Chapter Seven

SUMMARY
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The household consumer’s decision making and their purchasing pattern are very important as far as consumer behaviour (particularly durable household good’s) are concerned. Purchasing pattern of household depends on two factors, external and internal factors. External factors are outside household and affect them marketing communication, using and disposing durable and nondurable goods, social class, cultural background are some relevant factors.

The maternal influencing factors consists of age, gender, and race (demographic factors) there perception, the study of consumer purchasing pattern provides a basis for developing marketing strategies as well as wellness of household families of different consumer class.

Purchasing pattern study also provides effective price mechanisms, better after sales support, distribution of effective print and visual media i.e., electronic media’s advertisement strategy. Customer satisfaction is primary goal of durable goods industries, so, a study of consumer purchasing pattern is also beneficial for household families. Chhattisgarh has a growing durable consumable goods market specially for electronic goods. Raipur is capital city of Chhattisgarh state. There are two types of retail shops exist in durable goods market in Raipur viz. organized retail shops, example of such shops are Best Price (Bharti Wallmart Venture), Easy Day, Big Bazaar, Lotus, V.M.-Mart etc. Unorganized retail shops are also widely spread over jurisdiction of metropolitan limits of Raipur city. Some important areas for these unorganized shops are Malviya Road, Jaistambh Chowk, Gurunanak Chowk, Sadar Bazaar, Civil Lines area, Vivekanand Ashram etc.

Purchasing pattern of household consumers for durable goods depends on some important factors on the basis of these factors household consumers decide
whether they should purchase a particular durable product or not. These factors are - durability of the product, price of the product, schemes available (particularly promotional schemes) for the product, technology involved in the product, after sales service supports. These factors were considered for analysis of consumers purchasing pattern for durable goods in Raipur City.

There is lack of research data relating to consumer’s purchasing pattern, household families purchasing decision and buying behaviour of household families about durable goods in Chhattisgarh state in general and Raipur city in particular, Chhattisgarh durable consumers and marketers face new opportunities and threats due to constant changes in the marketing world of durable consumer goods. After establishment of new state of Chhattisgarh, competition from multinational companies entering in the durable goods market; the government of Chhattisgarh that is forcing the pace of change in meeting the basic need of consumers, development of changed pattern of consuming durable goods due to upliftment programmes for the citizens and redistribution of their income. All above mentioned changes taking place.

This study focuses on the consumers purchasing pattern of household durable goods of household families at Raipur city. It provides information that may help marketer and retail sellers to identify opportunities and to help the consumers of durable goods sector too. Which of the above mentioned decision making factors i.e., durability, price, available purchasing schemes for a particular household durable product, technology involves and after sales service etc., influences the decision making process of household durable consumer of Raipur city. The consumer is the key person during the market activities.

Based on these information it is necessary to study the consumers purchasing pattern of household durable goods in Raipur city. A research objective can be defined as the specific information required to solve a research problem. On the basis of above mentioned statements the objectives of the study were to identify the
various socio-economic, cultural and psychological factors that influence the purchasing pattern of respondents, to analyze the Indian consumer durable industry, to analyze the consumer’s purchasing pattern of household durable goods in Raipur City, and to suggest measures.

Hypothesis framed for the study is “there is no significant relationship between occupation of household durable consumers of Raipur city and their preference towards financial scheme”.

In this introductory chapter I have dealt about household decision making process, consumers purchasing pattern and their different approaches, customer’s behaviour, shopping style and brands of consumers importance of the study, followed by objectives of the study, hypothesis framed for the study and research plan. Chapter 2 deals with the review of literature in context of work done by national and international researchers. Chapter 3 describes research methodology and techniques, the methods and sample design used in the study. Chapter 4 deals with the overview of Indian consumer durable goods industry. This chapter also deals with factors affecting durable consumer goods industry in India. Chapter 5 describes the PEST & SWOT analysis of Indian consumer durable industry. Chapter 6 focuses on the analysis of consumers purchasing pattern in Chhattisgarh state. This chapter also tests the hypothesis regarding relationship between occupation of households of Raipur and their preference towards financial scheme. Chapter 7 carries the summary of research, key findings and suggestions given in the light of findings. These chapters are followed by Bibliography, Appendices carrying structured questionnaires.

