Chapter Two

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The present work is related to consumer’s purchasing pattern on the household durable products, literature survey has been done regarding the concepts of purchase decision of durable goods (Gnandhas & James 2011). The findings of few research works have been presented below in chronological order.

Downham & Treasure (1956) stated that consumer durable is a product that must be durable in use and must be expensive relative to income. An item may be durable for a working class family and at the same time may not necessarily be durable for upper middle class consumer. However, there is hardly any argument for items like cars and refrigerators and there are not many marginal items. Durable purchases by and large are group decisions for the three reasons: one it involves the considerable outlay of the family; second the user of the person may not necessarily be the one who actually pays for it; and third it is bought for the use of who actually pays for it; and third it is bought for the use of several members of the family. However, in certain cases unilateral decisions for the buying of durable item are taken by one member of the household, but it is not common. The buying decisions of such items are generally unique and irrevocable. These decisions are not taken frequently, rather taken very rarely, perhaps once and twice in one’s life. The buying decisions of durables are by and large group decisions; complex ones; and more concentrated amongst the upper-income groups. The durable goods are mass-produced in anticipation to consumer’s demand and involve huge capital cost.

Davis (1970) stated that husband and wife look at purchase of goods like automobile and furniture form different angle and their decision was not the same for automobile and furniture. He found an adverse relationship.

Heald (1970) stated that the relationship of intentions to buy consumer durables with the levels of purchase. This paper states the traditional short-term
econometric forecasting models for durables and generally represents expenditure as a function disposable income-relative price an index of purchase control and as an estimation of total stock of durables.

Newman & Staelin (1972) These household might have remained dependent on others for procuring information but assessed it credibility themselves. The stages in the life-cycle also play a considerable role. As families grow size and the characteristics of the product that was last purchased, change. The average satisfied user of his old product who was giving considerably high importance of out-of store information seeking took greater time than the average buyer who was either dissatisfied with his earlier purchases or did not have regular use of that kind product. There had been contrasting result to Ferber’s Hypothesis that ‘larger the size of planned purchase, the longer the purchasing horizon is likely to be’ as the same was not observed for cars, the average duration of which was not much longer than that for appliances? The study concludes that the decision times are not affected by traditional demographic variables, rather these depend upon condition of old product, ability to judge the product well, and prior experience. Stages in the life-cycle also play a significant role as with the growth in the family, needs change and therefore, family may have to buy a different appliance than they earlier bought.

Newman & Werbel (1973) studied about the activity in purchase decision process and analysis of brand loyalty of six major appliances like refrigerator, washing machine, range T.V. and air conditioner and to measure the brand loyalty a scoring scheme has been adopted and they found that 26.5 percent of the household were brand loyal.

Hampel (1974) studied about consumers purchasing pattern of durable goods. The husband and wife interact in family decision at different levels in the house buying decisions. He found that husbands were more involved in decisions concerning mortgage price and when to buy and wives were more involved in decisions regarding neighbourhood and house style.
Hansen et al. (1975) studied the role of husband and wives in the decision to purchase a home and particularly household durables. Husband was dominant in decision to rent or buy and in the price decision of the home, while wife was dominant in the floor plan, style and size of home decisions.

Bruns & Granbois (1977) stated in their study that average husband was more highly involved than the average, wife with respect to automobile size, automobile make body, style, price range, type of transmission, type of radio, method of financing, type of brakes and place of purchase, only exterior colour and seat upholstery have lowest husband involvement.

Pickering (1978) stated about the Durable Purchasing Behaviour of the individual Household. He points out that cross-sectional investigations perform reasonably well in explaining individual household behaviour. Both in terms of level of outlay on consumers durables and in identifying purchasers of particular commodities.

