CHAPTER 2

REVIEW OF LITERATURE

Gluckman (1986) has studied the factors influencing the consumer preference of wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regard to its sweetness or dryness and the suitability of all tastes. Some of the implicit factors identified through extensive questioning were, colour and appearance of wine. Most of the consumers preferred white wine to red. Packaging, appearance, colour, use of foreign language and graphics were taken as important clues for quality and price. The study revealed that consumers prefer French or German made wines to Spanish or Yugoslavian wines.

Venkateshwaralu et.al, (1987) conducted a study to analyze the buyer behaviour towards biscuits. They have concluded that consumers generally prefer packed biscuits when compared to unpacked ones. It was also found that children are the major influencers in decision making while purchasing biscuits, though parents are equally involved. Besides, the study revealed that 76 percent of the respondents purchase biscuits at least once in a week. It was concluded that that the marketers have to give considerable importance to taste, freshness and brand name of biscuits as they largely affect the decision making process of consumers.

Rees (1992), in his study observed that the factors influencing the consumers’ choice of food are flavour, appearance and advertising. Demographic and household role changes and the introduction of microwave ovens have produced changes in
eating habits. Vigorous sale of chilled and other prepared foods is because of the attitude of large number of working wives and single people who prefer convenience. Development in retailing with concentration of eighty percent of food sales in Supermarkets is also considered to be an important factor. Consumers are highly responding to messages regarding safety and health. They are highly concerned about the way in which food are produced and want safe, natural and high quality food at a reasonable price.

Brown et.al. (2000) reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers’ food preferences and their nutritional awareness behaviour, within three environments (home, school and social). The results indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences of young consumers are often of a 'fast food' type and consequently their food habits may fuel the consumption of food with poor nutrition. While young consumers are aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Srinivasan (2000) reported that consumers with high educational qualification highly prefer to buy processed products. Besides, processed fruits and vegetables are highly preferred by consumers belonging to high-income group. The tolerable limit of price increase identified is less than five percent and any change in price above this
limit, would result in discontinuance of the use of processed product. Majority of the consumers prefer processed products because of their ready-to-eat form.

White (2001) examined the factors motivating US specialty food and beverage buyers to make purchases through Internet. More than half (55.6 percent) of the respondents purchased items available locally and 39 percent of the respondents purchased items that were not available locally. Nearly one-third of the respondents indicated that their purchase was motivated by product-related factors such as, brand loyalty, previous experience with retailers, product selection, perceived quality and/ or product experimentation. Price was relatively of little importance to respondents, with 22 percent citing it as a purchase motivator.

Yee and Young (2001), aimed to create awareness of high fat contents of pies, and studied the consumer and producer awareness regarding nutrition labeling on packaging. For this, seven leading pie brands were analyzed for fat contents and are ranged from 7.1 to 19.2 percent fat. Most pies did not display nutritional labeling on packaging. More than half of the respondents (52 percent) who responded to the survey were aware of the campaign. The study was successful at raising consumer awareness about the high fat content of pies and influencing the food environment with a greater availability of lower fat pies. It is possible to produce acceptable lower fat pies and food companies should be encouraged to make small changes to the fat content of food products like pies. The study suggests that regular pie eaters could be encouraged to select a lower fat option.

Gopalakrishnan et.al, (2002) made an attempt to find out answers for store loyalty of customers in organized retail format and to find out the cause and extent of
satisfaction of consumers in the outlet. From this study it is evident that no consumer is loyal to a particular Store and it was also found that the following factors: gender, marital status and family size correlate with satisfaction level. The study provides an insight to the modern food and grocery retailers on how the consumers perceive their satisfaction and store loyalty. An important factor which can lead to increased loyalty is customer relationship management activities like bonus/discounts, special customer cards, refreshments, free-parking facility and alike.

Sanjaya Gaur, et.al, (2002) in their study on buyer behaviour for branded fine rice, selected 200 households from Chennai City and 250 households from Coimbatore City by simple random sampling method. They used percentage analysis and Garrett’s ranking techniques, with the objective of knowing the factors influencing brand and level of satisfaction in purchasing branded fine rice. The study showed that quality and brand image were the major factors influencing brand preference regarding rice. The decision for purchasing branded fine rice was mostly made by the female members of the family. The retailers are ranked as the prime source of information about branded fine rice. Monthly purchase is the most preferred frequency of purchase, which might be due to the fact that most of the respondents are of monthly salaried class and they would have planned their purchase accordingly along with other provision items.

Sampathkumar (2003) studied the brand preference of consumers in Telangana region of Andhra Pradesh in purchasing soft drinks. He found that in rural market about 37.5 per cent of consumers preferred Thumbs-up (urban 30 percent), followed by Coco cola 28.5 percent (urban 37.5 percent), Pepsi 12.5 percent (urban 9 percent) and Limca 4 percent (urban 8.5 percent). Most of the urban consumers (67 per cent)
purchased soft drinks in nearest Kirani Stores (rural 73 percent), followed by Super Bazaar 27 per cent (rural 26 percent) and others 6 percent (rural 1 percent). The method of physical distribution plays a vital role in a company’s success and failure in the market. Transportation is among the major functions of physical distribution. Transport adds time and place utility for the product.

