CHAPTER II
REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge and or methodological approaches on a particular topic. Literature reviews are secondary sources and as such, do not report any new or original experimental work. Its ultimate goal is to bring the reader up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area. A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic.

This chapter reviews the literature related to factors affecting buyer purchase behaviour and promotional measure. For clear and better understanding, the review of literature has presented in the following sub headings.

- Factors affecting the buyer purchase behaviour
- Promotional measure.

BUYER PURCHASE BEHAVIOUR

One of the most influential areas in buyer behaviour is buyer decision making. At the conceptual level, various buyer decision making models have been proposed in the recent decades. However, many researchers believe that a specific, situation and product-oriented model is needed for studying purchase behaviour. Apart from this, investigating
decisions, that can change lives of consumers, such as entertainment goods purchase, can contribute to consumer behaviour knowledge.

DEMOGRAPHIC VARIABLE

Demographic variables are the traits of the human population. Demographic data may consist of age, gender, educational qualification, occupation, income family size, location and mode of purchasing. The data determine demographic trends. These trends portray the changes that may occur in certain demographic population over a period. Marketers who make use of demographic variable, generally consider several variables and combine them to categorise the demographic profile. A demographic profile, commonly called as a ‘demographic”, provides sufficient information about a typical member or a certain group to group them in a hypothetical collective. The two main objectives of marketing researchers are, to discover the sectors, or the subgroups who live in the large population and second to generate an understandable and complete image of the traits that a typical member in each of these sectors possess. These objectives help the marketers develop effective strategies for attracting specific groups of people to specific products.

Churchill and Moschis (1979) examined, developed and tested a model of consumer socialisation, it is developed and tested. The development of the model is guided by theoretical notions and empirical findings drawn from various disciplinary areas. The empirical results revealed that there is a significant influence on television advertisements, family and peers in deciding the purchase of product.
Dawar and Parker (1994) examined that 'Marketing Universals with uncertainty of product performances and more specifically, quality. The study revealed consumers lacked the ability to assess quality as the consumers involvement is low and also the objective quality is too complex to assess.

The most prevalent signal studied include brand names or brand advertising; product features or appearance; price and product/retail reputation; store names; warranties or guarantees. Brand names were found to be more important than price, which is, in turn, more important than physical appearance. Retail reputation or store name was found to be least consequential in signaling product quality. The relative importance of these signals generally followed the extent to which a particular signal is not shared across competitive products.

The demographic variable such as culture, geographic, location, occupation, exposure to urban lifestyle, media, point of purchase, the use of products and involvement of others in deciding purchase, retail reputation and price is underlined.

Hoch (1995) studied store-specific price elasticity for a chain of 83 super markets in Dominick's Finer Foods a major chain in the Chicago metropolitan area. He related these price sensitivitiness to a comprehensive set of demographic and competitor variables that described the trading areas of each of the stores. The study found that educated consumers were less price sensitive as they devoted very less attention in purchasing. The study also revealed neutral information source and consumer product rating were price sensitive. Larger income households were less price sensititve as they
encounter fewer income constraints, whereas black and hispanic consumers were highly price sensitive.

Holdert and Antonides (1997) examined how family type affected the decision making behaviour of consumers. The study found that product type was an important variable in determining the way children would behave in family decision making. Researchers observed that bargaining was the most common strategy adopted by children when trying to influence the purchase of products for personal use. Conflict arose in use of consumer personal products. However, for personal products, such as a personal computer, they resorted to problem solving tactics to resolve conflicts.

The authors also pointed out that while bargaining was most common in dyadic interactions, problem solving was more frequent in triadic interactions between mother, father, and child. It was also found that children saw the problem solving strategies being used less often. It was felt that children were either not a part of the decision making process for those products or that discussions took place sans the presence of children. A significant relationship was also found to exist between the situation in which the family purchase decision making was done. The presence or absence of a family member influenced the decision of a purchase.

Kim and Jin (2001) studied the Korean consumers of multinationals and Korean discount stores and found buyers with full-time jobs tended to patronise multinational discount stores. The study also found that, there was no significant difference between the two groups with respect to age, family size, educational level, and income. The studies were generally restricted to comparisons of behavior within the
same store format, that is, they were limited to only supermarkets or only discount stores.

Coley (2002) compared gender differences for affective and cognitive processes and categorized product related to impulse buying. Two hundred seventy-seven students from the University of Georgia surveyed for impulse buying behavior. Analysing the data using Variances tests, men and women were found to significantly differ with respect to affective process components including irresistible urge to buy, positive buying emotion, and mood management and cognitive process components including cognitive deliberation, unplanned buying with the exception of disregard for the future. Significant differences were also found between the following product categories: shirts/sweaters, pants/skirts, coats, underwear/lingerie, accessories, shoes, electronics, hardware, computer software, music CD’s or DVD’s, sports memorabilia, health/beauty products, and magazines/books for pleasure reading. The study revealed that there were no differences in regard to suits/business wear and entertainment.

Pavleen and Raghbir (2006) compared the influence of children in purchase decision of consumers of durable goods in India and the West. Researchers found that children constituted an important target market segment and merited attention from a marketing perspective. The amount of influence exerted by children varied by product category and stage of the decision making process. For some products, they were active initiators, information seekers, and buyers; whereas for other product categories, they influenced purchases made by the parents. The purchasing act was governed by how they socialized to act as consumers. Family, peers, and media were key socializing agents for children wherein family-specific characteristics such as parental style, family’s Sex Role
Orientation, and patterns of communication played key roles. More so, changes taking place in the socio-cultural environment in India such as emergence of dual-career, single parent families entail that dimensions of children’s influence in family purchase decision making be investigated in a specific context. Indian society vastly differed from the West in terms of family composition and structure, values, norms, and behaviour, which affected the role that children play in purchase decision making in families.

Forbes (2008) investigated whether consumers do utilize the country of origin cue during actual purchase decisions and whether consumer perceptions will vary based upon the country from which he/she originates. In addition, this study also sought to identify all of the product attributes which were utilized by wine purchasers, and the degree to which these attributes are important to them during the purchase decision process. Finally, the researcher found that the influence of individual consumer characteristics, demographic variables, product knowledge and product involvement and usage situations will have upon attributed utilisation and importance of the product.

Carpenter and Balija (2010) studied a general understanding of retail format choice among consumers of electronics shoppers in the US market. The study used demographics and retail attributes to profile consumer electronics shoppers of each major retail format in the USA. The research concluded that for consumer of electronics rspecific knowledge of the attributes was important in making format choices.

Variawa (2010) attempted to understand the constructs of packaging and brand experience as purchasing decision criteria for FMCG products. The researcher administered 250 questionnaires with low-income consumers in the Star Hyper supermarket in the mining town of Carltonville. The research demonstrated how low-
income consumers had an appreciation of all product packaging as they were often reused once the product was consumed. The research concluded the notion of a strong relationship and also revealed lower income consumers gained more value/greater brand experience in not just out of consuming 'premium' brand products, but also the packaging.

**Kim and Forsythe (2010)** studied the factors affecting the adoption of product virtualization technology for online shopping. Online surveys were completed by a US national panel of online shoppers. The results found there was no significant gender difference in the overall adoption process.

**Osman et al. (2011)** studied the influence of sales promotion on buying behavior among university students. Specifically, University Putra Malaysia was chosen as the study location. A total of 150 respondents were recruited using systematic random sampling technique. The study found that there was no significant difference between gender and buying behavior and there is a significant difference in family monthly income and buying behavior.

