. they were not stick to their particular brand only. Advertisement helped them to promote brand recall. So they could recall different brands names at the time of purchasing. As today age of fashion it becomes necessary to like style and moderns with the brand so that youth he attracted. For promoting the sales land, different promotions scheme as free gift, discount offers must he associated with product.

Vincent\(^{46}\) (2006) concluded the children brand consciousness. The study revealed that family buying behaviour pattern was very much influenced by children. So children should start to learn about brand at their initial stage. This became very fruitful for family when they have to take any decision of purchase regarding durable goods.

Kaushik Mukerjee\(^{47}\) (2007) in his article entitled “Analysis of the Strategies of Hindustan Lever Limited and Coca-Cola in the Indian Rural Market”, focuses on to analyze the rural marketing initiatives. It is found that the potential of rural marketer is willing to use suitable strategies for reaching the rural consumers, to ensure proper need satisfaction, appropriate imagery and performance, the right feelings and judgments, and generating suitable resonance among the consumers.

Sarangapani and Mamtha\(^{48}\) (2008) in their article entitled “Rural Consumer: Post Purchase Behaviour and Consumerism”, focus on to analyze their consumption patterns with select FMCGs, to investigate the motives of rural consumers, their brand preferences and shop patronage with regard to select FMCGs, for analyzing the post purchase behaviour of sample rural consumers in terms of their levels of satisfaction and consumerism in rural areas and according to rural consumers effecting marketing strategies must be adopted.


Suma Devi and Sathiyapriya Eswaran\textsuperscript{49} (2010) in their article entitled “Consumer Preference and Satisfaction towards Health Drinks”, highlight that the consumer preference and satisfaction towards a particular brand and the usage period of that particular brand. It is found that the company should use innovative techniques in order to sell the product more economical package and better promotional strategies to maintain market constant.

According to Hoyer et al.\textsuperscript{50} (2012) as the present consumers interact with future consumers time to time, so it can develop the social factors and these factors have very many influences on the behaviour of consumers. It was seen that opinion leaders had their very much influence on their people living in society or it could be said that behaviour of opinion leader had its impact on the consumers of society.

2.5 Factors Influencing Brand Preference

Hundal\textsuperscript{51} (2001) in his article entitled “Consumer Behaviour in Rural Markets: A Study of Durables”, The main aim was to assess the general 25 attitude of rural consumers towards consumer durables, to find out the durable brand ownership of rural consumer, to examine factor considered by them in making product, brand choice, to investigate the role family members play, different groups and media that influences purchase decision of rural consumers, to ascertain the intensity of brand loyalty, and the appeal of promotional schemes.

Gaur and Waheed\textsuperscript{52} (2002) for studying the consumer behaviour towards branded fine rice; the study was conducted in Chennai and Coimbatore city. When the sources of information were found it results that retailer as the main source of information ranked I while family


\textsuperscript{50}Hoyer et al. (2012). \textit{Consumer Behaviour}. Journal of Marketing.


members were ranked II as the important source of information. In case of the result of major source of purchase rice, it was purchased from Rice Mandy i.e. in Chennai 73.00% and Coimbatore (70.00%). In case of factors influencing brand performance quality was ranked I while image was ranked II in both Chennai and Coimbatore cites.

Sanjaya\textsuperscript{53}(2002) Resulted that maximum percentage of wives took the decision regarding purchasing of branded fine rice. In case of sources of information retailers were ranked I when frequency of purchase found monthly purchase was at top. Most of the respondents were belonged to salaried class family. In case of performance of brand in the purchase of branded for rice quality and image of the brand were considered as major factors.

Sarwade\textsuperscript{54}(2002) conducted a study on the factors that influence the buying decision; price of the product was considered the main factor as compared to quality of the product. On the other hand, it was noticed that company image and brand image were not taken into mind by these households.

Nanda Gopal and Chinnaiyan\textsuperscript{55}(2003) suggested that quality of the product was the main factor that influences the brand performance and retail price was the second main factor. This study was conducted in rural Tamil Nadu to know about the brand performance of soft drinks. In this, Garrets ranking technique was applied. Availability of the product was also considered as important factor that influence the consumer the buy a particular brand of a product.

Verma and Surender Munjal\textsuperscript{56}(2003) in his article entitled “Brand Loyalty Correlates: Study of FMCGs”, resulted that quality, price of the product; its availability, packing design etc were the main elements that help in selection of a particular brand. Behaviour of consumers could be judged by his brand loyalty. Age of the consumers has its very much

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influence on the behaviour while other demographic feature like sex, marital status was comparatively influence over the behavioural patterns of the consumers.

