CHAPTER II

THEORETICAL BACKGROUND OF CONSUMER BEHAVIOUR AND EARLIER STUDIES
The study of consumer behaviour is a part of sociology, economics, psychology and politics. An understanding of the economic, psychological, sociological, cultural characteristics of the consumers provides clues for understanding the behaviour of consumers. Answer to the questions such as who are the consumers, what do they buy, why do they buy, how do they buy, where do they buy, and how often they buy, leads to better understanding of consumer behaviour. The theories of consumer behaviour propounded by different scholars as derived from behavioural sciences helps the marketer to understand the consumer's behaviour in a better manner.

Many master-minds of human behaviour have tried to help the marketer in dissecting consumer mind. Each has studied it from his own angle.1 There is no universally accepted theory of consumer behaviour, rather, there are many diverse theories which might be useful to marketer in particular circumstances and applicable in different situations. For instance, the economic theory of consumer behaviour synthesized by Alfred Marshall is based on the assumption that the individual is a rational buyer, who always tries to maximise his satisfaction within the limit of his financial resources, who has perfect information about market, who is fully aware of

---
his desires and needs, and able to determine the best way to satisfy them. A number of economic factors such as disposable personal income, consumer's income expectation, size of family and available credit facilities influence consumers in the way they spend their income for personal consumption.

Psychological theories stress on the study of human being, his motives, his perception, his attitudes, his personality, and how he learns. All these factors are integral to understanding consumer behaviour. The stimulus - response theory (popularly known as SR theory) is based on the experiments made by the Russian psychologist, Ivan Pavlov in which the feeding of a dog was preceded by the sound of a bell and found that learning is associative process.

John Dollard and Neal Miller formulated the stimulus - response relationship in more sophisticated terms by breaking it down into drive, cue, response, and reinforcement.

Gestal psychology consider the individual and his environment as an indivisible whole and regards individual

---


behaviour as being directed towards various goals. Gestalt psychologists are concerned with individuals perception and understanding their total environment.

The sociological theory states that an individual's attitudes and behaviour are largely influenced by his culture, subculture, social class, family, reference group, and face-to-face group.

The psychoanalytic theory of human personality and behaviour was propounded by Sigmund Freud. Freud mentioned that human mind is composed of three elements: the id, the ego, and the super ego. The psychoanalytic theory helps the marketer to understand an individual's real motive for purchasing particular product or brand.

Since the human behaviour has not yet been fully expanded, the consumer behaviour is a sub-set of it, the marketer realises that there are limits to what he can know.5

Theory of cognitive dissonance

Dissonance, a sort of unhappiness, occur whenever an individual simultaneously hold two inconsistent belief, ideas, or opinion. This unhappiness or uncomfortable state is caused by inconsistency. It may occur in the pre-purchase or in the post-purchase phase. Dissonance commonly

---

occurs after an individual has made a commitment to a course of action. This aspect is best described by Leon Festinger in his famous theory, 'the theory of cognitive dissonance'. The theory suggests that an individual consumer may possess many pieces of information at the pre and post-purchase phase which creates dissonance.6

Marketer can help consumers reduce dissonance by providing information to the consumer. Marketer can use post-purchase communication such as letters and brochures to help buyers reduce dissonance.7 Some analysts have suggested that one of the most important tasks of advertising is to reduce the post-purchase dissonance. In a study, recent purchasers of automobiles read advertisements about the car they have just bought but, they also read as many or more advertisements about the other car they had considered.8


CONSUMER DECISION-MAKING PROCESS:

Buying process starts long before the actual process and has consequences long after the purchase. Once the process started, potential buyer can withdraw at any stage prior to the actual purchase. A total stage approach is likely to be used only in certain buying situations. There are five important phases of consumer decision-making. A value of this process lies in the value in planning marketing efforts.

Problem recognition occurs when an individual perceives a difference between an ideal and the actual state of affairs at any given point of time. The process starts when an unsatisfied need creates tension. Once the need is recognised, consumers immediately became aware of conflicting motives or competitive uses for their scarce resources of time or money.

Once the individual has recognised a want or desire, he/she will search for ways of satisfying that want or desire. How much search a consumer undertakes depend on the strength of his drive. The initial step is an internal search within memory to determine whether or not enough to know about alternatives to permit some kind of choice.

When once the consumer shows interest to the product, he/she begins to evaluate by assigning relative value, weights to different brands of a product. This evaluation stage is
the mental trial of a product. There is no simple and single evaluation process used by all consumers or even by consumer in all buying situations.

After much searching and evaluating, consumers at some point have to decide whether they are going to buy. If yes, they are faced with a series of decisions as to the brand, price, store, quality, colour, etc.

In post-purchase phase the buyer use the product, that is extract utility from it. Product usage generate experience with the product, which is the basis for evaluation. Product evaluation may be very formal, lengthy and complex, or relatively informal, quick and simple. No assumption is made about the amount of time consumed in each decision-making stage.

DETERMINANTS OF CONSUMER BEHAVIOUR:

For a product to exist, it must find a place in an individual consumer’s perception of the world of product around him or her. And this perception is subjective, governed by individual consumer’s values, beliefs, needs, experience and environment. Consumer behaviour is the cultural, sociological, physiological, economic and psychological phenomena of the consumer.

---

Sociological factors relating to the reference group, opinion leaders and family will go a long way to help understanding the consumer behaviour. By economic determinants of consumer behaviour, we mean those aspects of consumer behaviour that are influenced by income, income expectation, consumer credit and price. The cultural determinants are, culture, subculture and social class of the consumers. The psychological explanation of consumer behaviour is provided by, motivation, perception, learning, belief, attitudes and habit. The personal determinants are age or life cycle, life-style, personality and self-concept.

Before we discuss these determinants, it is quite useful to dissect a few prominent models of consumer behaviour. Because these models reflect an effort to order and integrate the huge number of bits and pieces of knowledge that are now known about consumer behaviour. "Not only do the model influence marketing strategies, they even influence the kind of marketing research that is undertaken and the kind of question we ask of the consumer".10 It should be noted that these determinants of consumer behaviour, by and large, have been derived from these models of consumer behaviour.

Models of consumer behaviour - an overview

For many years, the principal model in analyzing buyer behaviour centered around a kind of 'superman' notion; consumers were credited with having the logic of superman, the suitability of product and firms. Consumer behaviour was supposedly motivated solely by their desire to maximise utility. It assumes that consumer is a fully rational, logic-bound human computer. It ignores the basic fact that utility cannot be measured and ignored completely the social psychological and cultural character of consumption.

The sixties witnessed the emergence of more contemporary models of consumer behaviour which are inadequate for many marketing needs. Despite the inadequacy of contemporary theories for the practice of marketing, many of them do have value in encouraging systematic thinking and in providing a framework for understanding behavioural phenomena. Mathematical models also emerged from what was to become the field of consumer behaviour. Again from psychology, the stochastic learning models were adapted to consumer behaviour, soon to be followed by cognitive models, flow-chart models and computer simulation approaches. From this array of theoretical and empirical contributions, we have chosen the following five models of consumer behaviour for the purpose of our analysis.
The first three models focus on consumer decision-making, especially on how individual consumers arrive at brand choices. The fourth model deals with family decision-making. Particular attention is given to factors that influence the extent and nature of family members' contributions to a purchase decision. The final model takes a consumer information processing and indicate how consumers employ information to arrive at various types of buying decision.

Howard-Sheth model:

The Howard-Sheth model is a major revision of an earlier systematic effort to develop a comprehensive theory of consumer decision-making. This model is a learning model designed to explain the brand choice of an individual faced with several choice alternatives. The Howard-Sheth model explicitly distinguishes among three levels of learning, viz., extensive problem-solving, limited problem-solving and routinized problem-solving.

In an effort to understand the underlying relationship among the variables, Howard and Sheth have prompted testing of model with actual data on consumer decision-making.


