CHAPTER – II

REVIEW OF LITERATURE

Chapter-I provides a brief overview of the Thesis, outlining the question to be studied, rationale for selecting the topic and expected contribution to knowledge. It also provides a brief summary of gap in the literature that it exists in the extent knowledge. This chapter reviews the relevant segmentation of women consumers, the consumer behavioural aspects and purchase decision patterns of women consumers literature in more depth and elucidates the important issues that remain an answer.

Darling Selvi. V (2008), in her study “The changing scenario of the consumption, pattern of employed people” analysed the consumption pattern of employed people. The author adopted the simple random method to select 200 respondents, within the age group of 36-55 years, belong to the family size of 2-4 members, belong to graduate or post graduate or professionals and belong to income group varying from Rs. 10,000 to 30,000. The pre-structured questionnaire had questions about expenditure pattern on food, cloth, education, traveling, recreation, communication and household Consumption etc. was circulated to the respondents. The collected data was analysed by percentage method and bar diagrams. The author concluded that the changing pattern of expenditure results with the increase in recreation which is followed by cosmetics, clothing, medical, transportation, electricity, communication, fuel, food, education, detergents and then household articles. And also the author concluded that loan facilities in various forms with attractive subsidies and facilities lead them to have a change in the lifestyle and consumption pattern of employed people. (1)
Murugaiya. V and Radhika V\'ishvas (2008), in their study “Women and Shopping’ – An Empirical Study of Bangalore city” aimed to analyse behaviours, demographic features and perception of women towards shopping, changing role of women as a serious shopper and her spanning decision making in the family with respect to various shopping activities. 150 women respondents from Bangalore were randomly selected by convenient sampling method and the questionnaire contains question on Democratic variables and shopping behaviour was distributed. The collected data was systematically arranged in Excel and tabulated for the calculation purpose. Averages, bar-chart, pie-chart are used to analyse the data, chi-Square test is used to test the independency of attributes between the two variables. The authors found that women are more serious, responsible and confident shoppers and this has led to their dominance in shopping over decision making at household level, catching the attention of all the marketers and retailers. (2)

Abhigyan Sarkar (2008), in his research study “Latest trends in consumer buying behaviour in lifestyle centers worldwide” aimed at highlights those reasons which are replacing the conventional shopping malls by lifestyle centers. This study describes what hedonic consumption is and how it dominates lifestyle centers purchasing. This study also seems to highlight the important demographic and Psychographic variable (Independent Variables) which influence the buying behaviour (dependent Variables) of consumers in a lifestyle center. The author adopted the methodology based on empirical evidence. The proportionate random sampling method with sample size of 266 was considered for primary data analysis. Self-administered questionnaire was distributed to the samples. The researcher used multi variant regression analysis to examine the contribution of predictor variable (materialism and money conservation) upon the criteria variable (impulse buying,
attitude towards debt, opener to experience and sensation seeking). Demographic variable about sex, age, education level, socio economic status were collected. The result revealed that money consideration is negatively correlated with materialism, impulse buying, opener to experience, sensation seeking and socio economic status and age is positively correlated with money conservation and basis for the reasons replacing the conventional shopping malls by lifestyle centers. (3)

Ashwin W. Joshi and Sanjay Sharma (2007), in their study “Customer knowledge development: Antecedents and impact on new product performance” examined the organizational actions that enable effective implementation of the customer knowledge development process, the characteristics of new product development projects that moderate the effects of these actions and the outcomes that are generated by the process. The authors used simple random method to select marketing managers of top 1000 manufacturing firms in Canada. To collect the data telephone survey was conducted from the managers about key informants on a recent new product development project in which they were active participants. To test the effect of the controls, the antecedents and their interactions on customer knowledge development the authors used multiple regression analysis. The authors concluded that consumer knowledge development enhances new product performance that emphasizes the strategic significance of the customer knowledge development process in new product development projects. The authors also found that both the creation of cross functional new product development teams and the championing of the organizational goal of product leadership faster the customer knowledge development with the effect being that the provision of resource slack is not significant. (4)
Raji Srinivasan, Lecry L-Lilien and Arvind Rangaswamy (2007), in their study “First in, First Out? The effects of network externalities on Pioneer Survival” aimed to study the effect of network externalities in conjunction with other product and firm characteristics on the survival of pioneers. The authors used historical method to collect data on the pioneer’s time of entry, survival, characteristics and technological intensity of the product. For each product, they obtained information about the pioneer from articles published in scholarly journals, company histories and online business data bases and they used multiple sources to increase the reliability of the data. They applied an accelerated failure time model to data on 45 office products and consumer durables. They used the radicalness rating model, which accommodates right – censoring, to investigate the effects of network externalities on the survival duration of pioneers. The authors found evidence that network externalities have a negative main effect on the survival duration of pioneers. And also found that for more radical products and for technologically intense products increases in network externalities are associated with increased survival duration and the larger the pioneer, the more network externalities increase its survival duration, whereas incumbent pioneers experience a decrease in survival duration compared with non-incumbents.

Sridhar. G (2009), in his study “Consumer involvement in product choice” studied the role of perceived risk (key antecedent of consumer involvement). The study aimed at ascertaining the influence of consumer involvement with various perceived risks such as perceived financial risk, perceived performance risk, perceived physical risks, perceived socialism, perceived psychological risk and perceived time risk. The author adopted the methodology based on the empirical evidence. The author adopted proportionate random sampling method and selected
332 respondents and survey method was employed for data collection by giving structured questionnaire. The researcher used correlation Analysis, Multiple Regression analysis to arrive the desire results. The researcher found that financial risk, performance risk and time risk are found to have a positive correlation with consumer involvement for product choices and physical, social risks are negatively correlated with consumer involvement. And also found that Psychological risk for the products and consumer involvement are almost same. (6)

Thomas E. Johnson and David Ford (2009), in their study “Customer approaches to product development with suppliers” analyzed a realistic view of interaction between an active customer and supplier. This Study ascertaining customer purchase behavior and its influence on marketing actions of a supplier. The authors adopted the methodology based on information gathering techniques included in-depth interview and review of company and project documentation. 46 semi structured interviews with managers at different levels and from a variety of functions within the firms and with a selection of key suppliers and customers were carried out. Snow ball sampling was used identifying and gaining access to appropriate respondents. The majority of the interviews were tape-recorded and subsequently transcribed. Role order of matrices were constructed and used as coding frame works for analyzing network effects on different collaboration activities. Matrices were constructed to analyze focal actor interpretation as well as supplier and customer interpretations. It is found that four key explanatory factors such as power, trust and product structure or architecture and product criticality were central to grasping the patterns of delegation and intervention of consumers with suppliers. (7)