Shivakumar and Ravindran\(^{57}\) (2003) in their article entitled “Role of Husband and wife in Purchase Decisions”, identified housewife was the decision-maker mainly for kitchen items like milk, salt etc and male has the role of decision-maker in case of fruits and magazines. Some items were purchased combined like mosquito mats and coils. At last it could be said that convenience goods purchased by housewives and males based on the demographic features and there was a difference between age, education, occupation, income of housewives and males that create the differences in buying behaviour.

Krishna Mohan Naidu\(^{58}\) (2004) in his article entitled “An Evaluation of Consumer Awareness in Rural Markets”, attempted to research the awareness level of rural consumers. It was found in study that awareness was a qualitative term which cannot be measured in terms of numbers or quantity. It can be measured by the consumers’ response such as consumer movements, cosmetics, banking services, drugs, food products, toothpastes, and hair oil. Finally, awareness levels were found higher in the study.

Kubendran and Vanniarajan\(^{59}\) (2005) concluded that if there was change in food habits then it would lead to change in consumption pattern. As there was increase in income and urbanization as the percentage level of income spent increases. The urban consumers were very much fond of brands as compared to rural consumers. Quality, home delivery, easy availability were the main factors influencing buying decisions.

Ramasamy\(^{60}\) (2005) conducted the study in Madurai city, Tamil Nadu regarding behaviour of consumer towards instant food products. It was resulted that most of the respondents i.e. 78% gave importance to quality, while 76% respondents considered price as a main factor that


influence the behaviour towards instant food product. 64% respondents gave emphasis on the manufacturer image and 50% respondents considered packaging as the main factor that influences the behaviour of consumers.

**Banumathy and Hemameena** (2006) concluded that after globalization international brands of soft drink like Pepsi and Coca cola were considered the main brands that influence the consumer brand preference. It was because of freshness and taste that consumers preferred them at the most.

**Vincent** (2006) conducted that quality of the products was the main factor that influence the consumers to buy branded products. Because of its quality consumers gave less importance to price so they were ready to pay extra money for buying these products. Sometimes unbranded products also gave same satisfaction to the consumers, but consumers would still like to buy a branded product.

**Bhagaban et al** (2008) in their research concluded that decision regarding the purchase of goods and services were daily made by consumers and households. Price, quality, availability, advertisement etc. were the common factors that affect the buying decision of consumers and households. In case of buying colour television advertisements, word of mouth, technical features and its durability were the main factors that affects the consumer perception.

**Mukesh Garg** (2010) has conducted a study on “Consumer cooperatives and rural development”, focuses on need and importance of the consumer cooperatives, procedure of their organization, financial assistance available from the Governments. It is found that, it given proper opportunities; women can prove that they have potential that exceeds expectations.

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Chirag Patel\textsuperscript{65} (2010) in his article entitled on “Market share of Health Drinks”, points out that people are aware of different brands of health drink. Most of the customers prefer to use glass a day, as it is convenient in both ways in terms of quantity and notorious. Brand name is considering as an important factor while purchasing a health drink and in which Bourn vita is the most preferred brand name among the customer. He further suggested that the “television” has played an important role in creating awareness regarding various health drink brands. Many people also consider the quality and hygiene maintain by the company. It is also found that price plays an important role in any product but service also plays equal importance in success of any product.

TC Lau\textsuperscript{66}(2012) in his study on “Consumer ethical beliefs and intention: Investigation of young Malaysian consumers” examined the effect of behaviour regarding business and money ethics. This study also investigated the demography effects of gender.

Ma.W.\textsuperscript{67} (2013) in his paper on “Understanding consumer behaviour in the current market place.” studied the effect of consumer’s underdog disposition on brand preferences, underdog brand biography and brand status as moderators.

\textbf{2.6 Conclusion}

On the whole it can be concluded that these studies provide good insight of consumer behaviour, consumer awareness on branded product and brand preference in present scenario. It helps to reduction of the time and efforts of present and future researchers in this area. Although routine management premises can be universally dealt with but there is certainly a need to understand, different psychological pattern, socio-economic environment and educational exposure, place the study of consumer behaviour towards branded food products in a distinct frame. These researches have helped the researcher a base conducting his study. It has been observed that a lot of work has been done to study consumer behaviour on various

products like soft drinks, health drinks etc. A number of studies have also been made on brand preference but little effort has been made to study the buyer behavior for branded food products in rural and urban areas. The present study is an attempt in this context.