SIMPLIFIED HOWARD-SHETH MODEL OF CONSUMER BEHAVIOUR

Inputs
- Significative
- Quality
- Price
- Distinctiveness
- Service
- Availability
- Symbolic
- Quality
- Price
- Distinctiveness
- Availability
- Social
- Family
- Reference
- Groups
- Social Class

Perceptual constructs
- Overt Search
- Stimulus Ambiguity
- Attention
- Perceptual bias

Learning Constructs
- Confidence
- Attitude
- Motives
- Choice Criteria
- Brand Comprehension

Outputs
- Intention
- Brand Comprehension
- Attention
- Purchase

* Solid lines indicate flow of information, dashed lines indicate feedback effects.

first test focussed on instant breakfast market. It found that consumers are quite systematic in their use of information and their establishment of attitudes about brands. Another test of the model examined consumer's decision to purchase an automobile. From their analysis of the data, the researchers concluded that informal influence (particularly information acquired from friends) was more critical than information supplied by advertisements. Although advertising was found to be a relatively ineffective information source, exposure to advertising did have limited impact on comprehension of the car's features and on intention to purchase.

Howard and Sheth have underlined the necessity for marketers to analyse their marketing strategies and tactics and to relate these to some systematic appraisal of the buying influences which affect the acceptance of their products. The inter-disciplinary approach offered by Howard and Sheth's model would be a very firm foundation on which to build individual theories.

13 Stanely E. Cohen, 'Ads a "Weak Signal", in Most Buying Decisions: Howard', Advertising Age, June 12, 1972, 3 & 78.

14 Ibid., p.78.
Nicosia model:

Francesco M. Nicosia\textsuperscript{15} a leading scholar in the study of consumer behaviour propounded a comprehensive model in 1966, to analyse the consumer's behavioural process. This model concentrate around the communication process that occurs between the firm and the consumer. It uses a flow of events, tracing through a sequence of stages and each stage identified as a field.

The Nicosia model focusses on the relationship between the firm and its potential consumers. In the broadest terms, the firm communicates with consumers through its marketing messages, and consumers communicate with the firm by their purchase responses. Thus the Nicosia model is interactive in design; The firm tries to influence consumers, and the consumers - by their actions (or inaction) influence the firm. In its full-blown form, the Nicosia model is an elaborate computer flow-chart of the consumer decision making process.

The Engel-Kollat-Blackwell (Engle-Blackwell Miniard) model:

The Engel-Blackwell model is a psychological interaction model that focuses on the various steps of the decision

The Nicosia Model of Buying Behaviour

Field One: From the services of a message to consumer's attitude.

Field Two: Search for, and evaluation of, means End (s) Relation (s) (Pre action field)

Field Three: The act of Purchase

Field Four: The feed back

process more explicitly than do the other models selected.\textsuperscript{16}

The Engel-Kollat-Blackwell model of consumer behaviour (Engel-Blackwell-Miniard model in its current revision) was originally designed to serve as a framework for organising the fast-growing body of knowledge concerning consumer behaviour. Like the Howard-Sheth model it has gone through a number of revisions aimed at improving its descriptive ability and clarifying basic relationship between components and sub-components. This model involves four basic components: Central control unit, information processing, the decision process and environmental influences.

Sheth's family decision-making model:

The three comprehensive models presented thus far all focus on individual consumer decision-making. An alternative perspective considers the family as the appropriate consumer decision making unit. The Sheth's family decision-making model suggests that joint decision-making tends to prevail in families that are middle class, newly married, and close knit, with a few prescribed family roles. In terms of product specific factors, it suggests that joint decision making is more present when there is a great deal of perceived risk or uncertainty, when the purchase decision

THE ENGELKOLLAT-BLACKWELL (ENGEL-BLACKWELL MINIARD) MODEL OF CONSUMER BEHAVIOUR

INPUT
- Stimuli
  - Marketer
  - Dominated
  - Other

INFORMATION PROCESSING
- Exposure
  - Attention
  - Comprehension/Perception
  - Yielding/Acceptance
  - Retention

MEMORY
- Internal Search

DECISION PROCESS
- Problem recognition
- Search
- Alternative Evaluation
- Purchase
- Outcome
- Intention
- Belief

OUTPUT
- Variables influencing decisions process
  - Individual characteristics
  - Motives
  - Values
  - Life style
  - Personality

Social influence
  - Culture
  - Reference group
  - Family

Situational Influences

Satisfaction

Dissatisfaction

is considered to be important, and when there is ample time to make a decision.  

Bethman's information processing model:

Bethman's model of consumer choice subscribes to a distinctly cognitive and information-processing point of view. Consistent with this perspective, the consumer is portrayed as possessing a limited capacity for processing information when faced with a choice, the consumer rarely (if ever) undertakes very complex analyses of available alternatives. Instead, as suggested by the model, the consumer typically employs simple decision strategies or heuristics. These simplifying decision rules assist the consumer in arriving at a choice by providing means for sidestepping the overly burdensome task of assessing all the information available about all the alternatives.

"Of all the consumer behaviour models presented here, only the Howard-Sheth model has been subject to more than a minimum of systematic testing. To the best of our knowledge the Engle-Kollat-Blackwell (Engel-Blackwell-Miniard) model has received only modest small-scale testing, while the Nicosia


model, the Sheth family decision-making model, and the Bettman
information-processing model have not been tested at all."19

These models of consumer behaviour are likely to receive
periodic attention because they serve to tie together what is
known about consumers and their choice processes, and because
they provide a framework or starting point for more modest
consumer research projects.

Against this backdrop, let us discuss, with some detail,
the various determinants of consumer behaviour.

Cultural determinants:

Culture:

Culture is the intellectual or social heritage of the
specific society. "Culture is the seed bed from which almost
all behaviour emerges. It is the vast, largely unseen, unfeet
process by which we are 'shape up', by which we take on the
characteristics and behaviour of those who are like us."20

In the words of Bonnett and Kassarjain, "Culture is ...
that complex which includes knowledge, belief, art, law,
moral, custom, and any other capabilities and habits acquired

19 Leon G. Schiffman and Leslie Lazar Kanuk, 'Consumer
Behaviour', Third ed., Prentice-Hall of India Private
Limited., New Delhi, 1990, p.663.

20 Markin Rom, 'Marketing : Strategy and Management', Second
by man as a member of society."21 Jeo Kent Kerby points out, language is an interesting cultural trait that changes within the space of a very few years.22 Culture affect motives, brand comprehension, attitudes and intentions to purchase.23 Culture is alive, moving, changing. Culture change may result from technological advances, education and travel can have profound effect on culture.

Hall has suggested several factors that distinguish one culture from another. He cited as an example, Arabs do not like to commit themselves to deadlines. Among a similar vein, Latin Americans are likely to let the sales representatives wait for hours, and think little of the convenience so created. The Japanese strategically take to make a decision on the promise that longer the time period the better the contract.24

Culture in transmitted from generation to generation through the family, friends, peers, educational and religious


institutions, ethic association and governmental structures and roles.\textsuperscript{25} Culture influence do change over years as old pattern gradually give way to the new. A marketing programme that has been proven successful in US often cannot be adopted directly in international market because of the cultural differences. When Helene Curtis introduced its 'everynight' shampoo line in Sweden, in renamed the product 'everyday', because swedes usually wash their hairs in the morning.\textsuperscript{26}

Sub-cultures are based on ethic background, religion, social class, language, age, education and occupation. Marketer should establish different market strategies for each major sub-culture, such strategies should include product, pricing, distribution and promotional strategies. For the marketer it is better to appeal to existing culture pattern of behaviour than to create a new purchasing pattern.

Social class:

Everything is born into a family that belongs to social class. In tradition bound societies, social class is the main determinant of an individual's future position.