In this analysis I have studied different literature as follows:


These studies showed different approaches to analyse consumer purchasing pattern in different part of the globe. Present research is basically based on consumers purchasing pattern for different household durable consumer products of different consumers in Raipur City.

Research design opted in this research is formal design. In such type of research design facilitates us to be efficient and yielding maximal data information. Research design is descriptive in nature. Preference of household durable consumers is analyzed. Primary and secondary data were used to study different aspects of objective.

Primary data was collected from 300 respondents from organized and unorganized durable goods shops and outlets of Raipur City.

**Organized Outlets:** Following organized outlets were chosen for the analysis purpose: Lotus, Big Bazaar, Easy Day, Best Price, VM-Mart (Vishal Mega Mart).

**Unorganized outlets:** Local shops of durable household products were chosen for the purpose. These shops were situated in different places of Raipur City.
In Raipur city all the five types of organized shops were chosen thus the 100% organized shops were selected as per as organized household durable outlets were concern. Out of 100 unorganized household durable product shops, 20 shops were deliberately selected to collect primary data.

Primary data relating to study purchasing pattern of durable consumer goods including the major factors affecting their purchasing decision, their brand preferences and preferences towards organized and unorganized outlets of durable goods were randomly collected.

Primary data were collected by using a structured, pre-tested questionnaire. 300 respondent household families were selected for this purpose.

To analyze market and industry analysis secondary data were collected from different sources i.e., Business Line Statistics, Brand Line, Economic Times, Business Standard, FICCI reports, integrated marketing communications, retail Biz. etc. Some important websites were also used to collect secondary data. Primary and secondary data were analyzed by using following statistical tools:

Chi-square Test ($\chi^2$) was calculated to test the hypothesis. Weighted mean and other techniques like percentage, graphical tools, and other relevant techniques were used in the analysis. C.A.G.R. (Compound Annual Growth Rates) was also computed when analyzing secondary data relating to consumer durable product growth for a given period of time. Students't’ test was used to test the validity of CAGR value.

The Consumer Durable industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as kitchen appliances (microwave ovens, grinders etc.) are also included in this category. This industry includes all those goods which are durable i.e. products whose life expectancy is at least 3 years. These products are hard goods that cannot be used up at once. According to recent industry reports, the steadily growing market for consumer durables is estimated at Rs. 300 billion.
The consumer durables industry can be broadly classified into 2 segments: Consumer Electronics and Consumer Appliances. Consumer Appliances can be further categorized into Brown Goods and White Goods. The key Product lines under each segment are as follows: Brown Goods Kitchen Appliances like Microwave Ovens, Mixtures etc. White Goods like Air conditioners, Refrigerators etc. Mobile Phones Televisions, MP3 Players, DVDS etc.

The following factors are affecting the durable consumer goods industry in India:

Rise in Disposable Income, easy-availability of consumer financing, existing potential in rural markets, increasing share of organised retail, entertainment and media to boost growth, and consumer preferences.

With the Indian Economy expected to grow at ~7-8%, the existing potential in the durables market augurs well for the consumer durables industry. Hence, we can say that the consumer durables sector is expected to grow with a good growth rate and have a bright future.

Apart from steady income gains, consumer financing has become a major driver in the consumer durables industry. In the case of more expensive consumer goods, such as refrigerators, washing machines, color televisions and personal computers, retailers are joining forces with banks and finance companies to market their goods more aggressively. Among department stores, other factors that will support rising sales include a strong emphasis on retail technology, loyalty schemes, private labels and the subletting of floor space in larger stores to smaller retailers selling a variety of products and services, such as music and coffee.

SWOT analysis is alternatively known as SWOT-matrix. It is a structured analytical process used to evaluate in any industry. SWOT analysis uses 4 elements in a 2x2 matrix.
The major strength of durable consumer goods industry comprises recognition as an industry, international retail expansion, sufficient number of man power availability in durable goods industry, and disposable income increment in different Indian consumer classes. The major weaknesses are fast change in durable goods demands, restriction in foreign direct investment, land and property, huge gap between supply and demand side in real estate sectors, and different labour laws. Opportunities are external helpful elements find in durable goods industries. These are Indian economic is least saturated economy in terms of penetration of recent retailing formats. Rapid expansion facilities, emerging global players are other opportunity elements.

Threats are known as external harmful elements for durable goods industries. The major threats are FDI barriers restrictions, limitation in exposure to best international practices, poor infrastructure facilities in durable goods industries and restricted retail growth. Now a days, the valuation of Indian currency and global financial crises are also emerging threats in this industry.