**Subhojit Dey (2011)** examined the consumer durables industry in India. The researcher analysed the consumer demographics, overall growth in services and industrial sectors and infrastructure development in suburban and rural areas. The research concluded that success in the long-term required firms to develop a wide and robust distribution network, differentiate their products in areas of relevance to the consumer and innovate in the areas of promotion, product financing. The study concluded the product and approach to market need to be customized to suit the unique needs of the Indian market.
Abraham (2011) studied the buyer behaviour in the urban population in India. The author found that many young boys wanted to identify with the civic group like cricket players and many young girls identified themselves with some stars. The activities of these popular heroes were carefully watched and frequently imitated. These reference groups may serve as points of comparison and as sources of information for a person. Since culture greatly affected buyer behaviour pattern, it was of obvious importance to marketers. If the behaviour pattern of cultures was stable and unchanging, the net effect for marketers would also be stable. However, the behaviours of culture tended to be dynamic rather than static, especially in fast pace modern societies. The family influences affected individual’s personality characteristics.

As a primary group the family was perhaps major motivator and from the individual consumer’s point of view, it differed from larger reference groups, in that family members must satisfied their unique and joint consumption needs from a common and relatively fixed amount of financial resources. Thus, the family influenced individual personality characteristics, attitudes and values as well as the decision processes utilised in the purchase of goods and services.

Jagwinder (2011) examined the factors influencing the purchasing behaviour of rural and urban consumers in India. The author found that both rural and urban consumers experienced significant influence of their families for buying the selected products. However the rural consumers experienced greater influence of their families as compared to their urban counterparts. In case of television, the differences between rural and urban consumers further varied according to their different levels of income. There were also differences between different income levels of habitants in terms of the
influence of the family on the purchase of the refrigerator. The influence of friends was moderate among both the rural and urban consumers in case of buying the refrigerators. It was significant among both the groups while buying an automobile. The influence of friends was less and moderate for the urban and rural buying of a television set respectively. There were differences between different income groups as regards to the influence of the friends on the purchase of refrigerator and an automobile. But in case of refrigerator, these differences differed among habitant groups.

Guo (2011) studied the domestic and foreign scholars of online consumer purchasing behaviors, the author analyzed the factors influencing consumers’ online purchasing behaviors. The results showed that security of online shopping, prices, and commercial credits are primary factors influencing consumers’ purchasing behaviors, and genders education level of consumers, and designs of the store are the secondary ones.

Polya (2012) studied decision making and communication strategy based on clusters of adult and young adult population. The researcher studied the role of family in buying of different products. The results showed that the role of family members contributed significantly in different stages of decision making process for different products.

RELIGIOUS FACTORS

Past literature consistently revealed that religion plays an important role in the formation of consumer behaviour. Religion, being inseparable part, would influence the behaviour of consumers in similar manners which are rarely being investigated in buyer behaviour field need to be explored. The following literature reveal that buyer behaviour
of people differs across different religious group affiliation and degree of faith manifested. It is also found that religious impact on consumption also differs across various product categories and culture.

McCort and Malhotra (1993) studied the factors influencing the consumer’s behaviour in international marketing of branded products. Research concluded that religion was an important cultural factor to study because it was one of the most universal and influential social institutions that has significant influence on people’s attitudes, values and behaviors at both the individual and societal levels. Religion and its associated practices often played a pivotal role in influencing many of the important life transitions that people experience such as birth, marriage and death.

Bailey and Sood (1993) examined the effects of religious affiliation on consumer behavior of six religious groups in Washington DC namely Buddhism, Hinduism, Islam, Judaism, Catholic and Protestant. The results identified statistically significant differences in the consumer behavior of different religious groups. Research found that Muslim consumers were relatively more impetuous shoppers but less likely to be informed or risky shoppers. Hindus were found to be rational shopper group while Catholics were less likely to be informed shoppers. Buddhists are the only minority religious members in the sample to report consumer behavior similar to the societal norms. It has been argued that religion was highly personal in nature and therefore its effects on consumer behavior depended on individuals’ level of religious commitment or the importance of religion in their life.
Delener (1994) investigated the influence of religious factors in decision making behaviour of USA consumers. The author noted that although religion has been a significant force in the lives of many individuals, its role in consumer choice can be characterised as unclear or fuzzy. Religion and religiosity is a perfunctory in most consumer behaviour.

Michell and Al-Mossawi (1995) examined the effect of religiosity on advertisement effectiveness among the Japanese consumers. Research suggested that there was no difference in consumer shopping behavior between devout and casually religious Japanese individuals and this could be attributed to the fact that religion was not an important element in overall Japanese culture. On the other hand, devout Protestants in the U.S.A. were found to be more economic, buying product on sale, shopping in stores with lower prices, being open to buying foreign-made goods, believing that there was little relation between price and quality, tending not to believe advertising claims while preferring subtle and informative advertisements.

Hill et al. (1999) studied the influence of religiosity of consumer’s purchase behaviour of durable goods in South Asia. Researchers concluded that the recognition of the multidimensional nature of religiosity allowed for a more thorough understanding of the potential importance of different consumers need. However, there was no consensus among experts as to the number of dimensions that make up the religiosity construct. Religiosity was an intricate concept and a variegated human phenomenon, and seems to cover considerable ground such as behaviors, attitudes, beliefs, feelings, consumption and experiences.
Johnson et al. (2001) investigated the effects of religiosity on delinquency of behaviour of consumer Texas. Researchers found that the extent of an individual’s commitment to the religion he or she professed and its teachings reflected on their purchase commitment. Religiosity was important as it was capable of influencing an individual cognitively and behaviorally. Religious persons have value systems that differed from those of the less religious and the non-religious. The supposition was that a highly religious person would evaluate the world through religious schemas and thus would integrate his or her religion into much of his or her life. Hence, how strongly consumers were committed with their religiosity should be considered in understanding the nature of consumer behaviour.

Essoo and Dibb (2004) examined the influence of religion on shopping behaviour of retail stores in Germany. The researcher confirmed that consumers having different level of religiosity differ notably in their shopping behavior. In particular, devout Hindus were found to differ from their casually religious counterparts in four shopper types namely the demanding, practical, thoughtful and innovative shopper. In the case of Muslim consumers, their findings suggested that there was no difference in consumer shopping behaviour between devout and casually religious Muslim consumers, except for the trendy shopper type. Devout Catholics were found to differ from their casually religious counterparts in different types of shopper namely the demanding, practical, trendy and innovative.

Mokhlis (2009) explored the culture and subculture norms that have been subjected to increased scrutiny in consumer behavior. The researcher seeks to examine the influence of religiosity on one aspect of consumer behavior - shopping orientation.
The findings revealed that shopping orientation factors, namely quality consciousness, impulsive shopping and price consciousness were related to religiosity. It is suggested that religiosity should be included as a possible determinant in shopping orientations in consumer behavior models.

Hanzaee and Karimian (2011) studied the electronic selling capability. The variables taken for the research are "product characteristics", "customer attributes" and "customer familiarity and confidence". The Muslims’ customers were divided into different groups on the basis of their buying behaviors: social, die-hard, ethical mercenaries, experimenters and convenience shopper. Variety of insurance coverage, consumers and intensive competition in markets are the inducement factors in order to test their products/services. The researcher concluded elements which affect Muslims’ e-shopping behavior are God’s determined destiny, force & authority and trust in God.

**CULTURAL FACTORS**

In a diversified country like India cultural factors exert the broadest and deepest influence on consumer behavior. Culture influences consumers through the norms and values established by the society in which they live. The impact of culture is automatic and almost invisible. Culture not only influences consumer behavior but also reflects it. It is the mirror of both the values and possessions. Marketing strategies are unlikely to change cultural values, but marketing does influence culture. Culture influences what people wear, what and how they eat, where they live, etc. It has a broad influence on their buying and usage behavior of products and services, and the extent of their satisfaction.
Shweder (1991) investigated the impact of cultural psychology of consumers in purchasing behaviour of durable goods. Study found that culture has been defined variously as values, norms, rituals, beliefs and symbols shared by members of a group or society. It included patterns of behaviour, learned responses, basic assumptions, habits and traditional ways of thinking, feeling and reacting to the buying behaviour. This had led to the call to unpack culture in order to understand the underlying dimensions of cultural influences and the behavioral consequences of them.