Schaninger & Allen (1981) have classified wife’s occupational status as non working wife (NWW), low occupational status working wife (LSW) and high occupational status working wife (HSW). They found that LSW wives purchased more number of dresses than NWW wives. Regarding purchase of T.V., LSW families tended to own more T.V., especially colour televisions more than HSW or NWW families. And about ownership of major and minor appliances such as microwaves, dishwashers, cloth washers, refrigerators etc. both LSW and HSW families tend to own multi-feature washers and dryers compared to NWW families. Higher mean feature counts for refrigerators and ranges were found for HSW families.

Park (1982) examined the joint decision making process using a method called the “decision planet” in the context of husband and wife’s joint decision in home purchasing. In this study, it was conceptualized that joint decision as a muddling through process characterized by limited knowledge and awareness of each spouse’s decision strategies.
Spiro (1983) examined the strategies used by individual spouses in making accommodative joint decisions for major durable purchases. In this study, two major dimensions found that affect influence choice. Several demographic and attitude variables such as traditional family ideology, avoidance of conflict, income, gender, age, age of youngest child, education, wife’s employment, and income of wife were the important discriminators among the influence strategies.

Michael & William (1987) studied the concept of priority or sequence of acquisition reflecting the order in which household acquired items has been one of the dominant paradigms employed for understanding durable goods consumption and purchase decision behaviour. The study only examined the issue descriptively using across sectional data and tests theoretical and predictive model of durable goods. The result indicates that the proposed model has strong explanatory and predictive capabilities.

Ramu (1988) conducted a study in Bangalore city among 245 single earner and double earner couples. He found that decision-making power and economic resources were positively related. Thus, wife’s economic status enhances her importance in the domestic decision making.

Hu et al. (1989) observed that economic reforms of 1979 brought a great change in the consumption patterns in China. Durable goods particularly experienced a great change both in variety and quantity. The possession of certain durable goods in the past has affected the possession of the same durable during the current period and the possession of certain durables has affected the purchase of other durables. Prior to the reform period, the products like washing machines and refrigerators were scarcely produced domestically. Also there were no provisions of installment plans, credit cards or any other form of consumer loan. The increased consumption of durable goods has occurred as a result of several factors including increase in per capita consumption. The data collected by Statistics Bureau, Tianjin Municipal Government in 1984 reveals that household income had a statistically significant
positive effect on all consumer durables except the electronic watch. This was so because wrist-watch being low priced item did not account for a considerable share of household budget. The household size was positively related to the ownership of bicycle, electric fan and the record player. But it showed a negative effect for the purchase of television sets. Ownership of washing machine and refrigerator was also found affected by living space and the supplementary area, as these items are physically large. Age did not affect the consumption of large number of items except bicycle and transistor radios, which were relatively old-type durables. Education had a positive effect on purchases of refrigerators and record players. Most Chinese households perceived that one is enough for most durables. The current purchase of washing machine increased the probabilities of current purchases of both a refrigerator and colour television. Similar was the effect of current purchase of colour television on both refrigerator and washing machine. But the current purchase of refrigerator was found indifferent to the current purchase of both washing machine and a colour television.

Rao & Natarajan (1994) has observed in NCAER study on markets for consumer products in India. They analyzed consumer purchasing pattern particularly durable products. The study of consumer behaviour was more important than the number of consumers in the market because each consumer is unique.

Bayus & Mehta (1995) studied about segmentation model in which demographic information was used to identify durable replaces, segment was proposed data concerning the ownership of several home appliances including colour T.V., refrigerators cloth washers, vacuum cleaners, and coffee makers were collected for colour T.V. more established household tend to be average replaces. Households with more adults tend to be easily coffee maker replaces and average refrigerator replaces. Household with high income tend to be early colour T.V. replaces and average coffeemaker replaces for vacuum cleaner household with children older than 6 years of age tend to be early replaces.
Frank & Michael (1995) was an empirical investigation of consumer memory, attitude and perception towards pioneer and follower brands studied that consumers have to save their time and efforts of searching the particulars about any durable product for their purchasing decision.