The PEST analysis showed that different political, economical, social, and technological factors and elements affecting the growth of durable consumer product market and industry. The impact of consumers purchasing pattern and consumer’s decision making (CDM) on society is also of importance.

One of the important objectives of this study was to analyse the consumers purchasing pattern of household durable goods in Raipur city. To fulfill this objective I have studied the household consumer’s purchasing pattern of durable goods in Chhattisgarh. Raipur is the capital of Chhattisgarh, so I have selected Raipur city to represent Chhattisgarh State. One of the key reason to select Raipur as sample area was that Raipur had both organized and unorganized retail shops of household durable goods.

When a consumer decide to purchase a commodity particularly durable goods he/she considers the following factors which affects the purchasing pattern and
purchasing decisions- Durability of the goods, Price of durable goods, Schemes offered by retailer or company, Technology involved in the product, Post purchase service offered by companies. All these factors are important for family household consumers when they come to retail shop to purchase durable goods.

To achieve this objective of the study following durable household product were selected - CTV/LCD-TV/Plasma T.V., Refrigerator, Washing Machine, Microwave Oven, Laptop and Desktop Computers, Mobile Phones, Music System’s, Air conditioners, Camcorders and Digital Cameras.

Analysis of data was divided into two parts. First part was social economic profile of household consumers. A sum of 300 household consumers was selected for the study. Sex, age, and education wise distribution of respondents were depicted in this part. Occupational structure of household consumers was divided into six categories these were salaried people, pensioners, housewives, students, and NRI’s. Occupational structure was found a significant factor for consumers purchasing pattern and decisions.

When analyzing CTV and other T.V.’s, it is obvious that a large number of consumers were not given the preference to durability factor. Most of the respondents showed first preference to price factor.

Because televisions are most popular product as they are one of the best mean of entertainment, different companies offer promotional schemes to increase their sales. For this purpose, promotional schemes launched by different companies in their retail outlets were taken to analyse consumers purchasing pattern. Most of the consumers preferred promotional schemes offered by different companies as par as television is concerned.

Television market observed rapid change in the technological aspect. So this factor was considered for analysis. 63 respondents gave 1st preference to technology factor, 46 persons gave it second preference, 74 persons gave least preference to technology.
Refrigerator is also a very important and useful household durable product. In this category, it was evident that 143 respondents out of 300 respondents had given first preference to durability, 70 respondents had given preference to price and least only 6 respondents had given preference to service. While calculating weighted mean first rank is derived to service, second rank to technology and last rank to durability.

The next durable product was washing machine. It is also a very helpful equipment to make the heavy work of the washing easy. 108 respondents had given first rank to scheme factors, 62 respondents are attracted to price factor, and only 35 respondents are interested in the technology. When weighted mean is calculated first rank is for durability, second rank is derived for after sale service, and last fifth rank is for promotional schemes.

Microwave Oven is fast getting place in the Indian kitchen and now-a-days housewives are keen to select a microwave oven suitable to their families. In the survey of 300 respondents, it was observed that 110 respondents had showed first preference to price, 68 respondents given preference to technology, whereas only 18 respondents given preference to service. When analyzing weighted means, first rank is observed to service, second rank to durability, third rank to service, fourth rank to technology and last rank was observed for price.

In the category of computers out of 300 respondents, it was observed that 141 preferred technology, 54 preferred services, followed by 48 to price, 31 to durability, and 25 to schemes. In the calculation of weighted mean of computers, first rank was for promotional schemes, second rank to durability and last rank was for technology.

Mobile phones are the most important gadgets of modern life style. During the investigation period, it was noted that 101 respondents had given preference to technology, out of 300 respondents whereas only 29 respondents preferred durability. While analyzing weighted mean, first rank derived to durability, second rank to service, third rank to technology, followed by schemes, and price.
In case of music system, 108 respondents preferred price, 88 had given preference to technology, whereas only 17 prefer service. In weighted mean, first rank to service, second to durability, and last fifth rank for technology.

Air conditioners are still a luxurious item in the Indian families. Out of 300 respondents, 103 had given preference to service, 66 respondents given preference to technology and only 42 preferred services. While calculating weighted mean, it was observed that first rank is derived for durability, second for schemes, third for price, fourth for technology, and fifth for service.

In the category of digital camera, first rank by 122 respondents is for technology, 62 respondents given first rank to price, 27 respondents given first rank to durability. In calculation of weighted mean, first rank derived for durability, second rank for schemes, and last rank for technology.

Family household consumers had tendency to change their durable products. For this purpose, I have studied the frequency of change in these products. The entire 9 household durable product were considered.

It is obvious from the study that 141 respondent (maximum number) change there television sets between 3 to 5 years duration. While only 16 respondents change their sets after 10 years duration. Refrigerator is the most useful product in Indian Kitchens. Only 5 out of 300 respondents changed their fridge within one year duration. It is clear from the Table that 144 consumers change their fridge between 5 to 10 years of duration. Washing machines which are known as very useful domestic product also showed the same trend. Total 108 household consumers change their washing machine in between 5 to 10 years. Microwave Ovens and Laptop, Computers represents innovative technological product. They are useful for every family. These sets also showed the same trend. Family household consumers (168 and 160 respondents) changed their Oven and laptop computers between 3 to 5 years duration.

Mobile phones are believed as most useful and powerful invention of the sanctuary. At least one mobile phone is a must for every Indian family. This is also
true for Raipur which is capital city of Chhattisgarh. Different types of touch phones, windows phones, android phones etc. represents changing technology. Household respondents of Raipur change their mobile sets between 1 to 3 years duration. Total 168 respondents changed their mobile sets within 1 to 3 years while 80 respondents change their sets between 3 to 5 years duration.

Music systems are also an important household durable product. The pattern of change in music system showed that 123 respondent of Raipur city changed their music system within 1 to 3 years. Only 4 consumers came under category of more than 10 years duration.

Air conditioners are also known as the most durable product used by middle/high or high class families. 155 respondents of Raipur change their air conditioner between 3 to 5 year only 1 respondent stated that he had change his air conditioner after 10 years of duration.

Camcorder and Digital Camera is useful product in Indian families. 137 respondents changed their cams and digi cams between 3 to 5 years, whereas 100 respondents changed their cams between 5 to 10 years of duration.

To analyse consumers purchasing pattern their preference regarding organised and unorganised retail shops for household durable product is analysed. It is evident from Table 6.26 that 59 out of 300 respondents were prefer organized retails like big bazaar, easy day, and VM-mart etc. outlets which were situated in shopping malls of Raipur city. The percentage of respondents was 19.66. Unorganized retail shops were preference by 65 household respondents and their percentage was 21.66. A large no. of respondents of Raipur city preferred both organized and unorganized shops. There number was 176 and they were about 58.68 percent of total respondent.

Analysis of product-wise preference between organised and unorganised shops of Raipur reveals that 246 respondents liked organised shops to purchase CTV, LCD, and plasma T.V. and only 54 respondents preferred unorganized shops to purchase T.V.
256 household consumers preferred organised shops to purchase refrigerators, while only 44 consumers preferred unorganized retail shops. 264 respondents had purchased washing machine from organized retail shops. 273 respondents preferred organized shops and 27 respondents preferred unorganized shops to purchase microwave Ovens. Maximum 215 respondents gave preference to purchase laptops from organized retails, 85 consumers purchased it from unorganized shops. In this study 171 consumes preferred to purchase mobile from organized shops and 129 from unorganized shop. For music system 251 consumers preferred organized shops and 49 preferred unorganized shops. For air conditioners, 257 consumers preferred, organized shops and 43 preferred unorganized shops. In this study, consumers purchasing of camcorder/digital cameras, 236 preferred to purchase it from organised shops and 64 consumers given preference to unorganized shops.

To analyse purchasing pattern of household consumers for durable products it is necessary to know the reasons behind purchase from organized retail shops. 300 respondents were asked to give reasons in 10 point scale as 1 – highest reason and 10 – lowest. It is obvious from the analysis that 1st rank was given to availability of all brands in all the categories. Its weighted total was 207.1. Promotional schemes got second place with an average weighted total of 1940. Household consumers gave 3rd rank to display of durable goods. After sales service by companies got 4th rank and 5th rank was given to financial schemes launched by different durable goods companies. Proximity and home deliveries obtained last two places with weighted total of 1139 and 1097.

It is obvious from table and figures that replacement of products and interaction of sales personnel with consumers didn’t attract consumers as par as durable consumer goods were concern.