Apoorva Palkar (2004) studied the consumer preference in purchasing ready-to-eat snacks. Random sampling technique was employed covering 150 consumers and 50 retailers. The results revealed that sixty per cent of the consumers prefer Lays to Peppy, Cheetos and Kurkure. The spicy and the salty flavors were found to be highly preferred by consumers and they said that taste is the most important reason for purchasing ready-to-eat snacks. Nearly sixty six per cent of the consumers purchase ready to eat snacks at least once in a week.

Chidambaram. et.al, (2004) conducted a study on brand preference of the consumers of Talcum Powder with an objective to ascertain the brand Loyalty of the consumers of Talcum Powder. They have concluded in their study that sixty percent of the respondents have not changed their brands whereas the remaining forty percent of the respondents have changed their brands. The study also reveals that among the factors influencing brand preference of Talcum powder, fragrance ranked first, followed by brand image, price and package.

Radhakrishnan (2004) conducted a study on perspectives and prospects of coffee consumption in India. The result indicated that coffee consumption had shown an annual average growth of 2.14 per cent between 1951 and 2003. In absolute terms the off take in domestic market had grown from about 18,400 tonnes to about 70, 000
tonnes during 2003. For various reasons, the decade between 1991 to 2000 did not show any noticeable growth in consumption. Most of the earlier growth had come from Robusta than Arabica. Though, during the pool marketing, the period between 1981-1990 showed higher volume of consumption, the highest growth rates were achieved only during the period 1951-1960 and 1971-1980 at a Compound Annual Growth Rate of 7.23 and 3.28 per cent respectively. Market development in non-traditional areas, consolidating traditional markets, consumer education and focus on the youth were some of the policies suggested by him.

Adeolu, et al., (2005) have examined the influence of advertising on consumer brand preference towards Bournvita, which is one of the leading food drinks in the Food and Beverage industry in Nigeria. The study was based on a survey of 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile-Ife Cities in Southwestern Nigeria. It was also designed to investigate the relationship between age group and the influence of advertising. Nigeria is dependent on consumers’ age bracket. Brand preference does exist in the food drink industry. Many consumers do not buy whatever is available or affordable and if a product is worth the price, it will fetch brand loyalty. However, advertising helps in projecting product quality and value before the consumers.

Advertising has a major influence on consumers’ preference for Bournvita. Having been known for more than 10 and 20 years by majority of the respondents and still remaining as their favourite food drink, the brand has definitely enjoyed a prolonged life cycle apparently being regenerated by advertising. The stage a product is in its life cycle is very important for a marketer as it helps in determining the type of marketing
strategies to be embarked upon in respect of the said product. From this study, Bournvita is apparently a mature product and the company’s management must ensure that it does not slip to decline stage as this may mark the beginning of its demise.

Towards this end, the management is advised to carry out the following:

- Research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand.
- Develop more effective advertising campaign that attracts consumer’s attention and capture their interest.

At this stage the company’s advertising messages should both be persuasive and reminder-oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company’s brand by changing the perception of the consumers of rival brands. Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class. With regards to the advertising media, the study revealed that Television is currently the most potent of all media used in advertising a product. In view of this, more consideration should be given to television as a medium of advertising. This may be because Television combines motion, sound, and special visual effects. The product can be demonstrated and described on Television and it also offers wide geographic coverage and flexibility as to when the message can be presented. In fact, the company should continue to employ integrated advertising of the product. More budget could be devoted to Television advertisements in view of the consumers’ preference on it. Moreover, advertising campaign should not be selective.
or age-oriented, as it has been shown from the study that advertising does not vary according to age group.

Al-Weqaiyan (2005), using the attitude behaviour model, conducted a cross-national study of purchase intentions of fast-food meals in Kuwait, where creating and maintaining a strong brand loyalty is essential for long-term marketing success. He reported that, repurchase intent is a function of four sets of independent factors such as:

(i) Attitude that results mainly from earlier experiences with the brand
(ii) Perceived barriers to switching from the present brand
(iii) Tendency to seek variety to break the boredom resulting from engaging in consistent brand choices and
(iv) Cultural differences represented in some traits of the national character

The results revealed that factors affecting repurchase intents vary across the two cultures.