Atkin (1998) observed patterns of interactions between parents and children in supermarket to determine the processes and effects of decision making in selection of breakfast cereals, viewed the behaviour of parents and children at the cereal shelves and recorded the sequence of action along with the characteristics of the participants. He found that the most of the parents initiated sequences involve an invitation for the child to select a cereal. In majority of these cases, the child chooses a brand and the parent agrees to the selection.

Sayulu & Reddy (1998), a socio economic influence of rural consumer behaviour was studied by the researcher. They concluded that frequency of purchase of commodities by rural consumers was highly influenced by the type and nature of the product.

Aswathappak (1999) in his study on business environment in India felt that the task of any marketing executive was becoming more complex because of our cultural patterns – life style, social values and beliefs, which were changing more quickly than they used to be.

Aswathappak (1999) found in his study that in family decision making even though husband tend to dominate decisions for certain products and wives for others. These roles may vary in the degree of dominance. In this study, wives are classified as conservatives moderate or liberal with regard to female roles. The whole family affect purchasing decisions for as durable goods are concerned.

Chandra Mohan (1999) observed that unlike macro factors, there are other factors, which were influencing the purchasing patterns of durable products. This study was based on India’s global players of the future, Indian business through the ages which is FICCI study.
Naik & Reddy (1999) reported that since present day consumers were more concerned for value, brand images and performance than ever before, consumer satisfaction was viewed as an integral part of total quality package in terms of form utility, place utility, time utility and possession utility. In the light of the shift enumerated thus far, it is evident that sound understanding of the consumer profile was an urgent need for the marketers.

Nayak & Reddy (1999) observed consumer behaviour on the household ct their taste durable goods. They surveyed different magazines to study the role of women purchasing pattern on durable household goods. They studied the role of advertisement on consumers purchasing pattern. It was found that women are rarely shown engaged in purchasing durable household goods. They appear only for in expensive purchases. For expensive purchases men are brought into the advertisement of durable goods.

Shariff (1999) in a report submitted to national Council of Economic Research stated that comparison of search, brand, preference and deal sensitivity measures for two social clauses reveal a fairly high degree of similarity in observed behaviour during the shopping simulation.

Dave (2000) found in her study that Indian market have transformed both in terms of sophistication and variety, resulting in a substantial change in the disposition of the customers towards quality, price, delivery, and service leading to new processes. These categories were influencing consumers purchasing pattern, particularly durable goods significantly.

Neelamegham (2000) found that modern in the environment consumers consider the more choices for their selection duel to multiple brands both in foreign and Indian companies for their purchase. This was mainly due to our recent government policies on globalization and liberalization policies. He observed that high level of technological advancement seen in both operational and manufacturing
areas. This has given a more selective approach to our Indian consumer’s to sale and preference and increases their level of participation in purchase decisions.

Ashok & Subashree (2001) examined key challenges, confronted by Indian durable household industries. They also observed consumption pattern of household durable goods in 2001. They analysed different socio economic and psychological factors affecting families purchasing pattern particularly for durable goods and found that psychological factors have more significant impact.

Macaden (2001) described the various changes that transformed the Indian market for consumer goods in the last one decade (1991-2001). He found that – a shift from sellers market to buyers market – characterized by intense competition variety and consumer insistence for value for money leading to the redefinition of necessities and luxuries, sheltered market to competitive market – the entry of multinational corporations (MNC’s) with global network – changing consumer pattern. Emergence of distinct market segment in urban, rural, youth, children, working women etc. As a result of all these changes, the role and functions of marketing have undergone a metamorphic change in recent years. Many new concepts and patterns of thought have emerged.

Kim et al. (2002) socioeconomic conditions considerably affect consumer behaviour. Income affects the buying behaviour in terms of amount, type and prices of product purchased. High-income consumers put in more effort in information search.