\textsuperscript{26} Patricia L. Layman, 'In Any Language the Beauty Business', \textit{Chemical Week}, September 17, 1975, p.26.
in that society. Defining a particular social class is a difficult task because the class has families who are referred to in marketing term 'over-privileged' and 'under-privileged' consumers.\textsuperscript{27}

The consumers behaviour is often more strongly influenced by the class to which they belong, or to which they aspire than by their income alone. This would seem to indicate that one can distinguish social class not by their income but their views. "Social classes are relatively homogeneous and enduring division in a society. Which are hierarchically ordered and whose members share similar values, interest and behaviour".\textsuperscript{28} Research studies suggest that influence of social class affiliation is visible on product and store choices of consumers. Two American researchers discovered that higher the social status of the women shopper, the more quickly she wish to complete shopping. The researchers felt that lower the status of a shopper, the higher the proportion of 'down-town' shopping. Their findings suggested fundamental change was taking place


in the shopping and consumption habit of all social class. Martineau, in a study finds out that although departmental stores attract people. From all social classes, upperclass women prefer traditional department stores, while lower-status women show preference for mass merchandisers and discount stores.

It has been observed that social class represents important variation in the life style. Social class determinants are, job performance, pattern of association, value and beliefs, income, authority, power, poverty, property-ownership, life-style, consumption pattern, education, degree of class consciousness, etc. One interesting finding of the research was that influentials were generally of the same social class. Another finding was that influentials were usually identified with some


particular area and were not influencials in general.\textsuperscript{33} Social class shows distinct product and brand preferences. The social class differs in its media preferences. There are also language differences among social class. Social class helps in segmenting the market, affects the product diffusion process and choice of advertising media and is a good indicator of shopping behaviour. Unlike cultural values which may take years, if not generations, to change, social class values can change rapidly. Different social class people use different products according to their social class. William Wells and others found that upper-middle class households with a more than average number of children tend to be heavy users of toothpaste. Old cereal, peanut butter, and frank faurters. Lower on the social scale they found the heavy users of canned goods such as pork and beans, beef stew and spaghetti.\textsuperscript{34}

Social determinants

Reference group :

Researchers observed that the type of group which has the most direct influence on the consumer's buying behaviour is

the small group in which each member normally can interact with each other on a face-to-face basis. As Thouless has observed, "modern civilized society is a complex system of interrelated social grouping." The concept of reference group was originated by Herbert Hyman in 1942 to describe the kind of group used by individual as a point of reference for his own judgement, belief and behaviour. Hyman later drew attention to the need for which more attention to the reference individual as against over attention being given to the reference group. In the words of Bandura and Walters, reference group is a "group with which an individual identifies and whose values he accept as guiding principles." It is rightly pointed out that, "reference group can influence what one wears, what club one joins, where one lives, how much one spends his or her leisure


time, and more importantly where one shops, what one buys and how one reacts to various market offers."  

In a study, Hendon asked two hundred consumers to specify which product and brand choices were strongly influenced by others. He found that reference group has a strong influence on both product and brand choice in case of automobiles and colour televisions. Reference group had a strong influence on brand choice in such items as furniture, beer, and cigarettes. In another study it was found that people tend to seek reference group approval when product is high in risk (that is, when an individual has little previous experience with them) or when they are highly visible in use.

A reference group is not necessarily a group to which a person actually belongs or will even join. Each group develops its own set of attitudes and beliefs which serves as a norm for member’s behaviour. A person may agree with all the standards set by the group or only a part of them. Another point is that some reference group serve as negative


influence on individuals, who relate to them by doing opposite to what they recommended. For many goods and services, reference group has an important impact on purchase behaviour. A study reveals that the reference groups strongly influence whether or not to buy such products as car, cigarettes, beer (premium versus regular), and drugs. The reference group also influences which brand to select.\footnote{42 ‘Foundation of Research on Human Behaviour: Group influence in Marketing and Public Relations’, Ann Arbor, Mich, 1956. p.8, quoted in Charles D. Schewe, ‘Marketing Concepts and Applications’, Mc. Graw-Hill Kogakusha Ltd., 1980, p.176.}

The marketer has two difficult tasks before him regarding reference group. Firstly, he has to identify the relevant reference group likely to be used by consumers in a given buying situation. Secondly, the marketer has to measure the extent of the group’s influence on these consumers.

Opinion leaders:

There are people who have great impact on the purchase behaviour of other consumers through face-to-face interaction. Opinion leaders tend to be expert about a product category, socially accepted, longstanding members of the community, active and trusted and tend to seek
approval from others. Opinion leaders are those who seem to possess an unusual degree of ability. They are leaders. They can affect the behaviour of others towards product favourably or unfavourably. A specific person can be an opinion leader in certain product area and a opinion follower in other area.

The concept of opinion leadership emerged from research undertaken by Lazarsfeld, Berelson and Gaudet in connection with 1940 American election campaign. They find out that, "common observation and many community studies show that in every area and for every public issue there are certain people who are most concerned about the issues as well as most articulate about it. We call them 'opinion leaders'." Elihu Katz and Lazarsfeld have described the diffusion of information by opinion leaders as a two-step process of communication. Ideas often proceed to flow from radio, television and other mass media to opinion leaders and then from opinion leaders to the masses.


of the population. Opinion leaders tend to interact with persons of similar but slightly lower position. This approach is called 'tickle-down' theory and assumes that upper class will influence middle class people who will in turn influence lower class people. But research has shown that this is not so. After all, a woman does not consult her favourite filmstar or television personality to ask about purchase of a new car or carpet. Instead she is likely to ask friends, neighbours and sales people.

Kalz and Lazarsfeld undertook a classic study into the effects of opinion leadership related to marketing. They researched the buying behaviour of 800 women in Decature, Illinois, in the area of movies, fashion, public affairs and food shopping. They found that personal influence was significant; 'although the fact that a woman is a leader in one area has no bearing on likelihood that she will be a leader in another. But their findings were challenged by Marcus Bauer, who reanalysed the data and declared that

47 Ibid., p.32.
there were significant overlap in opinion leadership for fashion and public affairs, fashion and food shopping, and food shopping and public affairs.\textsuperscript{48} In case where products have been abundance of speciality media keyed to them (women's clothing, fashion or sports car) opinion leaders can be reached more effectively. The influence of opinion leaders tend not to be limited to individual product, but extend over related product clusters. For instant when six product clusters were studied (package, food products, women's clothing, household cleaners, cosmetics and large and small appliances) about 45 per cent of the individual qualified in one or more areas. The overlap was smallest between cosmetics and large appliances, a result that can be rationalised readily.\textsuperscript{49}

Opinion leaders are different from innovators. Innovators the ones that are first on their block with something new. in comparision with laggards, innovators tend to be young, wealthier and more educated, and have better jobs. They also know more people outside


immediate circle of friends and read more magazines. In innovators are not always opinion leaders, and opinion leaders are not always innovators. Sometimes opinion leaders work against innovators, exercising their influence on behalf of the tried and true. While opinion leaders and innovators often go together, especially when the innovation turns out to be successful. "Opinion leaders are likely to purchase new products before others do not serve as information source for others in the group."

Family:

The family occupies an unique place in society. It is the fundamental social unit. The family is the basic decision making unit. Of all reference groups, the family is most influential. Buying behaviour is substantially affected by the nature of the family, and its responsibilities may generate demand for a diverse range of products and service. Family as a primary group exercises


considerable influence on consumer behaviour. The tastes, likes, dislikes and life-styles of persons are rooted in the family buying behaviour.

Traditionally, the father was perceived to be the family unit's leader. The mother, on the other hand was perceived as the family unit's social leader. The father was oriented to the family's relationship with the outside world, while the mother was oriented to the family's internal functioning. Consumer research revealed that in every family there is a role specialisation. It means that every member of the family has a specific role to play in making the family purchases. An early study by E.W. Wolgast, suggested that 'important' consumer decisions were most often made jointly (husband and wife), wife being diminant, depending upon the decision made.52 The family is the basic decision-making unit. The members are a mixture of family interaction and individuals decision. The role of family members can differ in reaching specific purchase decision.53

Cox's research study involved cross-sectional analysis of the family decision-making process. The survey was conducted


using questionnaire data obtained from 93 married couples. The study hypothesized that the preference of husband and wife for automobiles would be more similar for couples who had been married longer. Family life cycle was also examined as an independent variable to predict similarity of preference. The findings indicate that couples who have been married longer and families in the latter stages of the family life cycle generally gave more similar automobile preference than couples married a short length of time and families in the earlier stages of the family life cycle.54

The concept of family has been shifting from an extended family to nuclear family. A nuclear family is composed of mother, father and their children. Nuclear family units are smaller than extended family units. Extended units also include all other relatives. In India, in the case of a nuclear family it is possible that the couple would care more of their individual needs whereas in a family with children, the couple would care more for the needs of the teenage daughter's marriage and other social obligations.55


In general, as the family gets older, its members tend to engage in less interaction before making decision. Apparently as a marriage matures, husband and wife get to know each other and become more willing and able to establish more and firmer norms than they could early or 'getting to know all about your years'\textsuperscript{56}. Span Ferber has shown that just after marriage the role of the family financial officer is assumed jointly by husband and wife. Within several years the role tend to be assumed by one spouse or other.\textsuperscript{57} According to Bennett and Kassarjain "as the family grows older, roles become more specialized, the decision-making for any given product becomes more unilateral, and, quite obviously, the pattern of consumption and purchase changes."\textsuperscript{58}

A tremendous amount of research has been done on changing family structure, interpersonal influence and consumption pattern. A study of 227 families in USA revealed that the type of car was chosen by husband in 70 per cent of cases, by the wife in 25 per cent of the cases.


and more by wife than husband in 5 per cent of the cases. Davis found that the decision of 'when to buy an automobile' was influenced primarily by the husband in 68 per cent of the cases, primarily by wife in 3 per cent of the cases, and equally in 29 per cent of the cases. On the other hand, the decision of 'what colour of automobile to buy' was influenced primarily by the husband in 25 per cent of the cases, by wife in 25 per cent of the cases, and equally in 50 per cent of the cases. Another study shows that roles in purchasing decision have shifted somewhat over the years. For example, the purchase of life insurance has become more husband-dominated, while food has become more wife-dominated since 1955. And the purchase of automobiles is jointly made frequently.

Personal determinants:

Age, life cycle:

Our wants, needs, desires and aspirations all change with age. People in different age groups have different needs and


wants, as well as different opportunities to buy. One study reveals that teenagers in the 13 to 14 age group spend an average $12 per week. At 16 to 19, their average weekly expenditure increased to $45. Teenage boys spend most of their funds on food, soft drinks candy, gums, recreation, hobbies, movie, records, gasoline and car accessories. Teenage girls spend most of their money on clothes and gifts. Many industries appeal significantly to certain age groups, while others use age as a key variable in identifying the market. Somsonite Corporation, the Denver-based luggage manufacturer, is well aware of the existence of role allocation. After an expensive year-long study, the company found that 75 per cent of all luggage was sold to women between 35 and 55 years of age. Moreover, women tend to buy matched luggage—whether one piece at a time or a whole set at once. They want fashionable, light-weight luggage, and they will sacrifice space to get those features.63

People in their twenties face independence, imitation into new roles and establishment of a household. They are a


prime market for appliances and furniture although their income tend to lag behind those of elder groups, their needs are generally stronger than in many groups for first purchase of durable products. One of the strongest and persuasive interest of adolescents is their interest in themselves. A 1968 study for 'Seventeen' magazine quizzed 1,439 girls 13-19 years old about problems including pimples and blackheads, flaking and chapping, as well as a host of others. ...As the teen fashion leaders adopt new styles and these are quickly imitated by the majority of the teens, frequent replacement of garment must take place for an adolescent to stay in style.64 Thus, the desire to appear 'glamorous and fascinating', to their peers, particularly on the part of teenage girls, becomes a common source of friction between parents and teens.

Older consumers like to understand the benefits of a product and have the ability to postpone their purchases until they find just what they want. Indeed, some experts contend age alone is no longer a barometer of what people buy. In 1990's marital status and kids are more important determinants of consumer behaviour than age and income. For instance,

married couples with kids represent 23 per cent of the US population, but they account for 41 per cent grocery sales.  

**Life-style:**

Lazer offers two cogent reasons for using the concept of life cycle in this fashion.

a) **Life-style draws a variety of analysis together.** Data on consumer income, age group, and spend pattern have been gathered and analysed for some time.

b) **Life style draws a variety of disciplines together,** such as anthropology, psychology, sociology and economics. Live styles are the patterns in which people live and spend their money. People coming from the same sub-culture, social class and even occupation may lead different life-styles. The implications of the life-style concept are well stated by Boyd and Levy.

"Marketing is a process of providing customers with parts of potential mosaic from which they, as artists of their composition that for the time seems the best."

---


marketer who think about his product in this way will seek to understand their potential settings and relationships to other parts of consumer life styles, and thereby increase the number of ways they fit meaningfully into the pattern.\textsuperscript{68}

Products for which life-style psychographic studies have been performed include shotgun ammunition, eye makeup, oranges, lemons, carryout food, beer, department store, air travel, and T.V. programmes. In the early 1980's the US automobile industry went through a major slow down for many reasons. Among them were several consumer life-style factors. Owning an older car was no longer socially unacceptable.\textsuperscript{69} Demographic data reveals that heavy eye-make-up users were inclined to be young, well educated women in metropolitan areas. Working wives used more eye-make-up than full-time housewives. Predictably enough, the heavy eye-make-up user emerged as a frequent purchase of other cosmetics. But also tend to be heavy smoker and liked long-distance telephone


\textsuperscript{69} Charles W. Steven, 'People are Keeping Cars Longer as Costs Rise and Attitudes Change', Wall Street Journal, January 7, 1982, p.23.
calls. In magazines, she prefers fashion, news and general interest periodicals.\(^{70}\)

One especially promising development is the methodology known as AIO (activities, interest and opinions) research pioneered by researchers such as, William D. Wells, Douglas J. Tigert and Joseph T. Plummert in conjunction with market facts.

Personality:

An understanding of the personality traits of the consumer help marketer to identify the kind of behaviour the consumer might have. Such an understanding goes a long way in formulating a compatible marketing strategy. One reason why it is difficult to define personality is because of the number of ways it is studied. Personality has been defined in many ways.

Allport\(^ {71}\) listed fifty definitions, Hall and Lindzey\(^ {72}\) in a survey of approaches to the study of personality discussed


fifteen definitions. Personality can be defined as, "dynamic organisation within the individual of the psychological system that determines his unique adjustments to the government."73

An individual personality is determined by the way he or she learns to cope with internal and external pressures. It therefore develops over time and is influenced by both internal need and external environment.74 Kassarjain describe personality in this way:

"Since individuals do react fairly consistently in a variety of environmental situations; these generalized patterns of response or modes of coping with the world can be called personality." He further notes, "purchasing behaviour, media choice, innovation, segmentation, fear, social influence, product choice, opinion leadership, risk taking, attitude change, and almost everything else one can think of having been linked to personality."75

The famous 'psychoanalytic theory' formulated by Sigmund Freud suggests that a buyer personality is the result of three

73 Ibid., p.48.


interacting set of internal forces called, the 'id', the 'super ego' and the 'ego'.