Banumathy et al., (2006) in their study suggested that, the local companies manufacturing soft drinks must manufacture high quality soft drinks in order to compete with multinational companies. The multinational companies promote demand by effective advertising and improve quality by keeping a check on the taste and price. They adopt innovative improvements in the production and marketing of soft drinks in order to compete with the international brands. The study also revealed that there is no association between age, education, occupation and choice of brands but there is association between monthly income and brand preference and also there is close relationship between price and satisfaction level in purchasing soft drinks.
Foret (2006) has studied the factors that influence the behaviour and decision-making of consumers when buying beverages. The analysis was based on data on consumer behaviour obtained within the period during 1993–2004. Based on the results obtained, it was concluded that hypermarkets were dominating not only as a place of purchasing foodstuffs in general but also as a leading outlet for sale of beverages. Czech consumers preferred Czech brands of beverages and there was a new trend in increasing purchase of tea, juices and mineral water on the one hand and coffee and wine on the other. This indicates a change in consumption habits and reflects an interest in a healthier lifestyle. It can be concluded that hypermarkets are dominating not only as a place of buying foodstuffs sale in general but also as a leading outlet for the sale of beverages. It is also of interest that Czech consumers prefer Czech brands of beverages. There are new trends in this branch and, moreover, an increasing interest in purchases of tea, juices and mineral water on the one hand and coffee and wine on the other seem to indicate a change in consumption habits and reflect the effects of healthy lifestyle. It is also obvious that a special attention should be paid to these changes and to study in detail the problems concerning the present lifestyle of Czech population as related to purchasing in suburban shopping and entertainment centres and hypermarkets.

Vincent (2006) elicited that quality is an important factor that draws consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing a brand. A child’s insistence affects family’s buying behaviour. Children are highly aware and conscious of
branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Wei-Fang Liuc et al., (2006) have studied the consumers’ perception regarding organic Tea in Taiwan. The data used by this research were from the sampling survey to interview 387 consumers located in middle Taiwan. The authors adopted AIO (Activity, Interest, and Opinion) to analyze the characteristics of consumers and then used the theory of risk perception to identify its risk perception. The results showed that there are three segments of perception risk i.e., financial risk oriented, physical risk and performance risk. The phenomena of pure nature, healthy food, and less burden are becoming a conception of lifestyle to the Taiwanese. Thus, many of Taiwanese have changed their dietary habit into organic way. In addition, tea is the daily drink of the Taiwanese and organic tea is popular in Taiwan recently. From the results of segmentation, the organic tea industry or seller could adopt 4Ps of marketing which are product, place, promotion, and price, to capture the market.

The organic tea of Taiwan is generally sold in the organic tea farms. As most of the consumers shop in Supermarkets or Department Stores, the organic tea sellers must extend their sale channel to the retail stores. Moreover, the organic tea sellers could build a strong brand of its organic tea, so as to reduce the risk concern of the consumers and to establish a strong image among consumers.

Sangeeta et al., (2007) studied the consumption pattern and consumer satisfaction for milk and milk products in urban Punjab. The results indicated that the family size was the major variable for determining the demand for food items both at family level and at aggregate level. Whole milk was consumed by 99 per cent while only 17 per
cent preferred skimmed milk. Income of a family affected the consumption levels of milk and milk products as it enhanced their purchasing power of a family. Per capita consumption of whole milk was highest for the business category (954 ml), which included those who were self employed; followed by that for the service category (635 ml) and the housewives (559 ml). The study concluded that per capita consumption of milk and milk products showed a positive relationship with income level, occupational structure and the literacy levels, while it was negative with the food habits. Variation in the consumption levels of milk and milk products across different socio-economic groups implied that the designing of a uniform policy and treating the entire population as one homogeneous group could mislead the marketers.

Usha (2007) has made an attempt to analyze the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products in Kolar district. The study found that there is a general perception among the consumers that Instant Food Products are expensive than home made products. About 96.11 per cent consumers of Dosa/Idli mix and more than half of consumers of pickles and Sambar masala prepared their own home made products. Low cost of home preparation and differences in tastes were the major reasons for non consumption, whereas ready availability and time saving of preparation were the reasons for consuming instant food products. Retail shops are the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. Housewives were the major decision makers on consumption of Instant Food Products. Most of the
Dosa/Idli mix consumers found to be medium loyal and majority of pickles and Sambar masala consumers belonged to higher loyalty group. High price and poor taste were the reasons for not purchasing certain brand whereas best quality, retailers influence and ready availability were considered for preferring other brand of products by the consumers. Among branded products, MTR brand of Dosa/Idli mix, Chinnis and MN brands of pickles and Everest and MTR brands of Sambar masala were highly preferred by the consumers.

Yesodha Devi et.al., (2007) conducted a study on consumption pattern and consumer preference for processed chicken in Coimbatore City. Simple random sampling was adopted in selecting the respondents from Coimbatore City in Tamil Nadu. The results indicated that, of the 200 respondents selected for the study, 65 per cent consumed chicken once in a week and 62 per cent of the respondents preferred broiler chicken. It was also evident that 60 per cent of the respondents preferred to consume non-vegetarian items from hotels. The study found that the personal factors of the respondents have no significant influence on the quantity of the chicken purchased per week. It was concluded that age, occupation, religion, income level and number of members in the family have significant influence on the quantity of chicken purchased.