John and Naresh (1993) presented a conceptualization of culture. The relevant literature from cross-cultural psychology, anthropology, consumer behavior and international marketing is reviewed to describe the impact culture on consumer behavior. The implication of the research revealed that constructs of perception, information processing, value systems, and self concept had a major role in culture.

Webster (2000) examined the influence of cultural values on decision making behaviour of spouses in households. The author found that family structures were undergoing a metamorphosis and the Indian society was also witnessing an increase in the number of single parent and dual career families. India was an interesting culture to explore the antecedents of marital power because its social and intellectual grains operated in ways vastly different from those the West. For instance, unlike western culture, where the nuclear and neo local families were both the ideological and factual norm, the joint family has been and continues to be an important element of Indian culture and these elements influence the purchasing decisions to a large extent.

Simon (2001) explored the perception and satisfaction levels of 160 subjects on four web sites. Analysis indicates that perception and satisfaction differences exist
between the cultural clusters and gender groups within the cultures of Asia, Europe, Latin 
& South America, and North America. In particular, the perceptions of the Asian and 
Latin/South American were found to be similar, as were the perceptions of the Europeans 
and North Americans. Qualitative analysis indicates that women within certain cultures 
have widely different preferences from their men counterparts regarding web site 
attributes.

Kacea and Lee (2002) found that there is a powerful and consistent influence of 
culture at both ethnicity level and the individual level. The study added many aspects of 
consumer buying behaviour and cultural factors that include self-identity, normative 
influences, the suppression of emotion, and the post pavement of instant gratification. 
The study was based on individualism and collectivism as cultural dimension. Highly 
individualist countries such as U.S.A. and Australia and highly collectivist countries 
such as Malaysia and Hong Kong were examined. It was concluded that although 
collectivists posses the buying tendencies in equal measure with the individualists,,they 
suppress the negative tendencies and act in a manner that is consistent with cultural 
norms, beliefs and values, in this case reducing their purchases for self fulfillment, 
which has been characterized as highly individualistic behaviour.

Yakup (2011) studied, how cultural factors affect consumer behaviors in 
Turkey with the participation of 1286 people in the provinces through interviews. The 
study revealed the culture, sub-culture and social classes influence the consumers' buying 
behavior.

Nabil and Ashraful (2013) examined behavior of consumer’s in the tablet 
computer market in Moscow. In the theoretical part, consumer behavior is highlighted,
then the basic model of consumer behavior, concepts of consumer behavior, the buying process and the main factors which affect consumer behavior have been discussed respectively. The cultural factors are linked to consumer behavior, and the cultural differences that affect buying behavior, and the consumer behavior of Russian people is discussed.

The data collection was carried out in Moscow, by surveying 75 customers in five tablet computer retail stores were interviewed. The outcome of the survey shows that tablet computer is a very popular IT product among all young and middle aged people. Consumers prefer to buy mid-range tablet products more often according the best price/performance ratio. Men are the most frequent buyer in the tablet market of Moscow, and they like to buy it as a gift during several national occasions in Russia.

Lawan and Zanna (2013) assessed the cultural factors influencing consumer buying behavior of clothes in Borno state, Nigeria. The study was specifically carried out to examine consumer buying decision making process and assess cultural, economic as well as personal factors influencing clothes buying behavior. A structured questionnaire was administered by the researcher, on a sample of 174 clothes buyers and the data obtained were analyzed using descriptive statistics, chi square, Analysis of variance and multi-stage regression. Findings revealed a highly significant influence of cultural factors on consumer buying behavior of which the relative regression coefficient of the societal norms was the highest. The findings also indicated a highly significant influence of economic factor on consumer buying behaviour with the highest relative regression coefficient equivalence exerted by income. The study further revealed that age was the sole personal factor variable influencing buying behaviour with the highest relative
regression coefficient equivalence of over 65 percent. The study concluded that culture and personal factors significantly influences buying behaviour of clothes.

SOCIAL FACTORS

A person’s behavior is strongly influenced by social group. A persons reference group are those groups that have a direct or indirect influence on the person’s attitudes or behavior. Group having a direct influence on a person are called membership group. These are group to which the person belongs and interacts. Some social groups which there is fairly continuous interaction, such as family, friends, neighbors, and co-workers.

Shocker (1991) explored a stylized view of individual consumer choice decision-making for marketing decisions. Study summarized issues relating to consideration set on consumer judgment and choice. Study found consideration sets really exist and, if those factors affect their composition, structure, and role in decision-making.

Raymond (1993) studied the consumer’s decision on replacement of durable goods. The results showed that duration models allowed for richer relationships between socioeconomic variables, characteristics of the durable good, and the likelihood of its replacement over time. These socio-economic variables influenced the purchase and replacement of durable goods.

Mihic and Culina (2006) examined the significance of social class and income in understanding consumption and purchasing behavior based on the previous research results. The aim is to determine which of the two analyzed concepts - social class or income - has more influence over the buying behavior and the consumption of certain products/services. The research was conducted on a sample of 270 respondents. The results confirmed that both social class and income significantly influence buying
behavior. Social class proved to be more significant in eight of them and income in four. The research showed that income better explains purchasing habits and behavior with less visible products associated with significant expenditures, while social class matters more with products reflecting life-style values, more visible and expensive products associated with class symbols. Since members of different social classes and income categories differ significantly in buying preferences with all analyzed products/services, it can be concluded that both variables, depending on specific situations and types of products/services, constitute important market segmentation criteria.

Yang et al. (2007) described a comparative study investigating the influence of different reference group on consumer purchasing behaviour between the mobile phone users of USA and China. The study revealed that among the reference group, only the utilitarian influence has resulted in statistically significant difference between China and US mobile phone buyers, and another reference group influences, informational and value-expressive, have relative insignificant impacts. Based on the results of this study, managerial insights and practical implications for marketing strategies in the mobile phone market are recommended.

Ashok (2008) studied the purchasing pattern of consumer’s household durables in Tamil Nadu. Researcher concluded that the economic factors of the current and anticipated stage of the business cycle, as well as inflation and interest rates and the cultural factors based on knowledge, beliefs, values, attitudes, habits and forms of behavior that are shared by a society and are transmitted from generation to generation, the social factors educational level, occupational level and income level and influence of the reference group and the psychological factors of likes and dislikes of certain
individuals relating to need for comfort/sophistication, sentiments and realization of the ego needs and demographic factors of the size of the population, the size of the family, the type of family, age group of family members, the total family income/year, the total family expenses/year, the duration of stay, the influence of younger generation, role of different members in the family, compulsion of religious values/moral values, social condition and freedom of living affected the purchase pattern of durable goods.

Miyazaki et al. (2009) examinined the various factors that consumers may perceive as constraining their ability to purchase genuine products. High price, stock outs, low income, lack of channel access, government restrictions lead them to acquire pirated products and to condone such behavior in others. The authors report the results of the studies analysed on consumption constraint effects using various settings, stimuli, and consumer types. The findings revealed that factors perceived as limiting consumption can lead to higher piracy-related activity and moderated by ethical beliefs, interpersonal social influence, and trait psychological reactance.

Vijayalakshmi.S and Mahalakshmi.V (2013) examined the impact of dissimilar factors on consumer buying behaviors. The numerous variables in electronic home appliances market in India are deeply analyzed. The factors that affect the consumer behavior in electronic home appliances markets in India have been studied. The key findings of this study designated that, the set of self determining variable are weakly associated variables. The analysis revealed the social and physical factors along with the marketing elements are strongly associated with the consumer behaviour.
Balanga and Krishnakumar (2013) investigated the apparel buying behaviour of Indian consumers through various dimensions - consumer characteristics, reference groups, store attributes, promotion and product attributes. The findings show that the promotional store attributes promotion and reference groups are the important dimensions in apparel buying behaviour.