One important reason why exploration of personality have not been very successful because, personality traits are not only factor influencing purchase decision, a situation can affect a person's dispositions, which in turn, can influence behaviour. Consequently, it is incomplete to study personality without considering the situation. The net result of the research on personality trait as predictor of consumer behaviour has been inconclusive. For example, Even, in a study of automobile brand preference (Ford versus Chavrolet) concluded that personality characteristics were not effective discriminators. One study found no significant personality differences in the buyers of toilet tissues. In a study in 1960, Ralph Westfall, using a

---


79 'Are These Consumer Types?' New york: Advertising Research Foundation, 1964.
different scaling instrument (Thurstone's Temperament Scale) from Evans, replicated the study. He found that compact and standard car owners did not seem to possess distinctly different personality traits, but that there did appear to be differences in personality characteristics between owners of convertibles and standard versions of cars.80

Kassarjain in a review of personality and consumer behaviour come to the following conclusions:

"A review of dozens of studies and papers can be summarized in the single word, 'equivocal'. A few studies indicate a strong relationship between personality and aspects of consumer behaviours a few indicate no relationship, and a great majority indicate that if correlation do exist they are so weak as to be a questionable value."81

Self-concept:

A product can provide both functional as well as psychological satisfaction to customers. Thus, to provide items that satisfy people needs and wants, marketer must be

80 Westfall, Ralph, 'Psychological Factors in Predicting Brand Choice', Journal of Marketing, No.26, April, 1962

concerned with the symbolic aspects of the products. They must develop products that help people to fulfill their roles and expectations, products that present the 'right image'. Studies of actual purchase shows that people generally prefer brands and products which are more, rather than less, like their own self concept. Some psychologists contend that consumption preferences correspond to a person's actual self image. Other holds that the ideal self-image is dominant in consumer's choice. In a study it is found that owners of one particular brand of car had 'definite perceptions about the self-concept characteristic' of fellow-owners and identified with them, while they saw themselves as significantly different from owners of competing makes of car.

Some marketers feel that buyer's choice will correspond more to their 'self-concept', other the 'ideal self-concept'. still other to the 'other self-concept'. As a result, self-concept theory has had a mixed record of success in predicting consumer responses to brand images. Dolich, tested


the congruency between self-image and product brands; he concluded that greater similarity existed between an individual's self-concept and his most preferred brands than between least preferred brands. Favoured brands helped to reinforce the self-concept.85

People change their self-image overtime, and various demographic segment can be further segmented by self-image characteristics, psychographic segmentation help a marketer to discover a target market's self-concept. A marketer who wish to satisfy consumer should study their self-images and try to empathize with them, the products offered, the promotional programme, the pricing strategy, and the location of products should all, enhance, those self-images.

Economic determinants:

Income:

The importance of income for consumers is most obvious of all demographic variables. Income is by far the most powerful economic factor that influences and conditions consumer behaviour. An individual's income determines to be a great about type and quality of product he/she buys. People with low income are forced to spend most of their money to food,

rent clothing and others. Arich Goldman, in his article entitled, "Confined Shopping Behaviour Among Low Income Consumers - An Empirical Test", found that lower income consumers do not restrict their purchases to a small subset, and they do not concentrate their purchases or smaller or lower quality stores. People with different levels of income sometimes seek different benefits from the products and services they purchase.

Household buying power comes from three sources, viz., current income, accumulated wealth and credit. It can be liquid or no-liquid wealth. Three types of income are important to marketer for wise decision-making. They are:

Disposable personal income:

Disposable personal income represents the amount of money that a consumer possesses to be used for spending or saving. The changes in disposable personal income are important to consumer buying decision. Generally a consumer increases spending when disposable personal income rises. A consumer tends not only to buy more but to buy more luxury items. In this connection Ernest Angel, a German Statistician, had propounded a law of consumption in 1857, which has come to be

---

recognised as, 'Angel Law of Consumption', Angel observed that while rising family income tended to be accompanied by increased spending in all categories, the percentage of income spent on food tended to decline, the percentage spend on housing and household operations tended to remain constant, and the percentage spent on other categories of commodities such as clothing, transportation, recreation, health, and education as also saving tended to rise. \(^\text{87}\)

**Discretionary income:**

Discretionary income is "the income over and above that required to meet fixed expenses and outlays necessary to provide a family within its minimum subsistence requirement." \(^\text{88}\)

In short, discretionary income is disposable income minus expenditure for necessaries. It can be spent on luxury products. Although, the 'luxury market is small its purchasing power is impressive. The highest income group spends four times as much on food, five times as much on housing and eleven times as much on transportation and clothing as the low income group'. \(^\text{89}\)

---


A rise in the discretionary income usually results in increased spending by consumers, specially on product categories that raise living standards. Continuous rise in discretionary income changes the entire life-style of consumer.

Real income:

Real income is current income, adjusted for inflation, to express the real buying power of current income. Buying power affect our ability and willingness to buy. Ability to buy is the economic dimension of buying power and willingness to buy is the psychological dimension.

We measure our income not only in rupees but also in terms of real income or what each rupee will buy. During inflationary period* prices of goods and services rise faster than disposable income when this happens, the purchasing power of rupee declines, and we can buy less. Conversely if price drops while disposable income remains constant or rise, real income or purchasing power increases.

Future expectation of income also influences consumer behaviour. If income expectations are weak then there will be a tendency to spend less and save more in the present whereas,

* Inflationary period occurs when the prices of products rises faster than productivity. The net result is that the rupee actually buy less.
if income expectations are strong then there will be a reverse tendency to spend more and save less.

Consumer credit:

Consumer credit is, "credit extended by a retail bank, finance company, or the lender chiefly for the purpose of consumer goods." 90

In India, a country where the per capita income is low and the purchasing power of the consumers/buyers is less compared to developed countries, consumer credit plays a very important role. In circumstances when the consumer does not have the ability to buy for cash, he prefers charge account. Consumer credit has an influence upon purchasing behaviour. The consumers who avail consumer credit often likely to spend more of their income for current consumption than would be the case if they had to pay cash. Furthermore, they are inclined to be more quality-conscious and less price-minded than consumers who buy on cash basis. 91

Some people say using credit amounts to using tomorrow's buying power today and that it cannot expand consumer buying

90 Webster's Encyclopedic Unabridge Dictionary of English Language, Portland House, A Division of Dilithium Press, Ltd., p.350.

power over the long run. Other people say it expands the consumer buying power because credit buyers will be willing to work more to pay their bills on time. One study found that the heavy and light users of credit feel that credit enables them to increase their short and long run ability to buy products.92 Another study of Commercial Bank credit card holders uncovered the class variation in how the cards were used. Lower class families were more likely to use their credit cards for instalment purchases, while upper class families used them mainly for their convenience as a cash substitute.93

Price:

Price is an important variable in the marketing of consumer goods in the current economic situation. The current economic situation, has brought on a price war in the case of several consumer goods. Price factor is not important in all situations. Sometimes reduction in price may result in reduction in sales and vice-versa.

In the Indian market, with its huge population of buyers in the low income group, the temptation to sell at a low price


is strong.\textsuperscript{94} For every company which wins with low price strategy there are scores of others who fails; low price work only upto a point. The price of the product should not be neither high nor low. It should be reasonable.

Consumers always believe that there is a positive relationship between price of the product and the quality of the product. Higher the price, better the quality and vice-versa. A number of studies have supported the contention that price is used by consumers as an indicator of quality.\textsuperscript{95}

Psychological determinants:

Motivation:

Why a person acts at all? The answer is because he is motivated. That is all the behaviour starts with motivation. A motive or drive is a stimulated need which a goal-oriented individual seek to satisfy. How the motivated person acts is influenced by his perception of situation. Two people in the same motivated state and objective situation may act differently because they perceive the situation differently.

\begin{itemize}
\end{itemize}
A motivation is that within an individual which prompts action. We associate motives with terms such as wish, desires, needs, and drives. Psychologically-oriented motives are often precise, tend to overlap and represent a wider range of alternatives. According to Schiffman and Kanuk, motivation is, 'the driving force within individuals that impel them to action. The driving force is produced by a state of tension, which exist as a result of an unfulfilled need.'