Analysis regarding consumer’s preference to purchase goods from unorganized retail shops showed that home delivery given by unorganized shop was
got 1st rank. Its weighted total was 1433; second most popular reason for consumers to purchase goods from unorganised retail was availing financial schemes by consumers. It is weighted score was 1360. 3rd, 4th, and 5th rank obtained by after sales support, convenience promotional schemes with weighted total of 1171, 1143, and 1140 points. Trust on brands and trustworthy owner got last places in the table. It is obvious from the analysis that home delivery of all products had attracted respondent of Raipur city significantly.

Impact of home deliver of consumer durable product on respondents of Raipur showed that, 225 out of 300 respondent felt that home delivery have a significant impact (75%) on consumers purchasing pattern.

The analysis of the impact of financial schemes offered by companies to their customers shoed that 65 percent consumers said yes to the schemes and 35 percent consumers said no to these schemes. It means 195 consumers who were positive towards the financial shames liked to take a loan and buy it in installments. 105 respondent were not interested to take a loan to purchase these products.

A large number of respondents were positive towards availing of discount offered to them. Their percentage was 79.2; only 36 respondents (20.8%) did not want to wait for discount. So discount is also a significant factor and give its direct impact on purchasing pattern of household respondent of Raipur city.

Impact of different other variables on purchasing pattern of household consumers of durable products revealed that generally household consumers bought their Television Sets (LCD, LED, Plasma), Microwave Ovens, and Musical Systems on festival (all these products get 1st rank in their category). Cameras and digital recorders were purchased only during some important occasions. Refrigerators and washing machines were purchased when financial schemes were available in the market. Household consumers bought mobiles phones and laptop or desktop
computers when promotional schemes were available in retail shops at Raipur. In case of air conditioners other factors were also important.

It is of great importance that what band a consumer prefer when he/she goes to retails for purchase of durable goods. All the 9 products were studied for this purpose because brand presence is a key indicator of purchasing pattern of respondents for durable household products. It is obvious from the analysis that Samsung was the most preferred brand for CTV, LCD, Plasma T.V., Refrigerators, Microwave Ovens, Mobile Phones, and Air conditioners. Videocon was most preferred brand as per as washing machines was concerned. LG is second best preferred company in T.V., Refrigerator, Washing Machines, and Microwave Ovens were concerned. In laptops, Camcorders and Music System categories other companies were ranked 1st by the household respondents of Raipur city.

To know the purchasing pattern of respondents of Raipur city regarding durable household products shop preferences were estimated. The ranks were given to organized shops like Lotus, Big Bazaar, Easy Day, Best-Price, VM-mart and unorganized retails situated in Raipur city. It is obvious that Lotus was the most preferred retail shop in organized shop category. T.V., Refrigerator, Washing Machines, Music Systems and Air conditioners customer, mostly preferred Lotus which is a big chain in durable goods segment. Big Bazaar is number 1 preferred shops by respondents of Raipur in Laptop Desktops. Mobile users preferred Easy Day to purchase mobile phones. Microwave Ovens mostly purchased form unorganized retails. VM -mart was the least preferred shop for every household durable.

To get a better picture of household respondents purchasing pattern a hypothesis regarding occupational structure and preference towards financial schemes. Hypothesis framed for the study was “There is no significance relationship between occupation of household durable consumers of Raipur city and their preference toward financial schemes”.

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This hypothesis was tested by using chi-square test. Respondent’s preferences about financial schemes showed detailed calculation. The calculated value of chi square ($\chi^2$) was found 7.7078. The table value of chi square for 5 degree of freedom is 11.071 for 5 percent level of significance. It is revealed from $\chi^2$ analysis that calculate value of $\chi^2$ is lesser than the table value, our null hypothesis is get accepted that there is no significant relationship between occupational structure of the respondents of Raipur city and their preferences towards financial schemes.

**KEY FINDINGS**

1. Organized consumer durable outlet means the large investment availability of all brands at one place their presence in major cities of India, professionalism etc. If there are properly organized outlets for consumer durable goods, then this shows that a huge investment is made, which leads to professionalism and growth of the country. The availability of all brands at one place is also a boon for people in cities of India.

2. Unorganized consumer durable outlet is defined by the unavailability of all the brands at one place and special schemes are there, financial schemes are generally preferred by the respondents.