PSYCHOLOGICAL FACTORS

A motive is a need that has become so sufficiently pressing that it directs the consumer to seek satisfaction of that need. A consumer has a number of needs at any given time of their life. Humans are constantly being influenced by various biological and psychological factors. Many common psychological needs arise from various states of "tension", such as hunger, thirst, or some form of physical discomfort. Psychological needs will arise from a desire for social recognition, esteem, or belonging in familiar, social, or political groups.

Han (1989) found that when unfamiliar with a country’s product, consumers infer product information from country image, which then influences consumers’ attitudes toward other attributes. While most studies in this area have treated country of origin as a multidimensional construct that evokes various product-attribute-related responses, some studies have shown that country of origin is not merely a cognitive cue. The research concludes that attribute which has direct influence on consumers' decision making.

Berger (1992) studied the influence of attitude accessibility and attitude confidence on attitude behaviour consistency of consumers of homes or houses in USA. He found that attitudes based on direct experience with the product were much firmer than those based on indirect experience. The author concluded that the awareness was
required that consumers were not buying just a house, but a home.

**Bagozzi et al. (1992)** examined the relationship between the theory of reasoned action and coupon usage among the UK retail consumers. Research found that the influence of personal beliefs was greater among action-oriented individuals, and, conversely, that subjective norms were critical for state-oriented people. The personality trait, as well as prior experiences were the major influencing factor in purchasing of product categories.

**Rawwas (1996)** explored the role of world mindedness in product quality perception. The study confirmed the impact of nationalism on product evaluation. In studying 593 Austrian consumers, the research finds the effect is moderated by the characteristics of consumer groups. The study revealed that the effect of world mindedness on product evaluation is enhanced for foreign products and is diminished for domestic products, however, the impact of nationalism on product evaluation is enhanced for domestic products and is diminished for foreign products.

**Kaynak et al. (2000)** examined Bangladeshi consumers’ quality perceptions of products outsourced from nine foreign countries and compared them with their perceptions of domestic products. Study findings indicated that Bangladeshi consumers overwhelmingly preferred western made products, though there were differences in their perceptions across product classes as well as degree of suitability of the sourcing countries.

**Moye (2000)** investigated influence of shopping orientation on consumers of apparel shopping behaviour and attitude towards store patronage for female consumers in United Kingdom. Author found that consumers engaged in a comparison process in their
minds to determine whether their evaluation of the relative importance of store attributes aligned with their perceptions of these attributes. If the two factors matched, then the consumers choose the store. Consumer compared the importance of store attributes with the stores overall image perception to determine acceptable and unacceptable stores. If consumers’ perceptions of the store attributes were positive, then they may decide to purchase from the store. On the other hand, if consumers’ perceptions of the store attributes were negative, then they were unlikely to shop in the store.

**Grewal et al. (2001)** explored business-to-business electronic markets and the profound influence on the manner in which organizational buyers and sellers interact. The authors develop a typology for the nature of organizational participation to explain the behaviors of user firms in business-to-business electronic markets. The proposed model hypothesizes that the nature of participation depends on organizational motivation and ability. The authors conceptualize motivational factors in terms of efficiency and legitimacy of motivations and theorize that ability results from the influence of organizational learning and information technology capabilities. They test the model using organizational-level survey data from jewelry traders who conduct business in an electronic market. The results indicate that both motivation and ability are important in determining the nature of participation; however, the level of influence of motivation and ability varies with the nature of participation.

**Poorting (2003)** studied on household energy and focused on how social and psychological factors influenced the acceptability of energy-saving measures. The influence of physical characteristics of energy-saving measures on their acceptability is largely ignored. The study, examined different types of energy-saving measures, by using
an additive part-worth function conjoint analysis. Energy-saving measures differed in the domain of energy savings strategy technical improvements, different use of products, and shifts in consumption, and the amount of energy savings small versus large energy savings. Energy-saving strategy appeared to be the most important characteristic influencing the acceptability of energy-saving measures. In general, technical improvements were preferred over behavioral measures and especially shift in consumption.

The result found that home energy-saving measures were more acceptable than transport energy-saving measures. The amount of energy savings was the least important characteristic; there was hardly any difference in the acceptability of measures with small and large energy savings. Except for respondents differing in environmental concern, there were no differences in average acceptability of the energy-saving measures between respondent groups. However, some interesting differences in relative preferences for different types of energy-saving measures were found in the research between respondent groups.

Wang et al. (2005) examined the relationship between consumption attitudes and new product adoption how the relationship may be contingent upon consumers’ other characteristics. The research concluded that consumption attitudes have significant effects on new product adoption. Consumers’ adoption of market innovations is associated negatively with their attitude toward existing products and positively with independent decision making and preference for high-tech products. Further, the magnitude of the effects of consumption attitudes depends on consumers’ demographic characteristics. The effects are stronger among consumers who are older and have lower
Darby (2005) recognised Waste electrical and electronic equipment as the fastest growing waste stream in the European Union. In light of this, the researcher assessed consumer attitudes towards the disposal of small Waste electrical and electronic equipment, and identified key problems raised by the implementation of the Waste electrical and electronic equipment in relation to these small product groups. The findings were recorded from a large scale postal questionnaire, and semi-structured interviews conducted in Cardiff. The research carried on the disposal of Waste electrical and electronic equipment, and household attitudes to waste and recycling was assessed. The research revealed that the implementation of the Waste electrical and electronic equipment ‘fits in’ with the current transition in the United Kingdom towards more sustainable waste management practices at the household level.

Troncoso et al. (2007) investigated perceptions of consumers about technological innovation for fuel wood cooking in rural Mexico. Authors concluded that trialability and observability characters of innovation were very crucial ingredients in the diffusion and adoption of innovation in the social systems. Consumer innovation like stoves was relatively less observable, and thus diffused at extremely slow rate unless it should be highly promoted. Research also observed that the socioeconomic level was found positively correlated with the adoption of the improved cook stoves.

Aditya et al. (2009) studied the impact of buyer’s perception of product and quality in India. The researcher found that despite the prominence of information-rich and time-poor customers, generally, it was believed that a buyer did not get ample time and opportunity to gather detailed information about the product. Absence of information and
lack of actual experience of using all the available brands of a product forced the buyer to judge the quality of the product on the basis of certain visible signals like price, brand reputation and store reputation. Broadly they were known as external cues. These cues formed the basis of buyers’ perception.

Nixon et al. (2009) identified the increasing stockpiles of electronic waste (e-waste) combined with low recycling rates are threatening human and environmental health because of the hazardous materials in electronic products. The study was conducted through mail and it indicated that California households prefer “drop-off recycling at regional centers,” with “curbside recycling” at a close. Results showed that ignoring environmental attitudes and beliefs lead to biased estimates of the trade-offs households are making between cost and recycling convenience.

Tifferet and Herstein (2010) examined the effect of individualism and private brand perceptions of consumers of both the USA and Canadian consumers. Authors found that the individualistic consumers were less inclined to purchase private brands. However, it was becoming more difficult to distinguish the purchasers of private brands from other consumers, as purchasing behaviour can be influenced by many factors such as emotion, instantaneous demand, and loyalty to stores.

Mansoor and Jalal (2011) studied the impact of the global business crisis on Bahraini consumers, the researcher investigated the perception of problem and whether their consumption behaviour has changed. The research found that there is a change in trends in consumer buying behaviour during the global business crisis.