Kim et al. (2002) there are noticeable difference in purchase decision times for new cars and major household appliances. The study was conducted on 1300 households of US who had purchased one or more products of study before August 1968. The decision times were found to vary widely. About half of the buyers took two weeks or less while a third took six months or more. The distribution for cars and major household appliances were similar. The study reveals that the purchasers satisfied with their old products were found engaged in less information seeking than
those who either were not fully satisfied with their old products or did not have regular use of the product. Moreover, the satisfied users were able to gather required information in less time than other types of buyers. The satisfied users, whose products had already expired their life took less time than those satisfied users with their products in working conditions. Similarly, the buyers who had extensive purchase experience in the past took less time than those who had not much experience. Even the highest income households lacking buying experience took more time than any other income group. Also the increased information seeking activity was associated with longer decision times.

Rao (2002) in this study Rao observed that decision making power in the hands of a woman is not only a symbol of her status but also an indicator of modern society. he found that it is very important that the process of family decision making is affected by different socio economic factors.

Reddy (2002) observed marketing strategy and linkages with consumer behaviour. The emerging market of durable goods in India has distinctively different demographic and market nuisances that were significantly different from developed markets in the west.

Rao (2002) recorded highly competitive market condition, creation of demand for the product, excess supply over demand and usage of modern cost reducing methods/techniques and government policies on taxation. This was a study based on consumerism in India.

Losarwar (2002) in his noteworthy contribution of behaviour towards durable products with reference to Marathwada region of Maharashtra state and analysed that some of the macro level marketing variable that have a bearing on the marketing front may be examined under the following heads. They were demographic, economic, social and cultural, and psychological/personal variables related to consumers. Though, all these factors were generally viewed as non controllable
variables by any marketer, it is highly desirable to study the influence of each of these variables on consumer purchasing pattern.

Kaushik (2002) felt that it was imperative on the part of the marketers to keep a vigil on the changes and monitor them on a continued basis to comprehend correctly the consumer aspirations and competitive actions. Indian household have a diverse income range. Most of the household are below poverty line. This reflects that the diversity of the market from the subsistence level to the super luxury levels of consumption that takes place from both branded and unbranded durable goods.

Reddy (2002) described unlike macro factors, there were other factors, which were influencing the purchasing patterns of durable products, which were controllable and existing within the organization? Those factors were grouped under micro factors. If the rate of change inside a company was less than the rate of change outside a company, then the end was insight.

Shivkumar & Arun (2002) Many companies of consumer products (both durable and non durable) are making their efforts in rural areas. This is so because of increase in rural purchasing power over the past decade due to increase in support prices for the farm produce. Increase in infrastructure and change in lifestyle due to proliferation of television have changed the buying habits of the rural people. The study carried out in rural Pondicherry to understand the buying behaviour on two products – wrist watches and footwear reveals that rural consumers consider only one brand and visit one shop before making a purchase decision. Though, buyer himself takes decision for buying watches, yet retailers and advertisements have been found important influencers. Unlike urban areas, where watches are treated as gift items, these are bought as and when necessity is felt. Brand name and price were the important considerations in buying watches. Utility and longevity (quality) were the prime considerations for footwear and no significant influence of brand was observed in this category. They used to buy both the items based on the necessity felt rather than waiting for any offer or festive season.
Sarwade (2002) conducted a study in Adul, Paithan and Sangvi Villages of Marathwada region and author concluded that majority of the respondents owned consumer durables. More then half of the respondents owned television, radio, tape recorder, bicycle, fan, clock, and wrist watch in all the three villages, least percentage of them owned sofa, camera, motorcycle and sewing machine. Price was the most important factor which influenced the purchasing decision as against the quality of the product. A standard or quality mark on the equipment is itself an indication of guarantee of safety in its use. Minimum standards of performance and safety precautions have been prescribed for many consumers durables by authorities and institutions. When these labels or marks are present on the product the products gain more value at the time of purchase.

William (2002) utilitarian evaluation criterion was inversely related to income. Income was more important in the buying of low social value product. When the income of the consumer was low, the consumer largely tends to focus on price and performance attributes and with the increase in income the consumer becomes more hedonic and may start desiring goods from western nations.