3. For purchasing LCD and washing machines, most of the respondents generally preferred the promotional schemes to purchase it. Respondents took interest in live demonstration of washing machine before purchasing a particular model.

4. Refrigerator is a big investment durable good, with longer durability characteristic is preferred by most of the respondents.

5. It was found that price of the commodities like music system and the microwave oven played an important role in minds of the respondents while purchasing.
6. Technology is also an important factor, preferred in purchasing camera. Young generation is very keen to understand and adopt the new technologies introduced everyday different companies also took interest in making different changes in the models like colour, size, facilities, price etc.

7. In the matter of purchasing the air conditioner respondents had given importance to after sale service of the product so that they should get the pleasure of the A.C. without any obstacles.

8. Generally, the respondents change their microwave oven, laptop/desktop, air conditioner and cameras in 3 to 5 years.

9. Respondents changing their mobile phones within one year of time.

10. LCD’s are changed in every 1 to 3 years of time span.

11. Refrigerators are not changed frequently 5 to 10 years time is taken because of the durability of the product.

12. Consumers generally preferred both organized and unorganized stores.

13. In the capital city Raipur, the organized shops like Big Bazaar and Easy Day are the most preferred to purchase the consumer durables.

14. When consumers go to organized outlets they give preference to availability of all brands in one place, after sale service and display attract them to these shops.

15. Making purchase from unorganized shops. Consumers prefer trustworthiness of owner s and availability of financial services.

16. In organized retail outlet, after sale service and salesman’s interaction should be improved. The lack of knowledge about the product its working, maintenance in employees should be given importance and trained person must explain about every query of the purchases.
17. Availability of all brands at a time should be there in unorganized retail outlets.

18. More than 60% of the respondents preferred financial schemes to purchase the consumer durables.

19. Approximately 80% of the respondents purchase consumer durables while discounts are available during festivals and promotional schemes.

20. Approximately, 35% respondents, who are not brand specific if they get the promotional schemes.

21. Most of the respondents generally not preferred the exclusive show rooms.

22. Easy day is the most relevant and preferred brand store according to consumers.

23. Big Bazaar is also the retail outlet which is very famous and brand recall is there in the mind of the consumers.

24. Generally, consumers not preferred much of the retail outlets for the mobile phones and all little accessories purchased.

25. Many consumers who are brand conscious they generally don’t switch over the brand, for any type of promotional or financial schemes.

26. The reasons behind the less preferred brand outlets are only the marketing and the advertisements are not done with proper planning.

27. E-zone which is sub brand of Big Bazaar is attractive one due to less price and discounts offered there.

28. Some unorganized outlets are not preferred by the respondents due to the lack of awareness and trustworthy.
SUGGESTIONS

An appropriate approach representing purchasing pattern of consumers of durable goods is discussed in the subsequent paragraphs. This is also helpful for producers and marketers to plane their marketing strategies in this important sector.

Consumer behaviour is a decision making process. In the modern and sophisticated market consumers consider the following aspects to purchase durable consumer goods:-

1. Multiple brands are available in the market,

2. In operational area and manufacturing area a high level of technical advancement is seen,

3. Introduction of promotional plans,

4. Price strategies of buyers are challenging,

5. Flexible system of repayment is find in the market, and

6. Presence of R and D activities. This motivates the mindset of a customer.

Keeping all these aspects in mind we have attempted to give an appropriate approach representing purchasing pattern of durable goods consumers.

In this approach of consumer purchasing pattern, I have identified how a customer approaches to purchase any durable goods. There are 3 basic phases involved with this approach –

In the first phase the basic demand of a consumer create need recognition. There are some considerations available before customers:-

Model operational convenience, technology, pricing strategies, promotional packages made to cover huge amount of consumers, availability of product at door steps to enable both time and place utilizes and after sales support.
Considering all the above mentioned facts on comparative basis consumers has to build a positive attitude in purchase of durable consumer products.

In the second phase, basically a consumer is attracted towards more reference groups. This group may act as information for consumers purchasing pattern. Reference groups consist of digital and print media, T.V. channels, relatives, friend circle and selling force of a company. A satisfied customer induced others to purchase the same good. This is considered as seamless and cost effective efforts to promote a product in the market.

In third phase, after purchasing a product the household consumer may end with positive and negative sets of measures. The positive set may end with either a repeat buying or act as reference group where the negative set may end with a rejection of this buying system.