Mollahoseyni et al. (2012) examined the impact of psychological factors on consumer’s buying behavior. Statistical population of this study was Iranian Chair
Stores at Kerman city and sample consists of 171 consumers and has been selected by available sampling method. The results indicate that awareness of quality, awareness of price, innovative characteristics, diversity, loyalty to store, and planning influence consumer’s buying behavior. These variables have direct and significant relationship with consumer’s buying behavior. The other variables that donot influence consumer’s buying behaviour including financial limitation, buying joys, instantaneous decision making, loyalty to brand, and time limitation.

**SITUATIONAL FACTORS**

Situation factor influences are temporary conditions that affect how buyers behave, whether they actually buy your product, buy additional products, or buy nothing at all. They include things like physical factors, social factors, time factors, the reason for the buyer’s purchase, and the buyer’s mood. The marketer have undoubtedly been affected by all these factors at one time or another.

*Johnson (1995)* investigated the influence of product and situational factors on the behaviour of children in family purchase decision making. The importance of product and situational factors is highlighted through a review of past studies, and several hypotheses developed from this investigation with regard to their impact on the behaviour of children in family purchase decision. The findings of the study showed that both product and situational factors are important variables in determining the way children will behave in family purchase decision making, particularly with regard to their choice of conflict resolution strategies.

*Nicholls et al. (1996)* explored the universality of Belk’s concept of situational variables in their relationship with consumer purchase within two different cultures.
Considering the relationship of empirical dimensions with the measures of consumer purchase behaviour. The empirical manifestations of the situational variables were included in surveys conducted in India and the USA. The empirical dimensions of the situational variables are frequency of shopping visit; the usual time of day for shopping; travel time; time spent; and numbers of companions were statistically significant when comparing India and the USA with respect to shopping behaviour purchase of food or beverage and purchase of other products. The research found that marketers are influenced by consumer situations.

Jagdish (1996) reviewed the academic research conducted on organizational buying. The author discovered an impressive amount of research primarily focused on the decision-making process, environmental influences and conflict resolution in joint decisions. Also, there is an emerging area of research on supply-chain partnering and the use of information technology such as networked computing and online data services. The research attempted to understand the suppliers as customers; cross-functional supplier teaming; economic value of supplier equity; supply experience curves; hub and spoke organization; bonding with suppliers; global sourcing processes; cross-cultural values in purchasing; cross-national rules and regulations; and service procurement.

Lau et al. (1999) identified industrial buying behavior is increasingly important to industrial marketers and researchers. The author felt that the structure of the informal group of people involved in the buying decision and the buying center may bear on this issue. This question motivated the researchers to examine the structure of the buying center and some of its antecedents. The results of an empirical study of 68 manufacturers in Singapore suggest that purchase-related factors such as the importance of the purchase,
time constraints for the purchase, and the novelty of the purchase situation, tend to influence the buying center's structural dimensions of centralization, formalization, and complexity.

**Dean (1999)** found online shopping of electronics involved various levels of risk/uncertainty. On one hand, customers have to take risk to provide an online retailer with their personal information, such as email address, home address and telephone number. From another point of view, customers worried about the leak of the credit card information through the online transaction. The results found that the nature of the electronic products, which were weak and easy to break, thus, in this vulnerable situation, delivering the electronic products safely was crucial.

**Koklic and Vida (2009)** found cognitive and rational factors did not offer sufficient explanation of consumer behaviour in the case of a high-involvement product such as a house. In addition to the idiosyncratic characteristics of the customer, his/her personal situation and environmental factors, the role of feelings, experience, subconscious factors, needs and goals should to be taken into account to better understand the kind of buyer decision making.

**Abideen and Saleem (2011)** studied the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 200 respondents using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan). The major findings of the study found that emotional response of consumer purchase behavior was the variable that results into strong association with the consumer buying behavior.
Tinne (2011) attempted to find out the factors that affect consumer impulse buying behavior at superstores in Bangladesh. The impact of various variables - discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of customers and festival season, on consumer impulse buying behavior, has been analyzed. The study is based on the primary data collected from Agora and Meena Bazar with the help of a structured questionnaire. The study found that as the income of individual increases more and more people move towards western culture and the purchasing power of the people has really gone up. Thus the researcher found impulse buying of the commodities is on a greater rise mainly due to pricing strategies, store characteristics, situational factors and promotional activities.

Niazi et al. (2012) examined the relationship between environmental response and emotional response variables with consumer buying behavior. The researcher investigated the relationship between the variables involved, by taking the 200 responses in the twin cities of Pakistan. Findings of this study showed a moderate relationship between environmental response and emotional response variable. It showed that consumer purchase the brands they are emotionally attached.

PERSONAL FACTORS

Personal factors is the most influential factors that affect the buyer purchase behaviour. It depends upon the buyer age, income, occupation, educational qualification and so on.
Kim et al. (2003) examined determinants of complaint behavior to resolve customer dissatisfaction. The study examined how attitudinal and perceptual variables, influenced by generalized personal factors, affect complaint intention. The empirical results confirmed that attitudinal and perceptual mediators positively influence complaint intention. Furthermore, generalized personal antecedents affect attitudinal and perceptual mediators. The empirical results indicate that attitude toward complaining plays a central role in mediating between three generalized personal antecedents and complaint intention. Finally, managerial implications suggested ways firms can manage customers’ complaints to enhance customer satisfaction.

Furaiji et al. (2012) studied the impact of different factors on consumer buying behavior. Researcher analysed the relationship between cultural, social, personal, psychological, marketing mix factors, and consumer behavior in the electric appliances market. The purpose of the study is to determine the factors affecting consumer preferences and behavior in the electric appliances market in Iraq. The data employed to analyse the factors influencing consumers’ purchase decision-making processes were obtained through a questionnaire that was conducted in December 2011 in Basra, a city in southern Iraq. The major findings of the study indicated that, cultural, social, personal, psychological, marketing mixes are weakly associated with the consumer behaviour. However, the in-depth analysis found that social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behavior.

LIFE STYLE FACTORS

The life style factors of buyers is more influential factors which has directly integrated with marketing strategies. The following review will reveal the facts.
Huddleston et al. (1990) studied, the relationship between the importance placed on retail store attributes and lifestyle of mature grey female consumers. The results showed that certain lifestyle characteristics were related to the importance placed on credit attributes, importance of quality and price attributes and age related attributes such as the age of salespeople home delivery.

Marrel et al. (1995) examined the relationship between environment and the replacement behaviour of automobile consumers. They found that the importance of demographic and lifestyles variables, perceived obsolescence, styling and fashion, prices, environmental awareness, and uncertainty variables were affected the purchase and replace of the pattern of automobile products.

Kucukemiroglu (1999) examined consumer market segments existing among Turkish consumers by using lifestyle patterns and ethnocentrism. Data for the study was collected through personal interviews in Istanbul. Survey findings indicated that there were several lifestyle dimensions apparent among the Turkish consumers which had an influence on their ethnocentric tendencies. Non-ethnocentric Turkish consumers tend to have significantly more favorable beliefs, attitudes, and intentions regarding imported products than ethnocentric Turkish consumers. Using the lifestyle dimensions extracted, three distinct market segments were found. Consumers in the Liberals/trend setter’s customer market segment showed similar behavioral tendencies and purchasing patterns to consumers in western countries. The findings provide major implications to marketers currently operating or planning to enter into Turkish markets in the near future.

MacKay et al. (2002) studied the factors affecting the purchase behaviour of motorists in Bangladesh. Authors identified outdoor recreation, sightseeing, and cultural
activities as niche markets. People in these niche markets participated in different activities during their vacations. Authors also found that "different cohorts may be attracted to different activities at different times" of their lives. The lifestyle activities such as going to church, playing with children or grandchildren, drinking wine, visiting a theater, gardening and eating out influenced the purchase decisions of the consumers.