Gambhir (2002) conducted a study in Chandigarh revealed that 54.00 percent of the respondents were aware of the ISI mark and 46.00 percent of the respondents were not aware of it. This study revealed that the consumer protection is a must for durable household products.

Rahman & Bhattacharyya (2003a) found in there study that Indian middle class also consider households items of in frequent purchase as revealed by the study of the average of kitchen refrigerator was five-and-a-half years and for a colour TV was five years as per the exploratory study conducted in the campus of Indian Institute of Technology, Roorkee.

Rahman & Bhattacharyya (2003b) found that the tendency of the households toward the buying of old type durables (e.g., bicycles, sewing machines, black and white televisions) decreased considerably than to modern ones (e.g., washing
machines, colour televisions and cameras). The possession of durables reduced the probability of purchasing another one of the same type except for refrigerators and watches. The study further explores that the last period possession of a refrigerator had a positive effect on that period purchase of washing machine, but no effect on the purchase of the colour television. Similarly, last purchase of refrigerator during the period of study, but remained neutral to the purchase of colour television. The last purchase of colour television did not affect the purchase of either refrigerator or washing machines. This implies that both washing machine and refrigerators were complimentary to each others.

Nithila (2006) studied on brand consciousness among children and its effect on family buying behaviour in Bangalore city. Regarding brand awareness among children there was a very high degree of brand awareness among children but the children declared that they do not enjoy independence in decision making for the items listed. According to parents view for items such as chocolates, chips and soft drinks the children were allowed to decide independently and not for the durable goods like watches, clothes, bags as they were relatively more expensive.

Mohanram & Mahavi (2007) evaluated the factors influencing teenagers informing purchase decision for two wheelers in Chennai (T.N., India). They found that teenager were influenced by updated information of the product like price, technology and peer compulsion and ales talk of the dealers. Teenagers employ two types of strategies to convince their parents emotional and logical. They gave top priority to quality, durability, utility and long term benefits. They also look at colours, popularity, physical appearance and brand value. The emotional teenagers gave least importance to sales promotion like offers and schemes whereas teenager who approach logically consider offer and schemes as important.

Clarke (2007) gift giving to the children is a strong feature of Christmas in the western countries it is a unique, multifaceted, and ritualistic consumption occasion
suggesting that the season is peak in consumption in western cultures and gift giving on this occasion is a hedonistic behaviour and it is a traditional Christmas ritual. The previous studies reveal that people seem to spend quite freely on the preparation and the enjoyment of the Christmas period. this period is an important occasion not only for business but for those who make purchases to participate in Christmas activities. This exploratory study measures the feelings (affect) and the evaluations (cognitions) as the valid elements of the Christmas spirit construct. Social values of the consumption objects are associated with various social and cultural aspects. The affective judgments directly and subjectively relate the person to the objects of interest more than the effects of cognitive appraisals. Some studies have pointed out that though both affective and cognitive elements act independently yet they are significantly related to actions and behavioural intentions. The other studies reveal that the differences between affect and cognition are minor and exist due to their interwoven nature. Affect include multifaceted associations about internal and primal reactions of emotions and feelings as well as emotions and moods. Cognitions on the other hand refer to thoughts, beliefs, and perceptions and is a response to the environment brought about by the evaluation of the consumption object. The basis of cognition is the utility of the consumption objects. A family ritual is a highly stylized cultural performance involving several family members and is a symbolic behaviour. Rituals artifacts communicate specific symbolic messages, guide the artifacts and identify when to use what icon or symbol. Christmas season is time of tradition and ritual. It can be personalized to create an individualized custom ritual. Christmas is a consumption object like an advertisement and there can be an upbeat, and warm feelings toward Christmas is a consumption object like an advertisement and there can be an upbeat, and warm feelings toward Christmas. The study concludes that the high regard or spirit does not necessarily embrace materialistic indulgence. Christmas sprite is an attitude to a season not to the materialism. And brands can be integrated with Christmas rituals, artifacts and scripts.
Banerjee (2008) Dimensions of Indian culture, core cultural, values and marketing implications. He explained that the behaviour of a consumer largely depends on interplay between inner self and outer stimuli. Consumption decision made in the market cannot be viewed as an independent event. It is closely related with values and social relationship and cultural allegiance.

Dhumal & Tayade (2008) Rural marketing-Understanding the consumer behaviour and decision process. Explained in this paper rural population account for 70% of the Indian population and it is increasing at the high rate in comparison to urban population. The buyer of rural and urban area different in their characteristics while buying any product. The reason behind its differentiation are many like:-

- Age and life style.
- Occupation.
- Economic situation
- Life style.
- Personality and self concept.
- Psychological factors like perception cognition and motivation.

Buying decision of the consumer of different age occupation differ from rural area to urban area the rural area is move bounded by the tradition , custom, and value which bring a gigantic change in the life style and personality of the customers of the rural area in comparison to urban area. Where people are more attached towards the welter cultural now per capital income of the consumers in the rural area restrict them for low consumption pattern as compared to urban population. Where the consumers are brand conscious and are ready to pay high.

Gurav Kunal (2008) Impact of relationship marketing strategy in customer loyalty. Explained in this paper that their need to be developed customer loyalty and
pay the much more concentration on marketing strategy and relationship between promotional schemes, customer trust, and customer face to face communication.

Mishra & Mahajan (2008) Determination of Potential for customer Satisfaction and Dissatisfaction in mobile hand set using Komo model. He found in their studies competition growing in market and changing consumer choice so their should be necessary to continuous change in product promotion and take care about the customer requirements to identify the customer need and accordingly design the product.

Pandey (2008) Impact of celebrities multiple product endorsement on buyer attitude and purchase intention” explained in this paper that consumers are generally influenced by spoke persons if product are inexpensive low involving and few different are perceived among available brands that consistency between the endorsers image and desire product image may be more crucial such as a time, space, language, religion, relationship, power masculinity and femininity. The endorsement as many products negatively influence the celebrity spoke persons credibility.

Chattopadhyay & Shivani (2009) Do multiple time consumers also observe imperfectly. The case of automobile consumers in India” He explained the customers holistic perceptions of the extra value due to brand name. The researcher also explained that any organization that makes a new product for society always takes care of products, price, brand name, quality and perceptions of the consumers. Generally consumer perceptions is that higher price is associated with better quality of the product which may not be true.

Kokatnur (2009) Consumer perception, brands. a Empirical examinations. In this study researcher observed that consumers on quality money, packaging, taste, price, and brand image of products. Therefore there is a need of making brand image image in front of customer.

Sumangale & Uppar (2009) Purchasing Practices of consumer durables Among Farm Facilities of Gadaj District. He pointed out that selected 5% of villages
of Gadaj district for a primary survey. They used purposive sampling for the survey to require practices of consumer durables. The household purchased food items on a weekly basis from nearby town. “Daily wear of women and men and kids were purchased once in six months. But they used credit and installment system for purchasing motorcycle and tractors. Friends were their sources of information for purchase.

Vyas (2010) many things that were considered as luxuries till about 10 years ago become necessities for most people today. And in case of household goods consumption, it has happened also as scooter were luxury at once becomes necessity too. The research was an exploratory one using primary data collected through purposive sampling method. Study reveals that company or brand name, price, and after sale service and support are important factors for purchasing durable goods.

Makkar & Dhyani (2010) Consumer perception towards different media options.-An empirical study of rural and urban perspective” explained in this paper helps the marketers to focus attention on the diverse media vehicles in general and media specifically. Which are the key buying guides for the customers in urban markets. Provide insight in the formulation of further media strategy by the marketers enabling them to focus on right media choice and media mix once thing that is sure is that the media is having a dramatic impact on the consumption patterns of the consumers irrespective of their affiliation to certain geographical location rural and urban and their gender. Even in this new business environment where electronic transactions are becoming the norms. The use of other media option to document business transaction is equally important. Specifically for the rural customers indeed as per the current research.