A.H. Maslow has formulated a useful and well accepted theory of motivation. He call it as 'holistic dynamic theory of motivation'. Maslow developed four propositions:

1) The needs are organised in a 'hierarchy' of propotency,
2) A satisfied need is a motivator of behaviour,
3) Conversely, needs at one level may not be 100 per cent satisfied before need at next level becomes important, and
4) Behaviour is usually the result of several needs operating simultaneously.

Maslow prudently qualified his theory by observing that some individuals may be influenced by higher motives which achieve prepotency even when lower needs have not been entirely satisfied. Partial satisfaction of a particular need may be tolerated.

Fredrik Hezberg developed a 'two-factor-theory' of motivation, which distinguishes between dissatisfiers (factors that cause dissatisfaction) and satisfiers (factors that cause satisfaction).\textsuperscript{99} Freud assumes that the real psychological forces shaping people's behaviour are largely unconscious. Freud sees the person as repressing many urges in the process of growing up and accepting social rules. These urges are never eliminated or perfectly controlled, they emerge in dreams, in ships of the tongue, in neurotic behaviour.\textsuperscript{100}

Perception:

Most of what we know about the world around us comes to us through our senses. And these sensate processes tend to be


purely physiological in natural. Perception influence and adds to our sensory impression by bringing out past experiences to bear on them. And it has been found that we very often perceive only what we want to perceive.

In the words of Berelson and Steiner, perception means "the process by which an individual selects, organises, and interprets information input to create a meaningful picture of the world."¹⁰¹ In somewhat simple term, "to perceive is to see, to hear, to touch, to taste, to smell, or to sense internally some object, event, or relationship."¹⁰²

Our perception is always coloured with our expenses, physiological characteristics and psychological make-up.¹⁰³ Perception depends upon stimulus factors; frequency, repetition, position, contrast, intensity, movement, size, colour, and isolation.¹⁰⁴


People see largely what they want to see, hear what they want to hear and believe what they want to believe. Marketer must learn to deal with those realities. People will tend to avoid messages that conflict with their predispositions. This tendency is called 'selective perception'. But consumers also tend to forget what is said by marketers. This tendency is called 'selective retention'. We have the ability to selectively receive messages. One study of advertising, for example, has shown that adult exposed to 560 advertisements messages a day report noticing to only 76 of them.105

We appear to have the added ability to selectively interpret information to make it suit our needs. Coca-cola bottle caps were flashed on the screen, coke drinkers saw them correctly, but Pepsi and R.C. drinkers erroneously saw caps of their own favourites.106

It is also worth interesting that consumers, like all human, prefer to see an optimistic and cheerful face like the old story about the pessimist and the optimist who compare notes in relation to a glass of wine on the table. The former says that the glass is half empty, the later says

106 John R. Stueville and Marc D. Robert, 'Marketing in Consumer-Oriented Society', Belmont, Cliff, Wardsworth, 1975, p.82.
that the glass is half full. The message is the same yet the second one is more acceptable to the listeners. Rather than say in the instructions that the product fails in one per cent of the cases, it is better to say that the success ratio is 99 per cent.

A Goodyear advertisement demonstrated the strength of its '3T' tire cord by showing a steel chain breaking. When the commercial shown in West Germany, however, it was perceived as an insult to steel chain manufacturers.107

Bright colours, loud sound, large size, and movement of all make a stimulus more noticeable than dull colours, soft sounds, small size and immobility. In short we perceive by exception, we notice mainly those stimuli which appear different to our senses.108 Marketer must be interested in perception because it involves what consumer believe. The problem for the marketers is that they must get customer's attention through stimuli that can be understood and remembered.

Learning:

One reason why people buy certain brand is that they have learned to like them. When people act, they learn. Learning


describes changes in individual’s behaviour arising from experience. Most of the behaviour is learned. Learning is a continuous process. It is the process of accumulating information. "The learning process is a voluntary action and responses cannot be controlled. When learning has occurred to such a degree that buyer’s response is almost automatic, that buyer is said to be purchasing by habit."  

Learning and perception are related because we can experience or learn from only what we perceive. The various aspects of learning are, habit, thinking, association, repetition, observation, training, and reinforcement. There are three modes of learning.

a) Learning from associates such as, friends, relatives, neighbours, co-workers, etc.

b) Learning from past experience, and

c) Learning from advertisement.

A widely held principle is that active participation in learning is more productive than passive participation. Heller, tested the closure concept as a mean of obtaining active participation in learning advertising slogans. Two group words has missing letters, for other words were

complete. The first group proved to have better recall of the slogans.\textsuperscript{110}

There are many theories about how learning takes place. It is unfortunate that no simple learning theory has emerged as universally workable and accepted. The stimuli-response theory (popularly known as SR theory), has been formulated by psychologists such as Povlov, Skinner, and Hull, on the basis of their laboratory experiments with animals. According to SR theory, a person is passive and behaviour changes by external forces (stimuli). Response to stimuli is said to learned.\textsuperscript{111}

Gestal view of learning is associated with cognitive theory, for it considers learning as a total process that looses meaning when one attempt to break the process into parts, such as stimuli and response.\textsuperscript{112}

Cognitive theories, believe that a person can use insight or thinking ability to understand a current problem-situation even if there are no historical proceedings in the person's


\textsuperscript{112} Ibid., p.136.
Interpreting and predicting the consumer's learning process is a real key to understanding his/her behaviour.

Belief:

A belief is descriptive thought that a person holds about something. Beliefs may be based on knowledge, opinion, or faith. There is a correlation between belief and need. In other words, we tend to believe whatever we need to believe.

Rokeach's belief theory suggested that people's belief system are like onions. The central core is surrounded by interfolded layers. To remove the core is to destroy the entire onion, and for this reason, core beliefs are not given up, except under the pressure of a calculated brainwashing process.\(^{114}\)

People always do not accept high or credible authorities. Not so long ago, a plastic fountain pen was launched in the USA with a powerful advertising campaign. It claimed that the pen was so strong that it would remain undamaged if a bus ran over it. The launch failed. An investigation showed that few

---


believed the claim. Its truth was demonstrated many times. Sales did not grow, and replaced by a less astounding message.115

Attitudes:

Triandis defines attitudes, "an idea charged with emotion which predisposes a class of action to do a particular class of social situation."116

Attitude is not directly observable but that has been organised through experience and exerts a directive and dynamic influence on behaviour. An attitude is not neutral. To have an attitude means to be involved emotionally and ready for action. Attitudes indicate our position in favour or against, friendly or hostile and induce us to take appropriate action. Attitudes interact with perception, thinking, feeling and reasoning.

Attitudes influence beliefs and beliefs influence attitudes. Marketers use the two concepts interchangeably. They both reflect value judgement and positive or negative feelings towards a product, service or brand. It is possible to have a belief without attitude. We cannot however, have a


attitude without belief. As Berelson and Steiner put, "there are however no hard-and-fast foundation for the term, so that one man's opinion may be rather another's man attitude and still another man's belief."\(^{117}\)

People do not have a single attitude but a cluster of interrelated attitudes. Attitudes that are related to actual purchase behaviour are paid to be 'centrality'. Bird and Ehrenberg view that people's attitude are influenced by their use of particular goods or services.\(^{118}\)

Attitudes clearly change. In recent years, there has been ample evidence of change in attitudes towards marketing of products and services, towards old products and services as new substitutes or improvement have been introduced. Consumer attitudes often change with time. Attitude change means alteration of disposition to act in a certain way. One obvious example is change from negative to positive attitudes about a product. Attitudes change is easy. In a study, Achenbaum found that when people have highly

---


unfavourable attitudes towards a brand, they are likely to stop using it.\textsuperscript{119}

As the brand are repeatedly purchased and used attitudes become more crystalized, and thus, more difficult to change. One researcher has found a direct relationship between people's attitude and product usage.

a) The more favourable the attitude, the higher the incidence of product usage.

b) The less favourable the attitude, the lower the incidence of product usage.

c) The more unfavourable people towards a product, the more likely they are to stop using it.

d) The attitudes of the people who have never tried a product tend to be distributed around the mean in the shape of a normal distribution.\textsuperscript{120}

A marketer should face the fact that it is extremely difficult to change consumer's attitudes, regardless the marketing critics opinions to the contrary. High persuasive communication is needed if the seller is to have any hope of changing buyer's attitudes.


The stronger the attitude is, the less likely change can be effected. Even so, attitudes do change constantly. In 1973, during the energy crisis, consumer disliked big car and favoured compact models. But by 1976, big car were again popular, and manufacturers instead has surplus inventories of compact.121

Attitude measurement is far from easy. Bipolar Graphic Rating Scale, Multi-attribute method, Numerous attitude scaling devices have been developed such as Semantic Differential Scale, The Thurstone Method, Bipolar Graphic Rating Scale, Multi-attribute method, etc. For marketers, an understanding of attitude formation process is relevant. On the basis of such understanding it is possible to evolve marketing strategies that may influence and other consumer attitudes so as to make them favourably disposed towards company's product.

The marketer has three options in his attempt to change consumers attitudes. Firstly, making them consonant with the product. Secondly, to determine consumer attitudes and then change the product to match them. Lastly, change the attitude of the consumer according to the product need.

Philosophers and psychologists have long said that human beings are creatures of habit. This is certainly true in the market place. "Habit is learned from repetitive promotion and purchase. Habit aids business by making the customer more loyal, and habit aids the customer by reducing purchase decisions where problems have been satisfactorily solved."\(^{122}\)

Overtime customers tend to repeat purchases that satisfy until the purchase becomes a habit, marketers of new, competing products often have difficult times changing such habits. "Habit persists until such time as the buyer perceives himself in changed circumstances as a result of his perception of new and alternative need-satisfying products or services. The strength of habit will depend upon the frequency with which purchases must be made, how recently, they have been made, and the resulting satisfaction."\(^{123}\)

Marketing management attempts to influence consumer habit in three broad ways in an effort to attract and hold a large share of the market.

a) Induce consumer to develop new habits;


b) Induce consumers to break existing habit; This is rarely easy thing;
c) Reinforce existing habit.¹²⁴

EARLIER STUDIES

Studies on consumer behaviour particularly in the Indian context are limited, though such studies are found to be more in USA and UK. Some of such important studies are briefly reviewed in the following pages.

Studies in India:

Subrahmanyam and others¹²⁵ (1982) conducted a study entitled, "Marketing of Consumer Goods" in Vishakapatnam. It was found that large number of respondents in Vishakapatnam city generally purchased the consumer products including groceries from private retail shop, followed by super bazar and consumer co-operative stores. People prefer to buy from a single store. It was also found that the housewife played a vital role in taking purchase decisions for groceries. The survey also showed that shopping for groceries is an activity of housewife alone.


CONSUMER BEHAVIOUR

DETERMINANTS OF CONSUMER BEHAVIOUR

Social
- Reference group
- Opinion leader
- Family

Psychological
- Motivation
- Perception
- Learning
- Belief
- Attitudes
- Habits

Economic
- Income
- Consumer
- Credit
- Price

Cultural
- Culture
- Subculture
- Social class

Personal
- Age or life cycle
- Lifestyle
- Personality
- Self concept
Rajeev Kaurshal, Raghubanshi and Sinha (1976) conducted a study on "Purchasing Behaviour pattern of the Consumers and their brand preferences for washing Soaps/Detergents: a case study of Simla city". The main objective of the study is to examine how the educational level is responsible in the formation of brand loyalty. The study was conducted by drawing a sample of 150 users of washing soap in Simla city. The main conclusion of the study is that brand loyalty is significantly influenced by the educational level of the users of washing soaps.

In a study entitled, "Marketing Cost and Consumer Opinion for Milk and Milk Products of Milk Plant, Ambala" conducted by Anand (1979), found that consumers were satisfied with packaging and distribution of milk products.

Pranesh Misra (1987) of Pathfinders: India, a marketing research organisation, conducted a survey on


Indian housewives by drawing a sample of 10,303 working and non-working women in 36 towns and cities across the country. The survey came up with eight identifiable types of Indian housewives. i) The gregarious hedonist; ii) the contemporary housewife; iii) the affluent sophisticate; iv) the tight-fisted traditionalist; v) the troubled home-body; vi) the anxious rebel; vii) the archetrapal provider; and viii) the contended conservative. The survey pointed out that a growing number of urban women are beginning to see themselves in a more modern context.

Vijayasarathy\textsuperscript{129} (1980) studies the consumer's attitude toward ghee and butter manufactured by a state government owned dairy in Bangalore. It was seen that there was a high level of awareness for its butter in the target market when compared to the other competitive brands in the market.

Iyengar and Jain\textsuperscript{130} (1969) projected the demand for a large number of items of consumer expenditure relating to the year 1970-71 and 1975-76 separately for rural and urban


sectors. All projections were worked out on per head basis at the constant price of 1960-61.

Mehta and Gupta\(^{131}\) (1976) conducted a study entitled, "Changing Consumption Pattern in Rajasthan", analyse the consumption pattern in rural Rajasthan utilizing the NSS data for 24th round covering the period 1969-70. By using Lorenz and concentration curves, it was revealed that there are large inequalities in consumption of not only non-food items but also food items.

Ramakrishna Rao, Rama Raju, and Ram Prasad\(^{132}\) (1987) conducted a survey on "Husband-wife involvement in Buying Decision-making". One of the major findings of the study is, husbands who are young, highly educated and belongs to high income group are relatively less dominated than their older, less educated and low-income group counterparts.

Singh, J.D.\(^{133}\) (1981) conducted a survey on, "A Study of Brand Loyalty in India", the primary objective of the study


is to examine the state of art regarding brand loyalty among consumers in India. The study was conducted with a sample of 102 educated family belonging to middle and upper income groups living in Delhi. It was concluded that Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product, viz., basic necessities or luxuries, they have single or multiple brand loyalty. The various factors that influence brand loyalty are reported to be 'quality of the product', 'habit of use', and 'ready and regular availability' of the product.

Prabaharan134 (1978), studies the consumer preference for milk and its products in Chennai (previously Madras) city. He found that quality, taste, flavour and keeping quality were the important factors for preferring organised sector products. It was also observed that the preference of a package-size is positively related to the income of the family.

Nelamegham135 (1969) conducted a study on, 'Consumer Behaviour in Relation to Marketing of Man-made


Fibre Fabrics in India', the study was conducted by drawing a sample of 1,170 households in Delhi. It was found that consumer's preferences for man-made fibre-fabrics were significantly influenced by several socio-economic factors including, age, income and occupational characteristics. Among the different occupational groups, man-made fibre fabrics were found to be most popular with business executives, and professional men and individual proprietors, while they were least popular with factory workers. The percentage of working women who owned garments made by man-made fibre fabrics was larger than that of house-wives. It is also found that purchasing of clothes was a joint activity of both husband and wife, though husband played a dominant advisory role.

Dhunna136 (1984), studies the consumer's preference for soft drinks by taking a sample of 100 persons in Rohtak city, Haryana. 'Taste' and 'refreshing ability' were found to be major factors for preferring a particular brand. Non-availability of preferred brand resulted in their shift of brand loyalty.

In a study conducted by Sengupta\(^{137}\) (1976), the housewives interviewed and asked to indicate their preference for a low cost washing powder for more general use. More than 80 per cent of the respondents, mostly from middle and lower income group, said they would use a washing powder for blends and pure synthetics. This was not unexpected. The more revealing finding was that though only 24 per cent were currently using powders for their 'special cottons' (or 'select wash' in the language of model), two-third would have liked to use powders. Even more interesting was the fact that none was using. Powders at the time (1972) for the bulk wash, but 40 per cent would have preferred to do so.

Pranesh Misra\(^{138}\) (1987), conducted a survey on ownership level of consumer durables in three metropolises - Bombay, Delhi and Channai (previously Madras) by taking a sample of 7,500 households in 1985. The survey was conducted to make a comparative analysis of the findings with the findings of an earlier study conducted by drawing a


sample of 1,20,000 households in 64 towns. The main conclusion of the survey was the standard of living as judged by the level of ownership of durables has been improved between 1978 and 1985 in three metros, viz., Bombay, Delhi and Channai (previously Madras).

Studies abroad:

Ward and Wackman\textsuperscript{139} conducted a study designed to analyse children's attempts to influence their mother's purchase and their mother's yielding to those attempts. Analysis of the data showed that 5-7 years old frequently asked for toys and games, whereas 11-12 years old more frequently for clothing and records. According to the study, four out of five product categories attempt to influence purchase appeared to decrease with age.

In a study conducted for 'Ramper Room', TV programme, 526 mothers of pre-school children in 21 cities scattered throughout the country were asked, 'what kind of food did (name of child) ask you to get?', From the data the children were very successful in influencing their mother to buy

cereals, cookies, party snacks, fruits, milk flavouring and ice cream.140

In one study conducted by 'Time', shows that women buy about 95 per cent of men's cosmetics as present for fathers, husbands, and boyfriends.141

One study of the different roles family members played in buying homes found that husband-wife each played dominant parts with respect to some decisions and jointly share other decisions. Some of the roles differed from different countries. For example, in the US, husband played a dominant role in initiating the research for a home, but in England this role was shared by husband and wife.142

A study by 'National Opinion Poll Market Research Limited', evaluated the influence of the husband over the purchase of certain foods and other household products. Housewives who purchased particular products for their


husbands were asked whether their husbands ever asked them to buy a particular brand or kind of product, and, if so, whether they are generally bought what was requested. It is observed that influence of husband is significant in purchase of cheese, pickles and sauces, breakfast cereals, meat, pies, sausages, bacon, tooth-paste, and biscuits. In these product areas more than half of housewives actually buy what their husbands suggest.143

Joyce's research indicated that although many consumer durables commonly involved joint decisions to buy made by husband and wife, this didn't extent to car buying, which remained essentially a man's province. In the interviewing years since this study was made, there is some evidence that women are beginning to influence car buying, at least in the choice of colour or the nature of upholstery.

Wilkes145 measures family influence in four stages of problem recognition, research, alternative evaluation, and

purchase or choice. Husband and wives within families were found to hold similar perceptions about their relative influence for a given phase of the decision process.

A study conducted by Darlin\textsuperscript{146} shows that satisfied new car buyers discuss their experiences with eight people, dissatisfied buyers complain to an average of 22 people.

Green and other\textsuperscript{147} researchers examined the relationship of image congruity to brand perception and preference for automobile models, and the relevance of multi-dimensional scaling of this type of research. A convenience sample of 45 business degree students was asked to place a rank order eleven brands of cars and to relate these to their own self-concepts. The researchers concluded that preference was not positively related to self-image closeness, 'for a number of subjects', the data reflected instances of both proverb; "bird of a feather flock together", and "opposites attract".


Sommers\textsuperscript{148} in an exploratory study, tested the hypothesis that members of two social strata would describe themselves differently in terms of products. His study support the general hypothesis that upper status and lower status women do describe themselves differently in terms of product. Grubb and Hupp, investigated the relationship between self-concept and ownership of two brands of automobiles, which revealed that consumers of a specific brand of a product would hold self-concepts similar to the self-concept they attribute to other consumers of the same brands. Further, consumers of a specific product would hold self-concepts significantly different from self-concepts they attribute to consumers of a competing brand.

Fuchs\textsuperscript{149} in his article, "Two Source Effect in magazine Advertising", conclude that products advertised in a high prestige magazine tended to be perceived as a high quality than the same items advertised in a low-prestige magazine.


Frank and Wayne in their article entitled, "An Attitude Model for the Study of Brand Preference", found that attitudes have also been used to study consumer's preference for individual brands. In one nation wide research project, it was found that knowledge of consumer's attitude could be used successfully to predict his or her preference ordering for brands in several product categories.

In a major research work undertaken by Kenneth Eels it was found that IQ of kids from business and professional classes is higher by 15 to 20 points on average vis-a-vis IQ of kids from working class families. Another study observes a correlation between the IQ of father, mother, and child and occupational level of father. Another study shows that the people staying in rural areas


tend to have lower IQ than those who shift from rural to urban areas.\textsuperscript{153}

Fisher\textsuperscript{154} found that brand loyalty is high for cigarettes, laxatives, cold remedies, 35 mm film, and toothpaste. It is low for paper towels, crackers, scouring powder, plastic trash bags, and facial tissues. For the latter, price discount greatly influence consumers.

Arich Goldman\textsuperscript{155} in his article entitled, "Confined Shopping Behaviour Among Low Income Consumers - An Empirical Test", found that lower income consumers do not restrict their purchases to a small subset, and they do not concentrate their purchases on smaller or lower quality stores.

In 1941, Guest\textsuperscript{156} asked 813 students to express the brand that they prefer in 16 product categories. In 1953, he obtained brand preferences for the same 16 products

\begin{thebibliography}{99}


\bibitem{154} Anne B. Fisher, 'Coke's Brand Loyalty Lesson', \textit{Fortune}, August 5, 1985, p.46.


\end{thebibliography}
from 165 members of the original sample. The percentage of respondents whose present and past preferences agreed varied widely across products.

During 1974 Summer, Streicher and Bonney\textsuperscript{157} studied children's reactions to and the opinion on television commercials. Although many commercials were normally disliked, the children remember many specific commercials.

Cohen\textsuperscript{158} in his article entitled "An Interpersonal Orientation to the Study of Consumer Behaviour", found that high aggressive men were more likely to smoke cigarettes, buy Van Hensen shirts, Old Spice deodorant, and drink Coors beer. High complaint men used right guard deodorant, Dial Soap, electric rezer, and buyer's aspirin. High detached people drank more tea used different brands of gasoline.

When 526 mothers of pre-school children were asked "about how often does they (children) go with you to the grocery store - most of the time, some of the time, or not

\textsuperscript{157} Lawrance H. Streicher and Norman L. Bonney, 'Children Talk About TV', \textit{Journal of Communication}, Summer, 1974, pp.54-60.

very often?" They responded as follows:

a) Most of the time - 66 per cent,
b) some of the time - 15 per cent,
c) not very often - 15 per cent, and
d) never - 04 per cent.\textsuperscript{159}

Another study found that parents who were less concerned with children were more frequent buyers of their children's favourite brands of cereals.\textsuperscript{160}

An inquiry relating to the car buying habit of negroes and whites in America found that the former tended to buy a significant percentage of more expensive cars than the white consumers.\textsuperscript{161}

In a study, non-smokers, light smokers, moderate smokers, and heavy smokers were asked whether they believe the correlation between smoking and cancer had been proved. As might be expected, a much larger percentage of non-smokers (45 per cent) compared to heavy smokers (14 per cent) thought that had. In addition 60 per cent of non-smokers indicated that

\begin{flushleft}


\end{flushleft}
they were consistent readers of articles, on the health including those that dealt with cancer, while 32 per cent of the smokers do not read such articles.

A study of reaction to a new package design, the product was one where men would be the users but women normally would be the purchasers. When male and female consumers view of package design were compared with those of management and the package designers, there were sharp disagreements.162

****