Bed Nath Sharma (2008) studied the branding, packaging and labeling of new consumer products in Nepal. The paper focused on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different types of consumer products (soap, biscuit, noodles
and cigarettes). The study further investigated the consumer product packaging and labeling status in manufacturing units. Majority of the manufacturing units (84.3 percent) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Jaisam et. al., (2008) have studied the factors affecting consumer behaviour of tea. The researchers have selected 400 respondents by means of quota sampling. Survey was conducted using the questionnaires with 19 variables and the data were statistically analyzed using factor analysis. The result of factor analysis showed that the consumer behaviour was influenced by five factors

1. marketing factor such as gift, promote, volume, producer, product and brand,
2. healthy factor such as healthy, nutrition, shelf-life, safety and curing,
3. processing factor such as process, standard and ingredients,
4. sensory factor such as aroma, taste and colour, and
5. value factor such as price and package.

The rotation technique showed that the most influential factor was marketing factor (31.05 percent) followed by health factor (13.79 percent).

Renuka Hirekenchanagoudar (2008) made an attempt to analyze the buying behaviour of ready-to-eat food products by consumers of Hubli and Dharwad. A sample of 200 respondents were selected for the study. Majority of the respondents were aware of Parle-G, Lays, Frooti and Amul brands in case of biscuits, chips, fruit juice and ice creams accordingly. Television was the major source for getting information about various brands in all the four products. Biscuits were consumed by all the respondents because of their convenience to use it as snacks. About 92 per cent,
93 per cent and 94 per cent of the respondents consumed chips, fruit juice and ice creams respectively. Taste was the main driving force for purchasing of chips, fruit juice and ice creams. Health consciousness was the main factor for consumers not purchasing chips. Majority of the respondents were not purchasing fruit juice because they preferred home made products. Dislike towards the product was the main reason for not purchasing ice creams.

The average monthly expenditure on ready-to-eat food products was found to be highest in case of high income group. Planned purchase was common among majority of the consumers for biscuits and fruit juice. However, most of the respondents did impulsive buying for chips and ice creams. Parle-G, Lays, Maaza and Amul brands were highly preferred brands of biscuits, chips, fruit juice and ice creams respectively. The main factors influencing brand preference of biscuits, chips, fruit juice and ice creams were quality, taste and reasonable price. If the preferred brands are not available in a particular shop, the consumers intend to visit other shops. Thus, the study revealed that young generation highly prefer ready-to-eat food products than the older groups. Besides the consumer behaviour also varies from product to product.

Varun (2008) studied the consumption behaviour of coffee and tea in 2007-2008 in selected four districts of Karnataka, by following multi stage sampling. Totally 240 sample households were randomly selected accounting to 932 respondents. Information are obtained by means of personal interview method. The study found that education of consumers in urban areas and family size and price per unit of coffee in the rural area were highly correlated with the demand for coffee. In case of demand for tea, the total family income in the urban areas and the family size in the rural areas
were found to be highly significant. Majority of the respondents in the urban and rural areas of Northern Karnataka consumed tea, while coffee was consumed by 81.7 per cent of the urban and 63.8 percent of the rural respondents in the south. Bru and Nescafe were the two most preferred commercial brands of coffee and Red Label was the most preferred tea brand among the sample respondents. Quality, aroma, taste and flavour of coffee and tea obtained high index scores in both the urban and rural regions of Karnataka. Results of the Principal Component Analysis showed that celebrity endorsement and influence by retailers had little influence on the purchase of coffee as well as tea. Results of the conjoint analysis revealed that price of coffee and tea powder attained the highest relative importance. The doctors who were interviewed for the study recommended the consumption of coffee and tea only after the age of 16 years. Around 20 per cent of the doctors opined that coffee and tea are stimulants and also reduces cardio-vascular diseases to a moderate extent.

Cheng-Wen Lee et al. (2009) studied how the attributes of Chinese tea brands influence consumers' evaluations of brand positioning and the differences and competition among brands. Perceptual map, developed using probabilistic discriminate analysis algorithms, depicts the relative position of each brand and illustrates their attractive properties. This statistical technique can enhance managers' ability to identify promising brand positions and enhance the overall brand design process. The study found that Chinese tea brands pursue various goals, such as quenching thirst, attractive advertising or reliable quality, to develop their positions. Brand positioning implies that consumers remember particular information conveyed by the brand. The study illustrates consumers' brand awareness attributes, potential market demand, and brand competition conditions. Brand positioning, when linked
with market segmentation, can yield effective guidelines for the design and coordination of a marketing strategy. The scope of this study, however, does not enable elaboration on segmented differences in product positioning. The study provides a useful source of information for managers, who should introduce brands to the market carefully and deliberately and choose a position that is both appealing and sustainable over time. The study also provides a unique method to understand the current market structure and determine a target brand and its best competitive position.

Gihan Wijesundera et al. (2009) found that majority of consumers shifted from Lux soap searching for more suitable brand for their skin. Therefore it can be recommended to enhance the skin suitability attributes of the product while emphasizing the skin care factors in the marketing campaigns of soap. The usage of beauty soap among Sri Lankan consumers had been declining since 2003 to 2009, while globally accepted and fully localized brands were recording a negative growth in terms of the usage. The study attempted to explore how the marketing mix and the demographical factors influence the brand preference and purchasing behaviour of beauty soap among the female consumers in the Greater Colombo region. Sample consisted of 91 female consumers in Greater Colombo region. Data were gathered by administering questionnaires to the consumers. The independent variables are age, income level, education, marital status, occupation, skin type, social factors, substitute products and the dependent variable is the brand preference. Analysis was done using Chi-square method at 0.05 level of significance. The results indicated that there is statistical relationship between price, product, education, occupation and brand preference and there is no statistical relationship between place, promotion, age,
income level, marital status, skin type, social factors, and substitute product with the brand preference.

Mevhibe Albayrak et al., (2009) compared the attitudes and preferences of consumers who purchase food products especially manufacturer’s brands and private brands. In the study, 90 percent of the consumers are familiar with private brand food products. The quantity of purchase of private brand food products increases with household size. Majority of the consumers (75 percent) possess at least one shop card and a significant relationship between possession of a market card and age, gender, education level, income, household size, and occupation exists. The preferences of 55 percent of the consumers have been affected by brand loyalty. The percentage of consumers purchasing private brand food products vary between 10 to 51 percent depending on the product.

While the consumers who purchase manufacturer’s brand food products strongly agree with the idea that they are qualified products, they generally agree that private brand food products are cheap and not attractive. However, consumers who purchase private brand food products strongly agree that these are qualified, reliable, and cheap products. The consumers in both groups agree that manufacturer brand food products are more diverse, more attractively and carefully displayed, more familiar, more widely available and have a high brand image. It can be said that the consumers who prefer manufacturer’s brand products give more importance to brand and quality whereas the consumers who prefer private brand products are more sensitive to price. In order to encourage consumers to buy manufacturer’s brand products and to avoid private brand products, it is suggested that the retailers must employ special strategies
that are different from merely maintaining low prices. First of all, the misconception that prevails in the consumers’ mind that low price products lack quality, needs to be changed either by building quality images for brands or by explaining through different campaigns that low prices are a result of the absence of advertisement costs rather than the absence of quality. In order to make private brand products more widely known, low cost promotion instruments such as product promotion as well as careful display of products are suggested. Private brand products are expected to become at least as attractive as manufacturer’s brand products provided that effective marketing communication, adequate packaging and product diversity is offered to the consumers. Market brands that have provided utilities and presented alternatives to consumers, producers and retailers must be evaluated accurately. In addition, because of low per capita income and faltered distribution of income in Turkey, it is estimated that the share of market brands will be increased in the future. Regional development differences affect consumer and retailer preferences. Moreover, the changes in the consumers’ preferences for private brand products will reflect differently on small, middle and large size retailers.

Mousavi (2009) in a study titled "Cultural factors affecting buyers decision to purchase Iran khodro cars" considered factors such as income, location, age, sex, number of car buyers family members and their jobs. Shoppers in this study are selected based on personal characteristics, social, economical and behavioral factors. The relationship between these factors in purchasing the products of Iran khodro were studied. In a systematic classification, 96 samples were selected randomly from owners of vehicles from different gas stations in Tehran. The results of this study show that at present factors such as income and its changes, occupation, gender,
income resources are more affecting than other variables on the purchase of Iran khodro cars.

Rashi Tandon Virmani (2009) analyzed the impact of advertising on brand preference of tea in Kaval town of Uttar Pradesh. It was found that age, education, income, and occupation were statistically significant in predicting the brand preference for tea. It is probably due to these factors that companies target different groups through advertisements and there has been an increase in their advertising expenditure. Efforts are required from companies to attract customers and retain them. The reason for preference of ‘Tata tea’ by the respondents of the first two age groups can be well understood by the positioning strategy of the brand. The “Jaago Re” campaign launched by the company where the punch line in the advertisement “Harr Subah Sirf Utho Nahin, Jaago!” must have appealed to the younger generation. Similarly, the advertising of Taaza is always full of energy. This brand is for the active, young and progressive type of consumers. Likewise, the middle and higher age groups prefer Taj Mahal’.Tabla maestro Ustad Zakir Hussain was the brand ambassador since 1990s. Ustad and his fans are getting older. The users of the brand have got older and the brand has not been able to connect with the younger generation. Hence there is a chance that the new generation may miss out on the charm of Ustad. Hindustan Unilever Limited does not want this to happen with a power brand like Taj Mahal and so the new brand ambassador is ‘Saif Ali Khan’ is introduced. Saif is an attempt to make the brand more contemporary. The relatively lower income and educational groups prefer Tata tea to brands like Taj Mahal and Tea City, which are comparatively expensive brands.
The overall conclusion is that advertising is creating awareness and reminding consumers about the existence of a brand and its attributes. Advertising appears to do little to change the repeat purchase probabilities of those who have just purchased the brand. It is quality that determines repeat purchases and brand loyalty. The reasons for preference of the brand ranged from quality to availability. But it was quality that was ranked as the prime parameter for brand preference. Most of the consumers reported that they do get carried away by advertisements sometimes but at the end it is the quality of the product that is a decisive factor for purchase. They said that they are willing to shell out an extra penny from their pockets provided they get value for money. Advertisements definitely help them in knowing about the existence of various products/brand and guide them in their decision making process. Advertising is giving the general public information about new goods and trying to increase overall sales, which increases the efficiency of the nation’s economy. It is supposed to be a significant way of getting the point across about a product and create motivation for people to buy. Advertising alone, however, does not get customers. It simply catches consumers’ attention, gets them to walk up to a shelf, and make an impulsive purchase. However, getting the customer back requires a more creative marketing approach.

Chris Timmins (2010) asked the consumers to spontaneously outline their understanding of the concept of organic products. Response tends to be focused on the means of production, with three quarters mentioning some explanation of the chemical free way in which organic produce is grown/bred. At this level, fewer respondents made mention of health, taste, quality and environmental benefits of organic produce, suggesting perhaps that these product benefits are not top of mind associations for
consumers. More than three-quarters (77 percent) of consumers claimed to have purchased organic produce to some degree and this level of claimed purchasing is close to the level recorded by ‘real’ purchase panel data (88 percent). This points to lower levels of incidental purchasing (gap between real and claimed) than found in 2003 when claimed purchase was at 48 percent, with panel data recording organic purchases in 77 percent of households. On an average, consumers were purchasing organic produce in 4.3 out of the 13 categories presented to them. Only 2 percent of consumers bought organic produce in every category they purchase. Furthermore, loyalty among organic purchasers in each category is limited. Among 23 percent of consumers who do not purchase organic produce, future intention to purchase was also very low. The overwhelming barrier to purchase among this group was stated as price. The spontaneous response to questions on motivations to purchase organic products, centre on health, taste, chemical contents and animal welfare. As such, these elements should be strong components of any communication / marketing aiming to reinforce positive organic messages and increase purchase frequency.

Around fifty percent of the consumers agreed that organic produce is better quality and tastes better. However, only just over a quarter believe that organic produce offers good value for money. This suggests that the benefits associated with organic products are not sufficiently important to some consumers to create good value perceptions. It is also reinforced by the fact that around half of consumers agreed with the statement, “I don’t really know enough about organic produce to justify paying for it”. Through the use of cluster analysis, the survey identifies six attitudinal segments among consumers – organic advocates, organic environmentalists (broadly favourable to organic produce), price and origin conscious, no food production concerns (mixed
views on organic produce), environmental doubters and organic detractors (broadly negative to organic produce). Whilst both organic advocates and organic environmentalists already have relatively positive opinions on organic produce, messages need to be reinforced to cement these views. Messages for these groups should centre around health, taste and quality as well as the environmental benefits for the latter segment. Increasing the prominence of these factors in consumers’ minds will help tip the balance when trading off organic benefits versus price at the point of purchase and thus hopefully increase purchase frequency among this already favourable group.

Khor Eng Tatt (2010) has conducted a study to focus on how consumer buying behaviour reacts with regard to luxury branded goods. The study analyzed whether there is any interaction between the independent variable (Price, Perceived Quality, Perceived Societal Status and Brand Loyalty) and moderating variable (Income) with the dependent variable (Consumer Buying Behaviour). A survey questionnaire was developed using adaptation from earlier study done on the similar topic. Survey question was administered to 200 respondents through mass mailing of email to friends and colleagues and the response was collected and analyzed using Statistical Package for Social Science (SPSS). The results of the analysis showed that Perceived Social Status and Brand Loyalty are significantly related to the factors affecting Consumer Buying Behaviour where Price and Perceived Quality are not significantly related. Results of SPSS analysis also indicated that monthly income does not moderate the interactions between the independent variable, brand loyalty and dependent variable, consumer buying behaviour.

Manoj Patwardhan, et al (2010) made an attempt to find the factors affecting consumer buying behavior, with focus on two commonly used products i.e soaps and
chocolates. The study was conducted in Gwalior City, where the average family expenditure is moderate. The study suggests that consumer buying characteristics are governed by a number of diverse factors which include both internal and external factors. The observations from the study are ubiquitous in nature with similar inference being drawn by others. Few common characteristics include easy availability of products to consumers, caution and concern shown by the consumers for product ingredients, budget compatibility of consumers like cost of product, fragrance, shape and seasonal variation and advertisement. It can also be concluded from the study that most of the consumers in the City lack proper understanding of the product and decision-making skills. Another major limitation in the questionnaire survey includes low sample size (n = 58). It can be concluded from the study that among various reported common factors which influence a consumer’s mind like product past history, ingredients, cost, availability, packaging, fragrance and its popularity, etc., there are few which are significantly more critical like composition of the product, attractive packaging, style and overall look of the product. It can also be suggested that media publicity, particularly electronic media, plays a significant role in influencing consumers’ mind.

The retailers had the perception that those schemes which are announced through mass media had better response. Retailers’ prediction of companies’ motivation for offering sales promotion were matching with the consumer perception regarding the same. Thus both viewed that companies are using sales promotion activities mainly to increase short term sales or encourage switching or selling excess stock and not really to give value benefit or enhance/reinforce brand/company image. The study is useful
to the marketers as they can create various marketing programs that they believe will be of interest to the consumers.

Prakash (2010) has conducted a study to know the consumer perception in buying Coca-Cola soft drinks. The study attempted to find out the factors influencing brand preference and sources of awareness of Coca-Cola soft drinks, reasons for shifting from one brand to another and the effectiveness of promotional strategy. The researcher adopted convenience sampling technique for selecting the samples. The study is typically determining frequency with which something occurs and how variables are varying together. The major findings of the study shows that 31 percent of the respondents are earning less than Rupees 5000 monthly income, 25 percent of the respondents consume soft drinks once in a day and 76 percent of the respondents are loyal towards a particular brand of soft drink. The findings of the study indicated that a high degree of satisfaction is exhibited by the consumers regarding the price of Coca-cola soft drinks. The study was concluded by stating that Coca-cola has got a good market share and the public are quite happy with the quality, flavour and taste etc. All respondents are aware of the various flavours of the Coca-cola brand. Hence it is the right time to introduce any new flavour.

Rahul Gupta Choudhury, et.al (2011) have studied the ‘market potential’ for Coke slim cans in South Indian market especially urban market. Retailers have been categorized into five types which includes ‘convenient stores’, ‘Eat & Drink stores’, ‘Grocery’, ‘Modern Trade’ and ‘Restaurants/ Theme Parks/ Railways’ to get responses. The consumers were categorized into three groups which include students, ‘employees’, and businessmen. The report has shown that Coca-Cola has a good
presence in South Indian market. The packaging and design of its Coke cans are very
good and are highly commented by consumers as well as retailers. Many consumers
felt that the price of Coke cans is reasonable and majority of consumers prefer to take
Coke for refreshment. The income range and frequency of buying has no influence on
buying Coke cans. Besides, ‘Occasion’ has an influence on buying Coke cans.
Majority of consumers are aware of Coke cans through ‘display in outlets’ i.e. mostly
by display fridges. But Coke is unable to supply fridges for retailers because of delay
in manufacturing them. Even though Coke has some disadvantages, still it is the leader
in sales of bottles as well as cans in South Indian market because of high demand in
hot summer. Even though there are no promotions for Coke cans, the sales of Coke
cans are still higher than Pepsi cans because of strong recognition and brand image.

Yaseen Khan (2011) has studied the buying behavior and brand perception of
consumers visiting Shopping Malls. In India Shopping Malls are upcoming industry
worth Rs 17000 crores. Gurgaon is the most favourite place for shopping malls. M.G.
(Meharuli – Gurgaon) Road is the place where most of the famous Shopping Malls are
located. On M.G. Road Gurgaon, MGF Group has two shopping malls in operation
MGF Metropolitan Mall, and MGF Plaza, Sahara Group has its Sahara Mall and DLF
Group has its City Centre. The project involved the study of comparative analysis of
consumer buying behavior and brand perception of consumers regarding shopping
malls on M.G. Road taking Metropolitan Mall as a base. The purchasing power of
consumers is the main factor, which determines their buying behaviour towards
shopping malls. Shopping Malls are the places for the fun & entertainment, family
outing, shopping and eating. Age factor is the most dominant factor as as per the study
on consumer behaviour towards Shopping Malls is concerned.
Abdul Munam Jamil Paracha et. al. (2012) have made a comparative study of two well known competitors in beverage industry of Pakistan which are Pepsi Cola and Coca Cola. The primary purpose of the study is to find out which company is leading the market. According to this research, out of the 400 consumers selected for the study, 259 consumers prefer to drink Coca cola and 141 prefer Pepsi cola. One of the reasons is that people like Coca cola because of its taste. Besides, price is also an important factor influencing consumers to choose their preferred brand. Frequency of advertisement is another factor for coke customers to choose their brand. Furthermore the promotion schemes and discounts are also important factors attracting consumers towards a Coca cola brand. Majority of the consumers became aware of their preferred brand through advertisements on Television. The consumers of Coca cola give importance to brand ambassador while the consumers of Pepsi-cola are not much concerned about it. Coca cola consumers think that it is not only used to fill their basic thirst but also for other purposes while Pepsi cola consumers think that it is important because it fills their basic thirst. Besides, the consumers of both the brands opine that manufacturing date and expiry date are very important criterion influencing their purchase of a particular brand of soft drink. Thus the study concluded that Pepsi have to work more to compete with Coke in order to lead the market.

Anju Thapa (2012) examined the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching over to other brands. It has been concluded that usage rate of shampoo among the select individuals has been high and their buying behaviour is also very frequent. It has been seen that most of the people are aware of cosmetic shampoos rather than herbal and medicated ones. Price, availability and packaging of the product also plays an important role in
buying the shampoo products. It has been found that most of the consumers prefer gifts, extra quantity, discount and price off while making decision for buying shampoo. It has been seen that various factors influence the switching behaviour of the consumers like impact of packaging, price rise of current brand, impact of advertisement and non availability of expected brand in the market.

Himani Sharma et.al. (2012) in their study have analyzed the various factors affecting the purchase of shampoo. It was concluded that male consumers are not frequently using shampoo when compared to female consumers. It was found that consumers are not satisfied with the quality of shampoo and also the free gifts distributed to them. While communicating their products, the shampoo marketers have to take extra care, and advertise all the possible advantages of using their shampoo. The marketers must also study the problems of consumers like hair fall, dandruff, lice etc while developing the product and make it a medicated shampoo.

Imran Khan et al. (2012) undertook a study to know the impact of brand related attributes (brand knowledge, brand relationship, behavioral intention, brand advertisement and past experience about the brand) on the purchase intention of the consumers. The results identified that brand knowledge and brand advertisement has same impact on both male and female consumers. Behavioral intention, past experience and purchase intention are high in female consumers than male consumers. But male consumers have stronger brand relationship then female consumers. Furthermore, the behavioural intention and purchase intention of upper Punjab employees is high. The impact of advertisement and knowledge about brand increases according to the age of the consumers. All the brand related factors shows positive
relationship with purchase intention of consumers. Companies operating in Pakistan should improve their brand related attributes to increase purchase intention of their consumers, which is a key to their value generation.

Islam Mohammed Monirul et al., (2012) have determined the consumers’ perception and attitude towards Tea and Coffee. For this purpose, 100 South Korean consumers are selected and studied. Fishbien’s Multi-attribute attitude model and t-test were used to measure hypothesis and compare consumers’ attitude towards Tea and Coffee. Findings indicated that the attitude towards Coffee and Tea differed significantly among consumers in Korea. Consumers had an overall positive attitude towards Coffee when compared to Tea in respect of availability, flavour and environment of shop. In contrast, mean value and t-value indicate that there were no significant differences in aspects of freshness, habitual facts, and status, but correlation value indicated that there were some differences with regards to freshness and status. The research hints that the Tea Company should give more attention to its marketing strategy in enhancing the attributes of “different flavour”, “availability” and "good environment of shop".

Shendge (2012) has studied the consumer preference towards Red Label Tea with reference to Samrat Chowk in Solapur. The data collected and analyzed and general observations have proven that Brooke Bond Red Label Tea has done remarkable job in the market. It is observed that 88 percent of the consumers are using Brooke Bond Red Label Tea powder. Majority of the consumers (73 percent) of Red Label Tea stated that price of Red Label Tea is reasonable. Advertisement has influenced 95 percent customers to buy this brand of tea. Besides it is also observed that the price of Red
Label is affordable to everyone. The consumers of Red Label Tea are quite satisfied with it and they will not switch over to other tea brands. They will continue using the same brand and they have the attitude of recommending it to others.

Quality is an important factor which inspired majority of the consumers (66 percent) to prefer Red Label Tea it. Later on quantity and packaging of Red Label are also quite inspiring factors. It is found that Taj tea brand and Parivar tea brand are the competitors to Red Label tea brand in the market. The percentage of consumers who prefer Taj tea other than Red Label is 34 percent and the percentage of consumers who prefer Parivar tea is 34 percent. It is observed that 43 percent of the consumers purchase tea from Super Market, 27 percent from Departmental Stores and 25 percent from Retail Stores. From this survey the researcher came to know that Red Label Tea should make use of Discount coupons and promotional strategies with a view to reach large number of consumers and to increase the sales in the market.

Siddarsh Shriram Shimpi (2012) investigated and evaluated the attitude characteristics which affect consumer buying behaviour towards male cosmetic products in Pune City. A questionnaire was developed and distributed to male consumers in Pune aged between 20 to 50 years by using convenience sampling technique. The total sample consisted of 156 respondents. Data were analyzed by using factor analysis in SPSS version 17.0. The study provides evidence and an insight on various variables used for analysis and reveals that self-esteem, anxiety, self presentation and conformity have given more significance by men of Pune City for purchasing cosmetics products. It is because such products have been bought with a lot of expectations and there is always a risk of dissatisfaction and dissonance and
sense of uncertainty. Cosmetics, as specially targeted for male members in India are used for enhancing the social value in terms of outward appearance of the individuals.

Judy et.al, (2013) have studied the consumer psychological values towards coffee consumption in a tea culture setting. Interviews using the Zaltman Metaphor Technique (ZMET) were employed to explore consumer values surrounding coffee consumption in Taiwan. Qualitative research methods and Xsight software were used to organize the data and field observations to form a grounded theory. Consumption of coffee was found to be used as a medium for mental escape from the stress and pressure from work and society, in seeking relaxation and feeling renewed and as an insight into the world of nature. Photo elicitation and deep psychological interviews show respondents’ core values related to this consumption behaviour. The study concluded with a discussion of the phenomenon of products used to express consumer internal values, especially when consumers are introduced to a non-traditional product. Through psychological interviews, the researchers have obtained the psychological consumer profile of how consumption of coffee fits into a cycle within a busy social and work environment. Even in a market where coffee has little or no cultural history, the values linked to it should be used to increase market share. The results clearly show the hedonic values that are attached to the consumption of coffee. Important motives for consumption include the desire to enter or create an altered state of reality. Hence it is important for marketers to consider hedonic values as a factor in future marketing campaigns.
References