**Rahman (2009)** investigated how lifestyle activities affected the Bangladesh consumer’s purchasing behaviour. Researcher found that people mainly borrow consumer credit for three reasons. Consumer borrowed consumer credit to buy household goods to do their work, entertainment activities and social activities. The work performance, entertainment activities and social activities influenced the consumer’s purchasing behaviour of durable goods. As middle class and fixed income group in Bangladesh were not solvent enough to pay the price of an essential product TV, fridge and so on at one time from their savings. Consumer needed consumer credit to buy these products for doing their lifestyle activities.

**Lee (2009)** studied relevant lifestyle factors that affect consumer adoption of technology products. The study examined the impact of lifestyle factors on perception and adoption of consumer technology products. Results of this study showed that consumer lifestyle factors fashion consciousness, leisure orientation, Internet involvement, and e-shopping preference are direct and indirect antecedents of consumers’ intention to adopt high-tech products. Findings of this study suggested that marketers with insights of knowledge about lifestyle factors can be integrated into marketing and advertising strategies.
Thagunna and Khanal (2013) identified the various dimensions of buying behavior of Nepalese women while making purchasing decisions. A total of 100 women of different background were surveyed through a questionnaire consisting of 22 questions related to the buying behavior. Various factors such as value identification, customer service and lifestyle are most influential for Nepalese women’s purchasing decisions. Affordable price and high value product that matches the personality of the targeted women. Besides, price, brand awareness and accurate information also influence their buying behavior to a certain extent. Age also plays a major role in the purchasing decisions of women buyer, since women of different age group behave differently while purchasing items for their homes, for their offices or for personal use. Difference in the demographic factors such as personal status, religious belief, occupation and income level however do not bring difference in the buying behavior of Nepalese women.

BUYING INTENTION

The purchase intention of buyer is influenced by many factors. The intention measures both the general tendency of customers either to trust or not to trust and the review below reveal the buying intention and their level of satisfaction from impulsive purchases.

Mazumdeir and Monroe (1991) studied the effect of buying intention among USA buyers for durable products. The authors examined the effects the following two variables had on encoding: (1) the relative intention to learn specific price information, and (2) brand choice decisions. Since it is not feasible to determine directly in what form the price information is encoded in memory. They found that those consumers of durable products didn’t pay attention to absolute prices unless they wanted to make comparisons
with other stores or make choices regarding quantity. In most common brand choice decisions, consumers only needed to be aware of relative (cheap/expensive) prices.

**Holak (1988)** studied the impact of perceived product attributes, environmental variables, and consumer traits on the purchase intention of actual innovations within several technologically intensive product categories. Results indicated consistency in the impact of product attributes across various categories on an innovation's acceptability. The study had implications for the early screening of innovative durables, specifically with respect to forecasting model potential, determining product design and positioning, and developing promotional messages.

**Tse and Gorn (1993)** studied the purchase intentions of products of country origin. Researchers concluded that consumers were not able to disassociate brands from their country-of-origin. As a consequence, the decision not to use brand names was intended to ensure that consumer associations with specific vehicle brands did not influence the results. Consumer could feel part of a region, community, or union of nations because of such factors as religion, language, political systems, or even positive experiences in the past.

**Yi Cai (1994)** conducted an experiment and investigated the effect of foreign products' countries of origin on consumers' buying intentions. By using tangible products and providing different levels of information, this effect was tested in the participants' decision making processes. The author also examined price manipulations, the difference between consumers' responses to price changes in different products from a less-developed country. The result says that durable goods from the country were found to be less own-price elastic than was the non-durable good from the same country.
Weber and Roehl (1999) studied the searching and purchasing of travel products by consumers through World Wide Web in USA. Researchers concluded that past online purchase experiences may have a direct impact on online purchase intentions. Because evidence suggested that knowledge, or experience, may be related to extent of search and search intentions via the Internet may also vary by consumers’ Internet shopping history. These experiences with the Internet might directly influence a consumer’s choice of search mode. Thus, Internet purchasing intentions may be both directly and indirectly affected (through information search intentions) by consumers’ prior Internet purchase experiences.

Bianchi (2002) studied the preference of novelty, fashion clothes of consumers in Hungary. Researcher found that consumers got involved in exhibiting fashion and lifestyle as an aesthetic way of presenting their personality. In this process there were both cognitive and affective incentives that translated into potential welfare gains (or indifference) for the consumer in a given social and work related environment in turn influencing the purchase intentions of the consumers.

Pavlou and Chai (2002) studied the consumer’s intention of purchasing of durable goods through online in China. Researchers found that from an e-business perspective, understanding the theories could provide a valid basis for explaining and predicting consumers’ intention towards online shopping behaviour. The study pioneered in building an integrated research framework to understand how consumers formed their attitudes and made purchase intentions toward online shopping. Further, the research focused on the issues that were related to online shopping intention and provided strategy and directions for the development of online shopping in Malaysia.
Leong et al. (2011) empirically investigated the influence of individual characteristics, Perceived Usefulness and Perceived Ease of Use on the Consumer Intention to Use mobile entertainment in Malaysia. The study employed the Technology Acceptance Model in the context of m-entertainment by incorporating individual characteristics with Technology Acceptance Model to provide better understanding and insights about the adoption of m-entertainment among Malaysians. The findings revealed that Perceived Usefulness, Perceived Ease of Use academic qualification and past adoption behaviour as factors that influence Malaysian m-entertainment adoption. The study revealed enhanced model offers a greater understanding of user acceptance of m-entertainment in Malaysia.

Bressolles et al. (2007) proposed a conceptual framework for measuring the effects of electronic service quality dimensions on customer satisfaction and buying impulse. The variable measured both the general tendency of customers either to trust or not to trust buying impulses and their level of satisfaction from impulsive purchases. The research utilized an online questionnaire administered to 4,109 clients of a leading French e-commerce Website specializing in electronic and cultural goods. The results highlight the principal dimensions of Website quality and their direct influence on customer satisfaction and impulse buying. The study concluded that the impact of Website quality dimensions on impulse buying is mediated by customer satisfaction. Functional buying impulsivity moderates the influence of Website quality dimensions on satisfaction and on buying impulses as well as the influence of satisfaction on buying impulses.

Broden and Soderberg (2011) studied the reasons why impulse buying occurs, how it can be encouraged and what sort of impulse buying consumer electronics
encourages in order to give advice on how to increase impulse buying. The sample was collected and analysed from 149 respondents of different ages in Sweden. The results from the survey show that the most regular impulse buying items are clothes and food. The most common types of impulse buying in consumer electronics are pure, reminder and planned impulse buying.

**PROMOTIONAL MEASURE**

The purpose of promotion is to stimulate, motivate and influence the purchase and other desired behavioural responses of the firm’s buyer’s. Promotional measures are fairly complicated and a rich tool of marketing with innumerable creative possibilities limited only by the imagination of promotion.

Berkowitz (1986) identified that demonstration are no easy paths to successful introduction of inexpensive items even where the product benefits to the end users are substantial. The research was conducted with the 250 respondents and the results revealed that the new inexpensive product was superior and did not necessarily result in sales.

Moschis and Mitchell (1986) designed to test the effects of television, advertising and interpersonal communications on the teenager's consumer behavior. The effects of such communication processes on teens are evaluated in the context of household decision making. Specifically, the research examined the effects of television advertising, family and peer communications about consumption on the child's participation in household decision making. The outcome of the research revealed that advertisement and interpersonal communication plays a major role in the teenager’s consumer behaviour.
Hong and Wyer (1989) demonstrated the effect of country of origin cannot be explained entirely by the quality signaling process. The research found that country of origin also has a symbolic and emotional meaning to consumers, and it plays an important role like other attributes such as quality and reliability in shaping consumers’ attitudes toward products.