Mallikarjuna & G. Krishna Mohan (2010) “Customer switching Behaviour- An evaluation of factor affecting mobile users” explained in this paper customer switching behaviour affects the market share and profitability of the firm most of the
mobile users in India are engaged in designing strategy to attract how consumer through “welcome offers” which contain attraction call tariffs. Freebies and low service charge. The existing customers often feel that they are ignored. Marketers should know that retaining, existing, customers is crucial than acquiring new customers (Berry 1980) it is found that genuine customer increase their spending at an increasing rate and help the company achieve increasing rate and help the company achieve increasing operating efficiencies. Loyal customer spread positive word of mouth across and adding to the company brand building exercise. More ever acquiring a new customer is five times costlier than retaining an old customer (peter 1980) hence losing the existing customer will result in loss form higher margin sector of the firm and also damage the brand value which is highly undesirable

Lilly (2010) “Customer perception and Preference towards Branded Products, With Special Reference to Television sets”. He points out that to move consumers from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the customers existing preference sets. Preference is a scale, and brand moves up, down and even off that scale with and without a vigilant brand management strategy. Pricing, in promotional deals and products availability. Aristotle professed. Attaining and sustaining preference is an important step on the road to gain brand loyalty. This will help to generate more revenue, gain greater market share and beat off the competition.

Rahman (2010) A study of relationship between consumer credit and life style demographic of consumer of Bangladesh. Explained in this paper it is proved that, there is a strong relationship between consumer credit and lifestyle demographics of people. People borrow consumer credit to purchase household goods that are aligned with their requirement and are compatible with their age, income, education, occupation, and family life cycle. In a consumption environment a person choose a product or brand which seems to possess a max possibility of the definition. Or
elaboration of his life style industry. Alternatively a person makes a choice in a consumption environment in order to define or actualize his life style. Identify it through the products or brands chosen the study establishes the relevance of influence on demographic factor on consumer credit consumption behaviour this implies that focusing their attention on the demographic factor of consumers which are related to use household good borrowed by consumers.

Sakthivel (2010) Consumer behaviour in rural market A-B-C-D paradigm and its application” explained in this paper the most important difference between the rural and urban is in degree of sophistication of the consumer. Urban consumers are generally familiar with such products home their address and value related to purchase and consumption will be different. The conversion of rural consumers to purchase sophistication products is great challenge for the markets. But this kind ensure a good demand for sophistication product in the future here in the marketer may have to work harder to sell their goods in rural areas because of diversity of value and attitude present in three region. Use term such as “new and improved” since these may be effective in rural areas. Examine the obstacles in the path of consumer access to information and illiteracy and diverse methods to overcome these kind of obstacles note the cultural similarities in consumer behaviour which might allow standardization of marketing strategies across countries however it must be noted that it is possible to capitalize on the similarities among the rural markets. Several researchers have suggested to possibilities of clustering area which allow standardization of marketing strategies across these region.

Sararanan (2010) A study on consumer behaviour of women with special reference to durable goods in Coimbatore city of Tamilnadu. Explained,,in this paper, purchase is to be made on the basis of the quality, income and accordingly to the budget. Women must know the standard shops which sell products at reasonable price with excellent service. They should give importance to the package date
manufacturing date, I.S.I. mark expiry dates, brand etc. While purchasing they should bargain and clarify their doubts regarding the products they buy. Women should be aware about the new products introduced in the market and of their special feature, price, quality etc. They should be capable of identifying duplicate products and should avoid purchasing unnecessary items. Max numbers of women consumers are not aware of the consumerism and consumer rights hence the government can conduct some consumer awareness program for the women consumer and it can help to improve purchasing behaviour among the consumers and it can save consumer from falling into traps of the deceiving sellers.

Yaseen Khan & Tariq Zafar (2011) studied buying behaviour and brand perception of consumer in shopping malls. Consumer purchasing power is the main factor which determine their buying behaviour and brand perception in shopping malls age, factor is the most dominant factor in daily foot falls.