Aaker (1991) studied that establishing and managing brand should not be taken to be the core operating target for most industries but should also be seen as a source of competitiveness. The researcher found that value is added to a brand when the brand competes successfully with other brands.

Dick and Richardson (1995) studied the influence of commodity’s brand on a consumer’s purchasing decision of branded store products in New York. The results indicated that brand concern was high when consumers tend to buy their familiar brands or well known brands. The researcher also found that compared with those consumers who purchased manufacturer brands, consumers who tend to purchase private brands have lower brand concern and brand concern was related negatively to the propensity to purchase private brands.

Zhang (1996) studied that marketers are interested in how consumers evaluate products sourced from overseas. The author observed that, along with the globalization of business, more developing countries have become feasible markets for a variety of consumer goods manufactured in industrialized countries, yet relatively little research has investigated how consumers in those emerging markets evaluate foreign-sourced products. Focus on Chinese consumers’ evaluation of products made in the USA, Japan and South Korea suggests that country-of-origin information significantly influences
Chinese subjects’ evaluation of the products from these countries, with a hierarchy of country of origin effects existing among the sample of Chinese consumers. Products from the USA and Japan received more favourable ratings than those from South Korea and, contrary to prior belief, cultural similarity did not seem to moderate the country-of-origin effect. However, the researcher found that product type and how country-of-origin and other product information communicated to the subjects did seem to influence the subjects’ product evaluation.

Richardson et al. (1996) examined a perceived quality difference between private brand commodities and manufacturer brand commodities influenced consumers’ propensity to purchase private brands. Researcher found that perceived quality difference was negatively related to the propensity to purchase private brands. Researcher also found that consumers with a higher perception of store image were more inclined to purchase private brand commodities.

Arnold et al. (1996) surveyed low-priced department store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performative attributes such as location convenience, price and assortment of merchandise was more likely to be patronised by customers. The study also revealed that a store identified as having a strong community reputation not only directly affected store choice, but also moderated the effect of location, price and assortment attributes.

Omar (1996) studied, involvement of others in the purchase of consumer goods in India, older men were found to be more loyal to national brands. With an increase in literacy and education levels, there is greater access to information, and the involvement
of the other members of the family in the purchase decision has been growing in recent years. As a result, the purchase decision is postponed up until the point of sale.

**Connoly and Davidson (1996)** studied the grocery purchase behaviour of consumer. The author found that majority of consumers of both national and own label grocery stores perceived television and radio information sources of little help. And the consumers do not think very deeply about brands prior to going into the store. The research found that most of the purchase decisions are made at the point of sale, making this prime sought after real estate brands trying to capture market share.

**Aaker (1997)** developed a theoretical framework of the brand personality construct by determining the number and nature of dimensions of brand personality sincerity, excitement, competence, sophistication, and ruggedness. To measure the brand personality dimensions, a reliable, valid, and generalizable measurement scale is created. Finally, theoretical and practical implications regarding the symbolic use of brands are found.

**Sethuraman and Cole (1997)** investigated the relationship between perceived quality differential and price premium consumers whether the consumers are willing to pay for national brands. The survey was conducted among 203 consumers and 88 grocery products. Researcher found that perceived quality difference was a key influential factor when consumers made purchasing decisions. Consumers tend to make trade-off decisions between quality and price when choosing different commodities within the same category. If consumers saw little quality difference between private brand commodities and manufacturer brand commodities, or if they thought the price difference was larger than the quality difference, they may prefer to purchase the private brand commodities.
They also found that a perceived quality difference was an important reason for consumers to pay more for the manufacturer brand commodities.

Wildner (1998) studied the consumer reactions to price differentials of both durable and non-durable goods in USA. The results showed that price differentials on both durable and non-durable goods would become glaringly obvious. Consequently, it would be much more difficult for retailers to justify higher costs due to transportation and tax-related differences. As a result, the price transparency implications associated with introduction of the euro were likely to stimulate increased price-shopping behaviour on the part of the consumer. Thus, regardless of product-type; durable versus non-durable), consumers are expected to become more price-sensitive.

Knox (1999) examined the price sensitivity of consumers of retail formats of Pan-Europe in Europe. Research found that consumer price sensitivity was guaranteed to be a major force in facilitating pan-European buying and selling. Consequently, competition among retailers was expected to intensify as non-European companies and European companies interested in expansion were tempted to move outside of traditional borders in order to satisfy consumer demand. Additionally, value-conscious consumers were expected to take advantage of retail venues such as the Internet, discount chains and mail-order houses in unprecedented numbers.

Garretson et al. (2002) analysed the factors influencing consumers attitude of grocery products toward private brands in New York. The researcher looked at the relationship between consumer perceptions and private brand purchasing behaviour. The factors such as price perception, quality perception, familiarity with private brands, brand loyalty, risk perception and categories of commodities were examined and these factors
influenced the consumer’s purchase behaviour of grocery products. A mall intercept
technique was used and showed that quality variability, price consciousness, price-quality
association, and brand loyalty influenced consumers’ propensity to purchase private
brands.

Ba and Pavlou (2002) studied the conflicting results as to whether online
feedback mechanisms induce trust and lead to higher auction prices. The study examined
the extent to which trust can be induced by proper feedback mechanisms in electronic
markets, and how some risk factors play a role in trust formation. Drawing from
economic, sociological, and marketing theories and using data from both online
experiment and online auction market, the researcher demonstrated that the appropriate
feedback mechanisms can induce calculus-based credibility trust without repeated
interactions between two transacting parties. Trust can mitigate information asymmetry
by reducing transaction-specific risks, therefore generating price premiums for reputable
sellers. In addition, the research found that the role plays in mitigating the risks inherent
in transactions that involve very expensive products.

Schmelz and Kennedy (2002) examined the degree to which purchasing
professionals perceive the Internet as useful, how purchasing professionals used the
Internet for communication activities, how the Internet compares to other promotional
tools in influenced buyers' purchase decisions, and whether differences among buyers can
be identified relative to the perceived influence of suppliers' websites. The results
provided practical implications for industrial marketers regarding the use of the Internet
relative to other promotional tools.
Magin et al. (2003) studied the telecommunication and media industry that has been operating within the environment of digital convergence. Internet Service Providers confronted with a new competitive landscape, which is characterized by an increased complexity and dynamics. The relationship is influenced by several other variables, such as the congruent perception of a brand's personality and customer's self-concept, switching barriers or the attractiveness of products and services provided by rival companies.

The author examined the relationships between those constructs and provided a structural equation model with latent variables for modeling those complex relationships. The postulated relationships are examined simultaneously in two distinct groups. A survey of 241 adult Internet Service Providers customers provided data for the analysis. Results revealed the existence of different segments in the Internet Service Providers market.

Park and Kim (2003) investigated the relationship between various characteristics of online buying and consumer purchase behavior. Results of the online survey with 602 Korean customers of online bookstores indicate that information quality, user interface quality, and security perceptions affect information satisfaction and relational benefit that, in turn, are significantly related to each consumer’s site commitment and actual purchase behavior.

Bhatnagar and Ratchford (2004) studied competition for non-durable goods sales among supermarkets, convenience stores, and food warehouses. It is assumed that consumers choose the retail format that provides the most attractive combination of price, assortment of products, and travel cost. They conclude that convenience stores
charge a higher price but minimize travel time, supermarkets attract those shoppers who prefer larger product assortments, and food warehouses are preferred by the heavy users, such as consumers with larger families.

Mägi and Julander (2005) examined the consumer’s knowledge about the store level price information of retail grocery stores in India. Researchers proved that price knowledge—often measured by assessing consumers’ ability to recall prices directly after they have bought a product—was rather low. The demographic variables, price consciousness, or even macro-economic factors were affecting the purchase of durable consumer goods, while overlooking special characteristics of other product categories and corresponding buying processes such as those that applied in the case of automobiles products.

Yadav and Rajan (2005) presented a conceptual framework that organizes current thinking regarding the increased interactivity in the electronic marketplace and its implications for product migration. Product migration refers to the extent of reliance by buyers and sellers on the electronic marketplace for activities pertaining to information search, purchase, acquisition, use, and disposal of a product. Value outcomes derived by buyers and sellers from increasing interactivity mediate the relationship between interactivity and product migration. The researcher attempted to find out the relationship between interactivity and value outcomes of buyers and sellers. The result of the study found that the product-related characteristic, the core characteristics of the product, has impact on purchase and product migration.

Gao (2005) examined online buying behavior and how it depends on factors such as buying motives, personality variables, internet knowledge, experience the factor in
buying incentives. They are key determinants to influence the behavior of online consumers. Online seekers are the main sources of online buying. The research concluded that online buyers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and word-of-mouth of consumer.

**Broeckelmann and Klein (2008)** studied the influence on purchase decisions of the reference prices given by an Internet site providing comparison prices, which could be accessed by shoppers at the point of sale via a mobile device. Researchers manipulated the reference prices given on the mobile device such as the one group of shoppers shown on-line prices that were slightly higher than those in the shop, another group shown prices that were slightly lower, and another group was shown prices that were clearly lower. The research revealed that consumers recognized the differences in price, and the differences influenced their evaluation of the shop's price competence, their trust in the shop and their patronage of it.

**Ukpebor and Ipogah (2008)** identified strong brand equity has become a very important factor that influences consumer’s perceptions of a brand. Success in brand management arises from understanding and managing brand equity correctly to produce strong attributes that will influence consumers when making their choices. Hence the researcher focused on the importance of these dimensions brand awareness, brand loyalty, brand image and perceived quality of customer-based brand equity on consumer’s perceptions of a brand. This is based on the assumption that all these dimensions of customer based-brand equity will have influence on consumer’s
perceptions of brand. The research explored to find out which among these dimensions brand image, brand loyalty and perceived quality appear to have the least brand equity in restaurants and to find out if customer based-brand equity differ between the two restaurants with respect to each attribute of brand awareness, brand image, perceived quality and brand loyalty. Brand awareness was treated separately from other dimensions because of the difference in scale. The study conducted a survey from 64 respondents. The study surveyed various dimensions of consumer based-brand equity namely brand awareness, brand image, perceived quality and brand loyalty. The research concluded that among the various dimensions, brand loyalty appears to have the least brand equity rating by consumers than the other dimensions. Although, the other dimension appear to have influence on consumer perceptions of brand.

Weckman (2009) examined the customer buying behavior in a specific market. The research areas included brand recognition, price and quality, as well as the communication channels. The input is to get an understanding about the sales teams in using successful marketing tactics when marketing their products to a specific customer segment or what kind of changes they would need to make to improve the business. The research was conducted using both the qualitative and quantitative approach. The primary data was gathered from an in-depth interview and a market survey. The sales manager of the company was interviewed to gain more insight of the company. The main research was conducted with a questionnaire which was sent to existing customers as well as prospects. The questionnaire was made with an online survey program with which the results were analyzed. The research results implicate in which areas the company should develop their strategies. The main area that requires additional emphasis is the
promotional process includes strengthening of brand awareness and optimizing means of communication.

**Vyas (2010)** focused on a study of important factors and sources of information in purchase of consumer durables. Study revealed that company or brand name, guarantee / warrantee, price, and after sales service were the important factors in purchase of durables. While, sources of important information authorized dealers’ shop, technical expert advice, role of TV as media and influence of friends, relatives and neighbors were found important in purchase of durables by respondents.

**Eng tatt (2010)** conducted a research to know how consumer buying behaviour reacts with regards to luxury branded goods. The researcher analysed whether there is any interaction between the price, perceived quality, perceived societal status, brand loyalty income and consumer buying behaviour. Survey was administered to 200 respondents via mass mailing of email to friends and colleagues and response was collected and analysed. The analysis result showed that perceived social status and brand loyalty are significantly related to the factors affecting consumer buying behaviour where price and perceived quality were significantly related.

**Bednarik and Kovats (2010)** studied model for consumer behaviour of furniture. Researcher found that the role of price was outstandingly important when making decisions about furniture purchase even among environment and health conscious groups. Besides price, quality also occurred to modulate the situation to some extent. The price sensitivity – which was so typical for decisions about furniture purchase - the need for cheap design and cheap style was also characteristic for furniture markets. Cheap design meant the democratization of design. Along with this trend, customers would like more
imaginative, more beautiful products for lower prices. Cheap chic was about products that became cheaper through innovativeness.

A need for aesthetics occurred besides convenience in the 'individualistic-middle-class' value trend that, on the one hand, served the needs of a society that turns outwards and seeks the acknowledgment of others to prove their own successfulness but, on the other hand, it served the needs of the individual as well.

Huang and Voges (2011) examined the purchase propensity of private brands of consumers in China. The results showed that the propensity of Chinese consumers to purchase private brands was influenced by price sensitivity, perceived quality difference, advertisement sensitivity, and store image. Lower price seem to be the main advantage for private brand commodities, which gives the advantage when they introduce these commodities. The research also found that difference in perceived quality between private brands and manufacturer brands was small for consumers who purchased private brand commodities. However in China, private brands were a relatively recent development and with the limited purchasing power of many households, customers with high price sensitivity had been more inclined to purchase private brands and were less concerned about quality differences.

Sukhmani and Hundal (2011) studied the rural market of India. The researcher collected the data from the rural respondents about the elements of promotion mix. The Researcher understands the significance of various elements of promotion mix in increasing the sales of the company. The researcher analysed the behavior of rural consumers with special reference to toiletries. The study concluded that the firms have to directly encounter rural consumer and had to put in a great deal of effort to get a sizeable
share of the market.

Nasar (2012) investigated to find the factors that influenced the consumer buying behavior towards the branded products. The specific objective is to find out the relationship of consumer buying behavior with the distinguished features, quality standard and comfort of branded products. The primary data has been collected from customers who had purchases branded products. The study has also collected secondary data from different resources. The study revealed that there is a significant relationship of consumer buying behavior with the distinguished features, quality standard and comfort of branded products.

Sudame and Deshpande (2012) examined Indian women consumer’s buying behaviour and understood the key factors of branded clothing which influence women consumer’s involvement towards fashionable branded clothing. A survey was conducted among women consumers between the age group of 20-35 years to obtain experiential evidence by using questionnaire, personal interview and statistical techniques. The total of 415 respondents were taken, and the results indicate that status branding, brand attitude, paying premium prices for branded clothing, self-concept and reference groups were found to had positive effects on women consumer buying behaviour.

Son (2013) examined to discover the purchasing incentives of the Vietnamese smart phone consumers, as well as their major concerns during the decision-making process. Brands and culture are the main aspects that were taken into consideration in order to highlight the differences in behaviour between the Vietnamese consumers and those from other countries, especially from the more developed countries. In his model, buying motivation was expected to come from utilitarian and/or social, discretionary
needs, whereas marketing strategies, reference groups, word-of-mouth, country-of-origin, brand knowledge and social values were proposed to be the driving factors. The framework was later tested in an empirical approach, which involved the interviews of two anonymous customers from both Vietnam and Finland, and the surveys were answered by 35 and 45 people from Vietnam and Finland respectively.

It was found that the motivation and characteristics in the decision making process for the product differed between Vietnam and Finland consumers. Vietnamese customers concentrated on attributes of a smartphone such as capacity, design, function, along with brand, and price and had the most impact on the final decision.

**Bashir (2013)** examined the buyer behavior in online shopping of electronics especially in Pakistan. The study objective was to know how buyers behave while shopping online. Primary data was collected through the questionnaire and by emails from personal contacts in two major cities of Pakistan. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping.